



## **Cooperative Education Report**

**Coping Strategies of the Restaurants**

**In**

**Millennium Hilton Bangkok Hotel**

**Written by**

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**This Report is Submitted in Partial Fulfillment of the Requirements for  
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**Title:** Coping Strategies of the Restaurants in Millennium Hilton Bangkok Hotel


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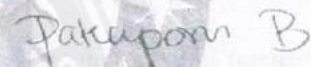
**Department:** Bachelors of Business Administration

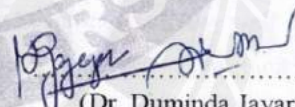
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We have approved this cooperative report as a partial fulfillment of the Cooperative Education program semester 1/2022.

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### **Declaration By the Researcher**

I am Chhawala Ahir, do hereby declare that the research entitled “Coping strategies of the Restaurants in Millennium Hilton Bangkok Hotel” has been undertaken by me for the completion of the cooperative studies program. I have completed this study under the supervision of Ajarn Saif-Ur Rahman.

I also declare that this internship report has not been submitted for the award of any degree, diploma, fellowship or any other title in this university or any other institution, I have not intentionally included any information that may cause adverse effects on any institution and organization that I studied.

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### **Abstract**

The aim of this report was to explore the impacts of covid 19 pandemic on Millennium Hilton Bangkok (MHB) located in Thailand. The present report first described the nature of this business and then provided some information about MHB in particular. It also explained the management strategies implemented by MHB and its effects during the pandemic. In this regard, a mini-research was conducted mainly on the restaurant industry at MHB using a qualitative approach. The data was collected using Key Informant's Interviews (KII) with hotel managers in order to find out the damages and the effectiveness of the strategies that MHB applied during the pandemic. The results revealed two key findings. First, the MHB underwent serious challenges due to the unforeseen impact of the pandemic. Second, in spite of their attempts such as introducing an online food delivery system to stay competitive in the industry during the pandemic, the adhocism was not significantly effective to overcome the logistics challenges during the lockdown and they had to close down some of their in-house restaurants. To avoid such eventualities in future, the present report recommends hotels have contingency plans to overcome the foreseeable and unforeseen challenges.

**Keywords:** Hotel and Tourism, Effect of Pandemic, In-house Restaurants, Hotel Industry, Customer Relations, Internship, Millennium Hilton Bangkok

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## **Chapter 1: Introduction**

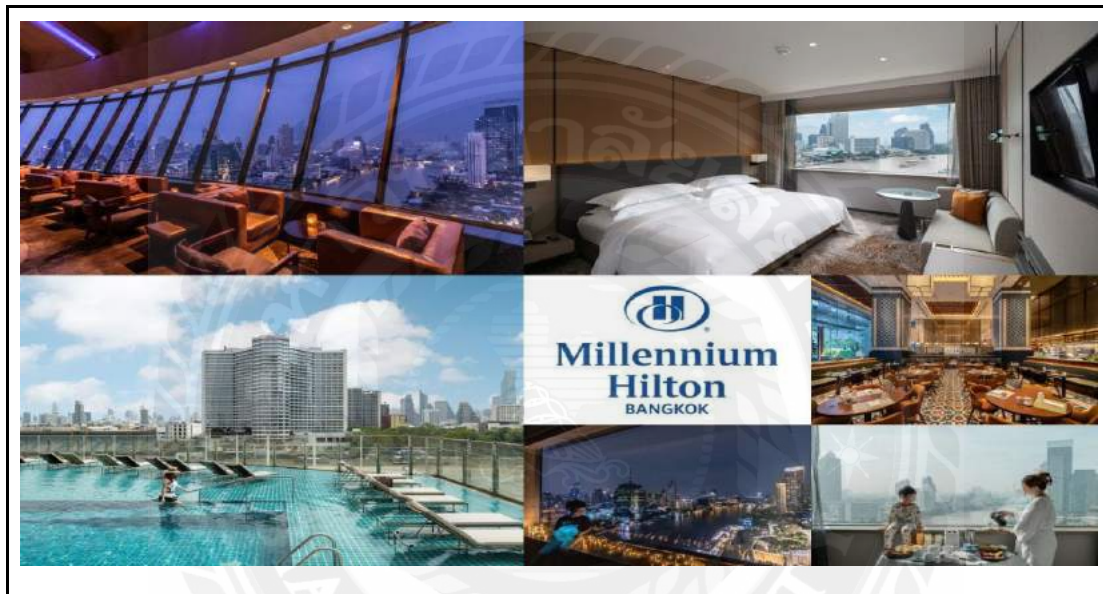
### **1.1 Background**

Thailand's economy has major dependence on its hotel and tourism industry. The annual turnover was about 883 billion Thai Baht (Stastita, 2022). It also employs approximately 3.5 million human resources directly and indirectly contributing to the aforesaid industry (Clarke, 2021). There are cross cutting issues with other industries as besides tourism, there are plenty of international and domestic businesses that operate around the major cities of Thailand, especially Bangkok. And the business people, and their interactions take place mostly in the hotel premises. This large hotel and tourism industry is the biggest among ASEAN countries and its functions may be categorized under three major heads: accommodation & lodging, food and beverage, and travel and tourism. It is basically a service industry where the key focus is customer-centricity.

The overall adversity of Covid 19 pandemic had a severe impact on the hotel and tourism industry due to lockdown and ceasing of movements of people, products and services. The current study examines the nature and extent of the impact of the above phenomenon in Thailand's hotel industry and in doing so, it explores the situation of a specific hotel in Bangkok, namely, the Millennium Hilton Bangkok (MHB) located on the banks of river Chao Phraya. This internship report mainly focused on in-house restaurants as it is the key aspect of the investigation. Having carried out a quantitative mini-research on the perception of hotel employees, the result shows that the hotel under study had faced severe constraints due to the pandemic. Expectantly, any restaurant business owner would try to keep the service flow running by resorting to special provisions when in-house dining facilities are redundant. Any temporary arrangement can contain, but can barely provide permanent solutions. The study intended to find out how the MHB restaurants performed and what else they could possibly do to stay competitive in the industry. In such circumstances, the hotel authority should come forward with financial and other initiatives so that their smaller business components can sustain during the calamities. The intern found this study as an exciting learning opportunity for personal improvement.

## 1.2 Company Profile

Millennium Hilton Bangkok (MHB) is part of a full-service hotel. It has operated since 26 May 2006. It is situated on one of the world's greatest rivers, the Chao Phraya, in one of the most vibrant cities of the world. The hotel offers an exceptional setting for business delegates and corporate travelers visiting this regional business and commerce hub. Picture 1 provides a pictorial overview of this hotel.



Picture 1 Millennium Hilton Bangkok

The elegant surroundings are complemented by efficient service, convenient facilities - plus age-old Thai hospitality. This property presents a distinctive blend of cutting-edge design and exquisite Thai artwork and decor. Productivity is on the agenda at Millennium Hilton Bangkok and it commensurate with the endeavors of Hilton as a leading global hospitality company with 18 brands spanning the lodging sector.

Hilton brands are comprised of

- nearly 6,900 properties
- nearly 1.1 million rooms
- in 122 countries and territories

Hilton pursues three business strategies: Go Hilton, Travel with Purpose, and Hilton Honor.

### **1.2.1 Go Hilton**

Go Hilton Team Member travel program: Go Hilton is a leisure travel discount program for eligible Hilton Team Members and their authorized family and friends. Eligible participants can take advantage of special room rates and other perks. Team Members should visit the Program Guide on the Go Hilton Lobby pages as the main source for rules, policies, and other information that supersedes any other document, including this summary.

Booking a Go Hilton Stay: Eligible Team Members and their authorized family or friends must each log in at the Go Hilton booking site with their own Hilton Honors sign-in and password to manage their own reservations.

### **1.2.2 Travel with purpose**

Travel with Purpose is Hilton's Environmental, Social and Governance (ESG) strategy to drive responsible travel and tourism globally. Through Travel with Purpose, they seek to create positive environmental and social impact across our operations, supply chain, and communities.

#### **Environmental Impact:**

It seeks to operate and grow sustainably, reducing their consumption of natural resources. Through climate action and destination stewardship, Hilton intends to pave the way to a net-zero future for its company and the global travel and tourism industry.

#### **Social Impact:**

Hilton's enduring role is to foster opportunity for people, both within Hilton for our Team Members and for those in their communities all around the world. In addition, they bring urgent focus and committed action to the pursuit of Diversity, Equity & Inclusion and to the protection of human rights.

Governance:

Hilton further strengthened their environmental conservation and dedication to making a lasting positive impact in their communities through its public affairs and partnerships. Figure 1 describes the travel with purpose outline of Hilton company.

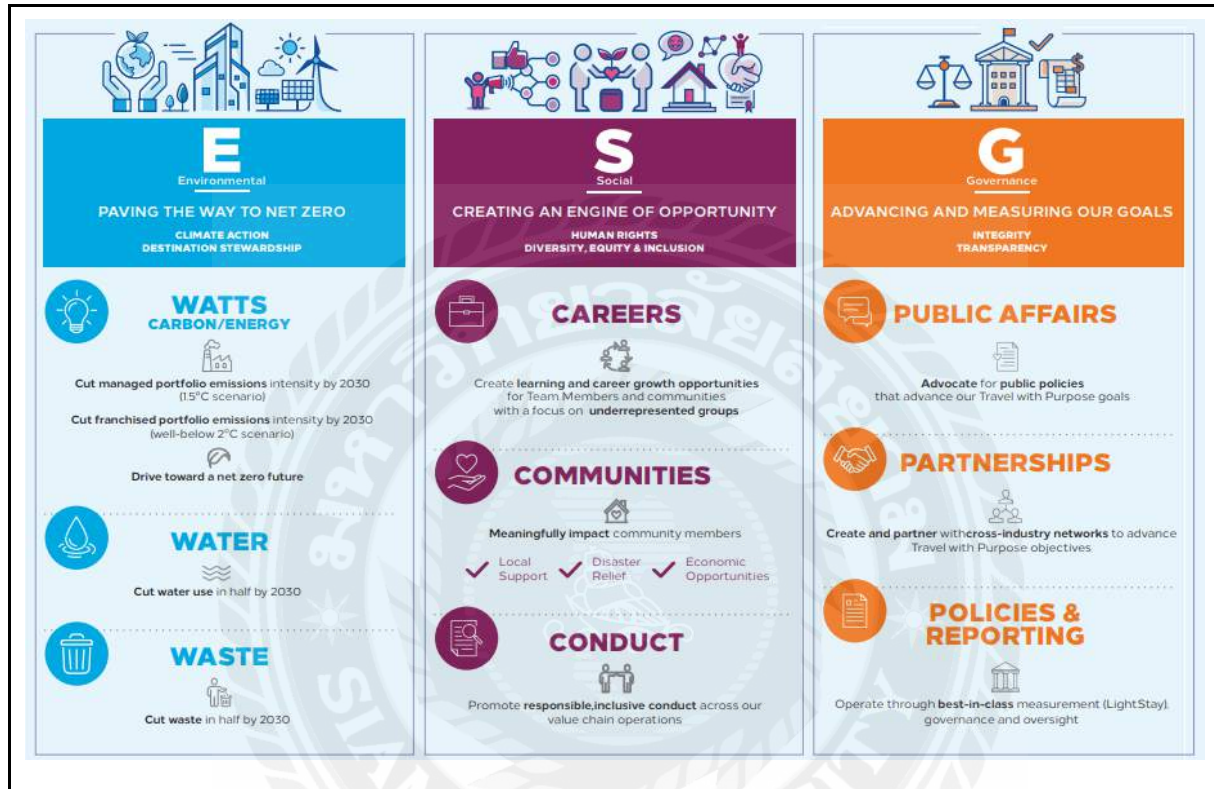


Figure 1. Travel with purpose outline

### 1.2.3 Hilton Honors

Hilton Honors is Hilton Hotels' loyalty program. It is free to sign up, and when they are enrolled, they can earn Hilton Honors points that they can redeem at any hotel within the Hilton portfolio.

Members get perks such as a guaranteed Hilton Honors discount rate, no resort fees on stays booked with points, free Wi-Fi, and more. Depending on how many nights you stay in Hilton hotels over the course of a year, members may also qualify for Hilton elite status. The three Hilton elite status levels — Silver, Gold and Diamond — unlock progressively nicer perks such as free breakfast, lounge access, room upgrades, and more.

### 1.2.4 Hilton Global Brands

There are 18 global brands of Hilton. Each brand categorizes in different status, for example; for the luxury hotel the brand are: Waldorf Astoria, L X R and Conrad Hotel & Resort. Figure 2 expresses the Hilton global brands in different categories of their, such as luxury, lifestyle, full service, focused service, all suites and timeshare.

LUXURY	LIFESTYLE	FULL SERVICE	FOCUSED SERVICE	ALL SUITES	TIMESHARE
					
					
					
					
					

Figure 2. Hilton Global Brands



### 1.2.5 Location

Located along the banks of Chao Phraya Rivers, offering extensive views of Bangkok, the hotel is easily accessed by several expressway accessibilities, road, river, and sky train. Enjoying striking views of the city, and the Chao Phraya River of kings, as Millennium Hilton Bangkok is situated in the historical Thonburi section on the west side of the river, served by their own shuttle boats. Figure 3 shows the location of MHB nearby Chao Phraya River.

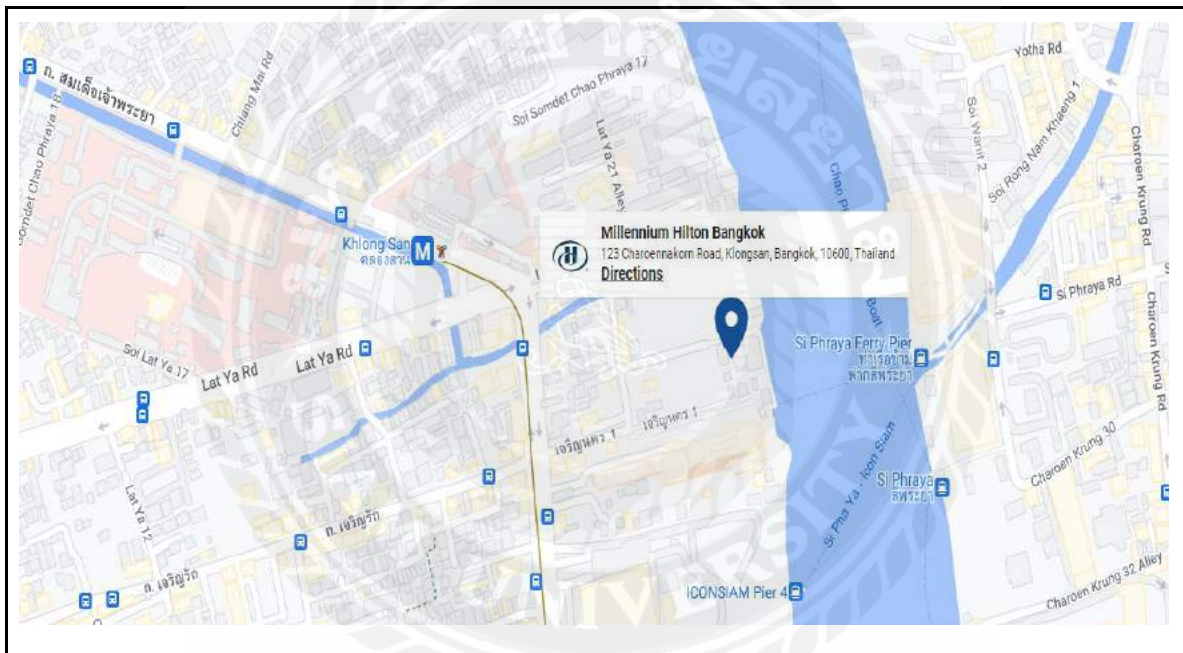


Figure 3 Location of Millennium Hilton Bangkok

Boats run to and from the hotel and Bangkok Mass Transit System (BTS) Skytrain service until midnight. Just up the river numerous tourist sites await, including the famed Grand Palace, the ‘Temple of Dawn’ and Asia Tique the Riverfront.

## 1.2.6 At a Glance

The main features and facilities of MHB are appended below:

MHB Rooms:

Millennium Hilton Bangkok offers 533 guest rooms and suites wrapped in 32 elegant, curving storeys. Their 148 Deluxe rooms, 71 Executive River view rooms, 225 Premium River view rooms, 16 Family rooms, 44 Panoramic Executive Suites 1 Royal suites and 28 Family suites feature state-of-the-art amenities arranged in graceful Thai style, from high-speed wireless internet to teak floors and a large writing desk.

For added exclusivity, they provide four dedicated Executive Floors, with spacious room floor plans and a host of added privileges. These include express Check-Out, and full use of the Executive Lounge, for complimentary buffet breakfast, refreshments and snacks, as well as evening cocktails and canapes.

Guest Rooms

-Deluxe rooms

- 148 Rooms

Figure 4 shows the room type of king deluxe and twin deluxe.



Figure 4. Deluxe rooms

River and city view, seating area, bathtub & shower. Enjoy breathtaking views of the Chao Phraya River and the city beyond from this room furnished in an elegant contemporary style and featuring a seating area. Refresh in an elegant bathroom complete with a separate bathtub, shower and luxurious amenities. The king-sized Hilton Serenity bed offers an ideal relaxation spot to admire the Bangkok skyline. Maximum occupancy is 3 persons when sharing an existing bed(s).

-Executive rooms

- 71 Rooms

Figure 5 shows the room types of king executive and twin executive.



Figure 5 Executive rooms

Executive Lounge access, high floor, historical and river view situated from the 24th floor, this sophisticated hideaway is complemented by spectacular views across the Chao Phraya River and the Bangkok skyline. Refresh in the stylish bathroom, featuring a whirlpool bath and a rain shower (available in selected rooms only) and luxurious bath amenities.

-Royal suite

- King Bed: 1

The Royal Suite is the zenith of refinement and style, offering one of the most spectacular views to be found in Bangkok. Pure enchantment awaits from the moment you walk through the door.

This completely private luxury apartment-styled residence is situated on the 29th floor and features a spacious living-room with unobstructed views, an impressive master bedroom, a walk-in closet and a state-of-the-art bathroom. Figure 6 shows the royal suite inside view of the room.

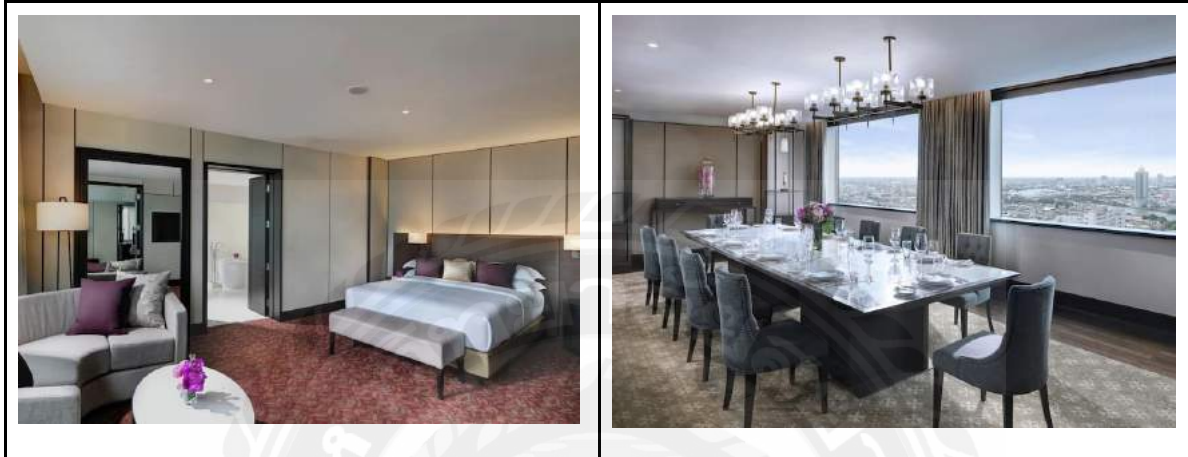


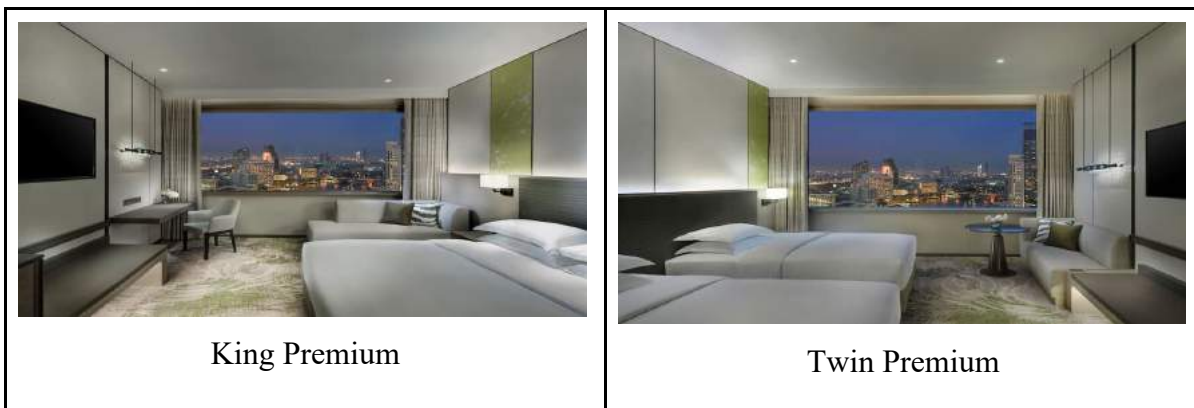
Figure 6 Royal Suite room

The suite has undergone a complete refurbishment, using the finest materials and patterns to create the ultimate riverside retreat, guaranteeing an incomparable experience with a true sense of grandeur.

#### -Premium River View Rooms

- 225 Rooms

Figure 7 shows the room type of king premium and twin premium rooms.



King Premium

Twin Premium

Figure 7 Premium River view rooms

River view, middle floors, seating area, bathtub & shower. Situated on the middle floors, this Premium Room offers scenic views of the Bangkok skyline, striking decor and premium amenities. Combining contemporary design with traditional materials and patterns, the room impresses with minimalistic yet elegant furnishings. A seating area and king-sized Hilton Serenity bed provide well-deserved rest after a busy day in this vibrant city. Refresh in the elegant bathroom, equipped with a separate bathtub, shower and luxurious amenities.

#### -Family Rooms

- 16 Rooms

Figure 8 shows the inside looks of the family room.

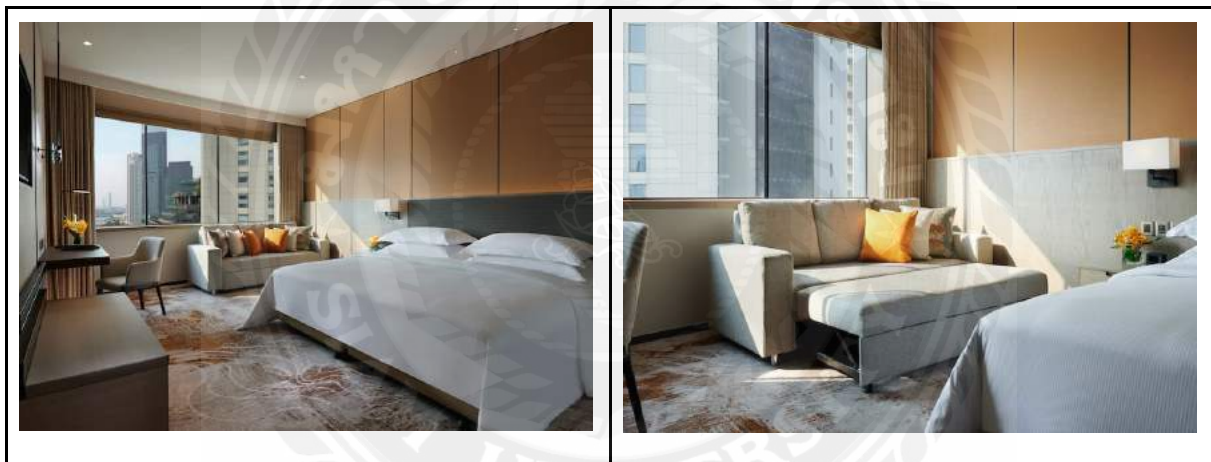


Figure 8 Family rooms

The river and city view, sofa bed, separate bath and shower. Carefully designed with families in mind, this accommodation is the perfect combination of convenience and comfort. Unwind in the large seating area featuring spectacular views of the Chao Phraya River and the city beyond. A fully furnished bathroom offers a separate bathtub, shower and well-appointed amenities. Options for sleeping include a king-sized signature Hilton bed and a sofa bed for a kid.

### -Family Suites

- 28 suites

Family Suite is a perfect fit, enjoying the contemporary design and unique décor elements, complemented by plenty of natural sunlight through large panorama windows. The separate living room provides additional freedom and privacy when traveling as a family or small groups. Figure 9 shows the view of family suites and inside facilities.

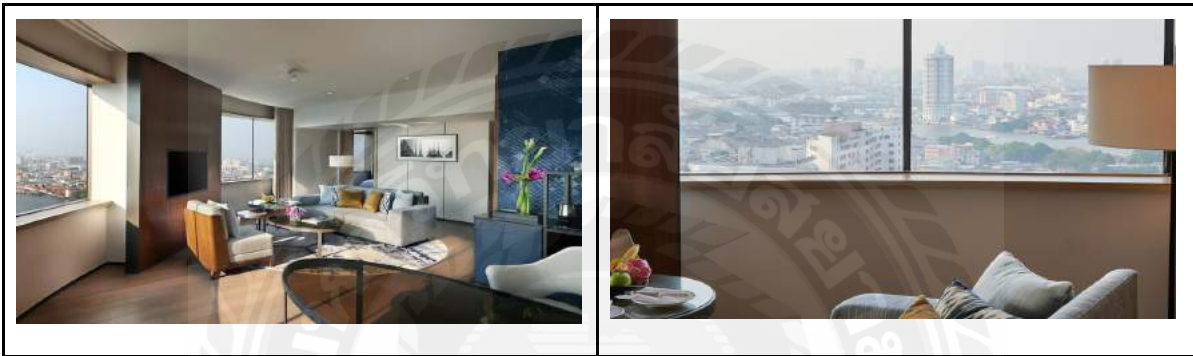


Figure 9 Family Suites rooms

The suite features one king-sized Hilton Serenity bed as well as a convertible sofa bed for two persons, comfortably accommodating up to 3 persons. Refresh in the elegant bathroom, equipped with a separate bathtub, shower and luxurious amenities.

### -Panoramic Executives Suites

- 44 Rooms

Figure 10 shows the inside rooms and its facilities.

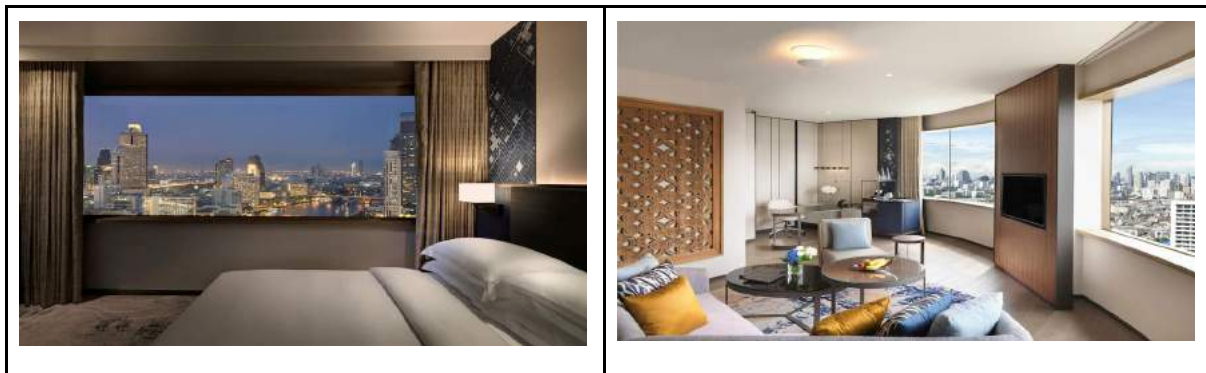


Figure 10 Panoramic Executive suites

Executive Lounge access, panoramic view, living room. A masterpiece of magnificent scenery, this Panoramic Executive Suite offers the perfect spot to capture memorable images of the Bangkok skyline and the Chao Phraya River. The suite features one king-sized Hilton Serenity bed and an expansive separate living room with panorama windows.

The elegant bathroom features a separate bathtub, rain shower and luxurious bath amenities.

Guests staying in the Panoramic Executive Suite enjoy access to the Executive Lounge located on the 31st floor, boasting a breathtaking panoramic view of Bangkok and the Chao Phraya River. Complimentary privileges include:

- International Buffet Breakfast
- Afternoon Tea
- Evening cocktail with a large selection of beverages and canapés
- WiFi access
- 2 items for pressing per person per day
- Daily 2-hour usage of meeting room

#### Amenities & Services

- Exclusive Executive Lounge
- Fully equipped Business Center
- State-of-the-art Fitness Center
- eforea: spa at Hilton with 12 treatment rooms
- Outdoor infinity edge pool with sandy beach and a view of the river

#### Meetings

- Grand Ballroom
- 594 sqm
- Pre function area 508 sqm

Figure 11 shows the Grand Ballroom with a different set up, such as cabaret and classroom.



Figure 11 Grand Ballroom Meeting Room

- Thonburi Ballroom
- 338 sqm

Figure 12 shows the Thonburi Ballroom with the function setup theater.

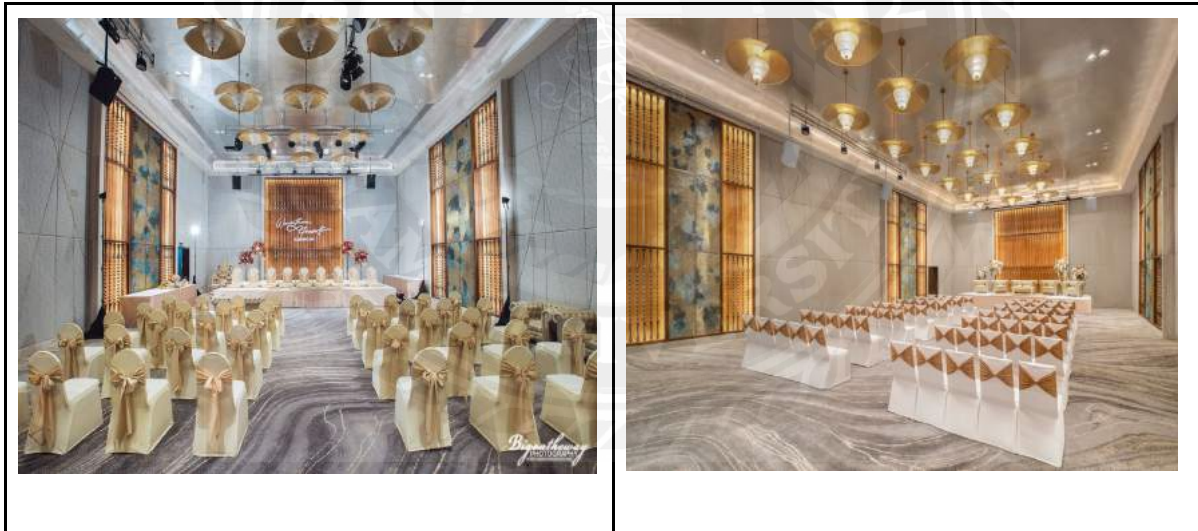


Figure 12 Thonburi Ballroom Meeting Room

- Jasmine
- Lotus
- Orchid



## Hilton Meetings

- 30th Floor location
- Daylight and river views
- Personalized service
- Innovative catering
- High speed wireless internet access
- Tech appliances and support
- Comfortable meeting rooms
- Quality supplies and stationery
- 63-90 sqm

Figure 13 displays the inside view of the Hilton meeting room.



Figure 13 Hilton Meeting Room

The Meetings & Events team at Millennium Hilton Bangkok puts forward flexible solutions for meetings, seminars, and other smaller corporate functions. Conduct productive business in one of their ten stylish, signature meeting rooms, each named after a famous river.

All rooms boast wall-to-wall windows exhibiting superb views that lend ample natural light, each also includes a suite of state-of-the-art features, such as audiovisual equipment, high speed wireless internet, microphone system, and a top-end translation service. The name of each Hilton meeting rooms are:

- Yangtze
- Amazon
- Danube
- Ganges
- Nile
- Thames
- Seine
- Mekong
- Mississippi
- Chao Phraya

**-Venues Capacity**

Table 2 describes the all seventeen meeting rooms set up as well as the capacity and the pre function area of the MHB.

	Area (sqm)	Length (m)	Width (m)	Height (m)	Classroom	Theatre	Banquet	Cabaret	Boardroom	U-Shaped	H-Shaped	Cocktail
<b>Level 2</b>												
Grand Ballroom	594	33	18	8.5	450	700	450	360	450	108	126	700
Ballroom A	198	18	11	8.5	120	240	120	96	144	50	66	240
Ballroom B	198	18	11	8.5	120	240	120	96	144	50	66	240
Ballroom C	198	18	11	8.5	120	240	120	96	144	50	66	240
Grand Ballroom pre-function	508											
<b>Level M</b>												
Thonburi Ballroom	338	26	13	6.5	180	380	180	144	264	78	90	350
Jasmine	63	9	7	4	36	50	40	28	20	24	22	30
Lotus	63	9	7	4	36	50	40	28	20	24	22	30
Orchid	63	9	7	4	36	50	40	28	20	24	22	30
Mezzanine pre-function area	172											
<b>Level 30</b>												
Chao Phraya	96	8	12	3					16			
Mekong	63	9	7	3	24	50	30	28	20	18	24	30
Seine	63	9	7	3	24	50	30	28	20	18	24	30
Nile	63	9	7	3	24	50	30	28	20	18	24	30
Danube	63	9	7	3	24	50	30	28	20	18	24	30
Yangtze	90	9	10	3	36	60	40	30	20	24	24	30
Amazon	90	9	10	3	36	60	40	30	20	24	24	30
Ganges	63	9	7	3	24	50	30	28	20	18	24	30
Thames	63	9	7	3	24	50	30	28	20	18	24	30
Mississippi	63	9	7	3	24	50	30	28	20	18	24	30

Table 1 Venues Capacity of All Meeting Rooms

## Dining & Entertainment

Millennium Hilton Bangkok features a diverse range of eight refined and award-winning restaurants and bars, presenting a variety of cuisines and design concepts.

## eforea: spa

Spanning two floors, their spa offers massages, facials, body treatments, and beauty services. They have Thai therapy suites and a hydrotherapy room with a Vichy shower. Amenities include their infinity pool, whirlpool, and saunas. The relaxation garden, yoga studio, and lounge complete your visit. Their products include Kerstin Floria, L'ITYA, and Vitaman. Operating hours are from 10:00 AM - 08:00 PM. Figure 14 describes the overlook of eforea spa from the inside.

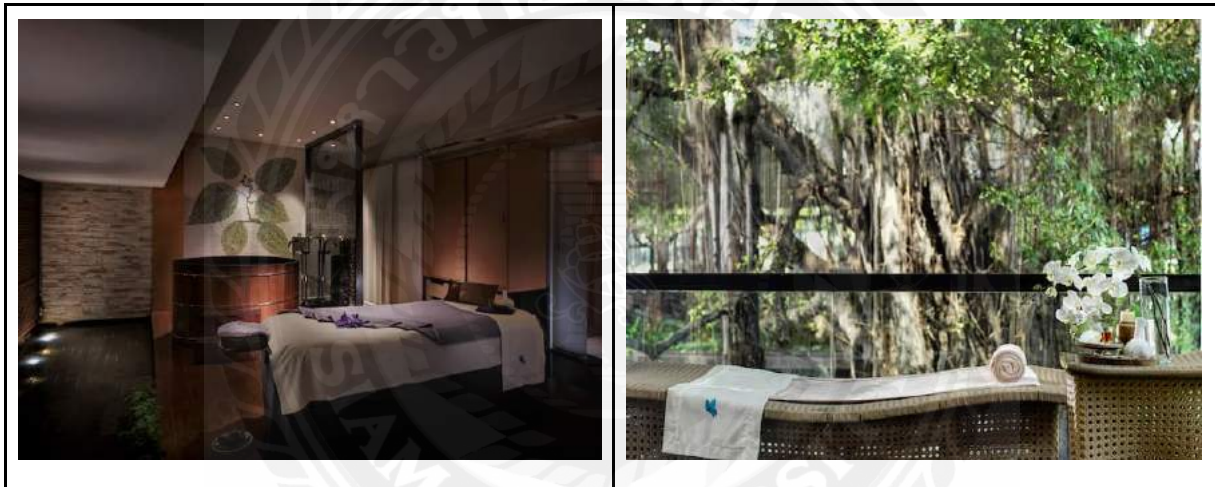


Figure 14 eforea Spa

## Nearby Leisure Facilities

Bangkok is a lively shopping destination. A short ride from the hotel are Saphan Taksin Skytrain Station and Krung Thonburi Skytrain Station, Guests are just 20 minutes from the city's shopping centers. Millennium Hilton Bangkok provides a complimentary shuttle boat from the private Hilton pier to Saphan Taksin BTS Skytrain Station or Asiatique midnight. The Riverfront operates from 6:30 am until midnight.

## Local Attraction

Cultural attractions like the Grand Palace, the Reclining Buddha and the Temple of Dawn are just a short boat ride away. Cruising on the 'River of Kings', with a fine meal or a sunset cocktail, is always an unforgettable way to experience Bangkok. Explore mysterious 'klongs' or canals, where life unfolds at a more stately pace of fascinating glimpses of the 'Venice of the East.'

## Check in-out

- Check-In: 2:00pm
- Check-Out: Noon

## Eat & Drink

Millennium Hilton Bangkok presents a variety of striking dining venues, great for business networking as well as leisure-time enjoyment.

## FLOW

Flow is the main restaurant of the Millennium Hilton Bangkok; open all day from breakfast to dinner. It offers refined dishes resulting from the skilful mix of Southeast Asian flavors – Blazing wok dishes, simple sliced sushi and Mediterranean delicacies, all whilst overlooking the tranquil waters of Chao Phraya. Figure 15 shows the view of Flow restaurants of MHB.

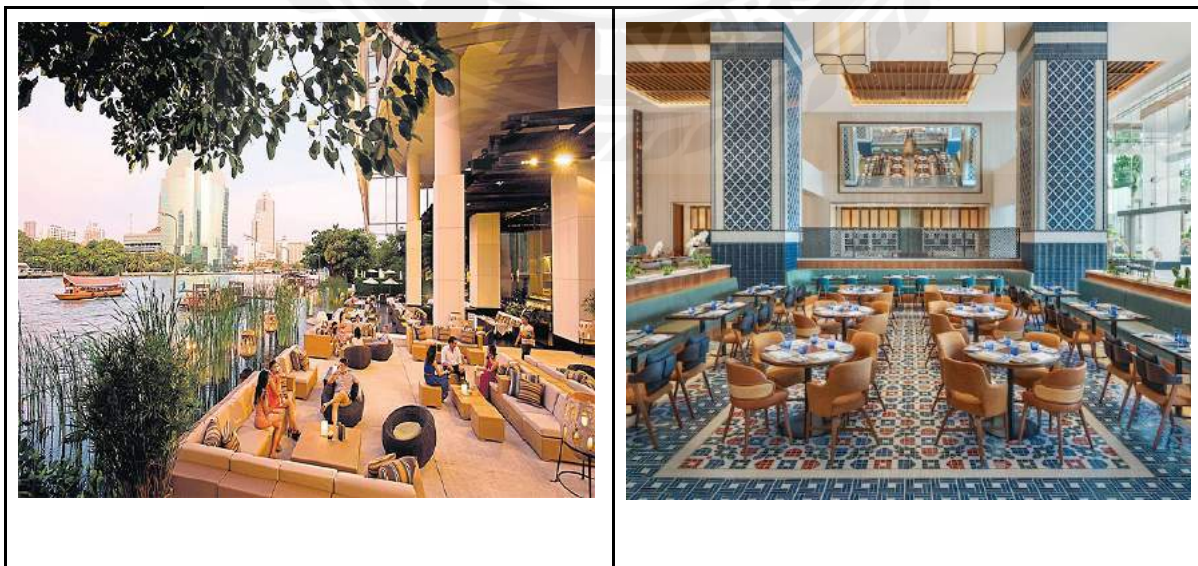


Figure 15 Flow Restaurants

- All day dining
- International cuisine
- Themed buffets
- Outdoor riverside terrace
- Capacity 450
- Breakfast:- 07:00 AM - 10:30 PM
- Holiday Breakfast:- 07:00 AM - 11:00 AM
- Lunch:- 11:00 AM - 03:00 PM (À la carte)
- Dinner:- 06:00 PM - 10:00 PM (À la carte)

### THE LANTERN

This al fresco riverside gallery of Beans and Leaves serves a selection of fine coffees and teas plus tasty sandwiches, desserts and pastries. The Lantern opens from 08:00 AM to 08:00 PM. Figure 16 shows the Lantern views of snacks and area.

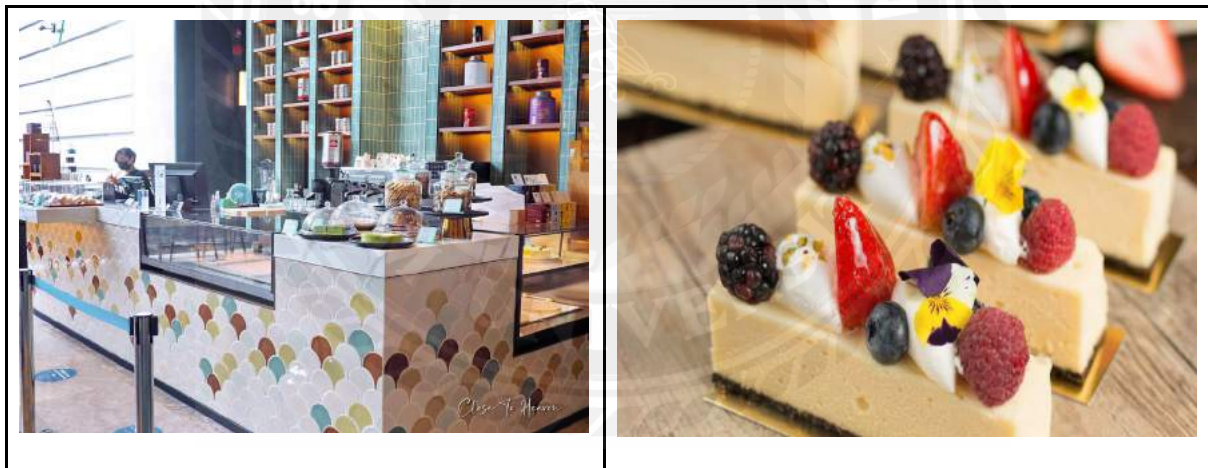


Figure 16 The Lantern

### THE LOUNGE

Spacious lobby lounge featuring a daily afternoon tea service in a sociable atmosphere. Figure 17 shows the lounge and front view from the lobby and sitting area.

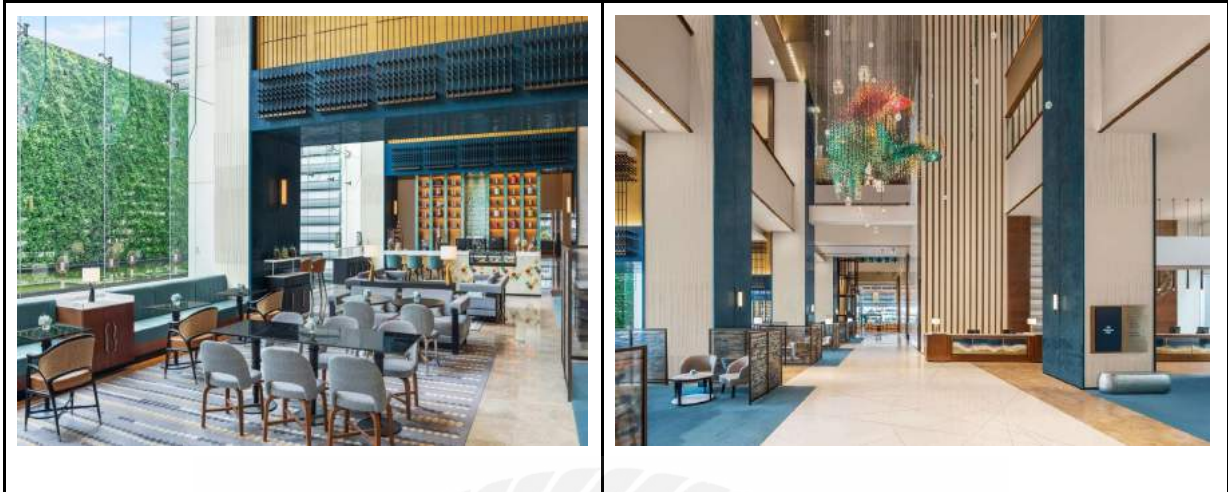


Figure 17 The Lounge

## YUAN

A contemporary Chinese restaurant serving an exciting blend of traditional Cantonese cuisine influenced by high-energy Shanghai. But now it is closed because of Covid pandemic. Figure 18 describes the Yuan restaurants how it looks during their serving time.

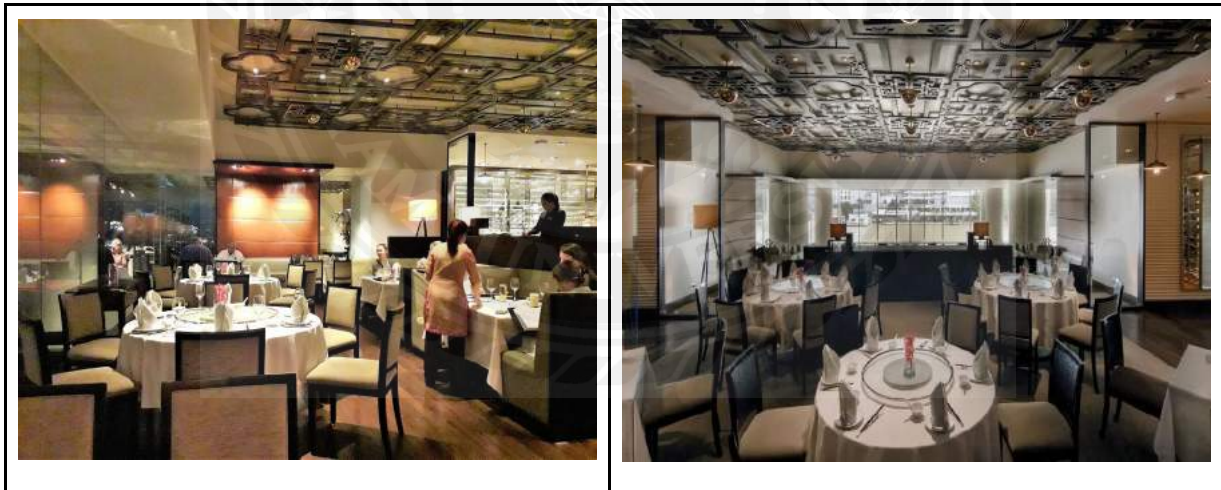


Figure 18 Yuan Restaurant

## MAYA

Theatrical dining concept where arts, illusion and surprises meld with Thai contemporary dance. But now it is closed because of Covid pandemic. Figure 19 shows how it looks when Maya restaurants serve customers.



Figure 19 Maya Restaurant

### THREESIXTY

Top it all off with sweeping views at ThreeSixty, Bangkok's most atmospheric rooftop jazz bar. Alternatively, visit ThreeSixty Outdoor Lounge on the 31st floor. Sweeping views of the river and Bangkok skyline. Lively evening venue. Speciality cocktails and snacks. The Opening time starts from 5:00 PM to 01:00 AM. Figure 20 describes the overall view of Threesixty restaurant.

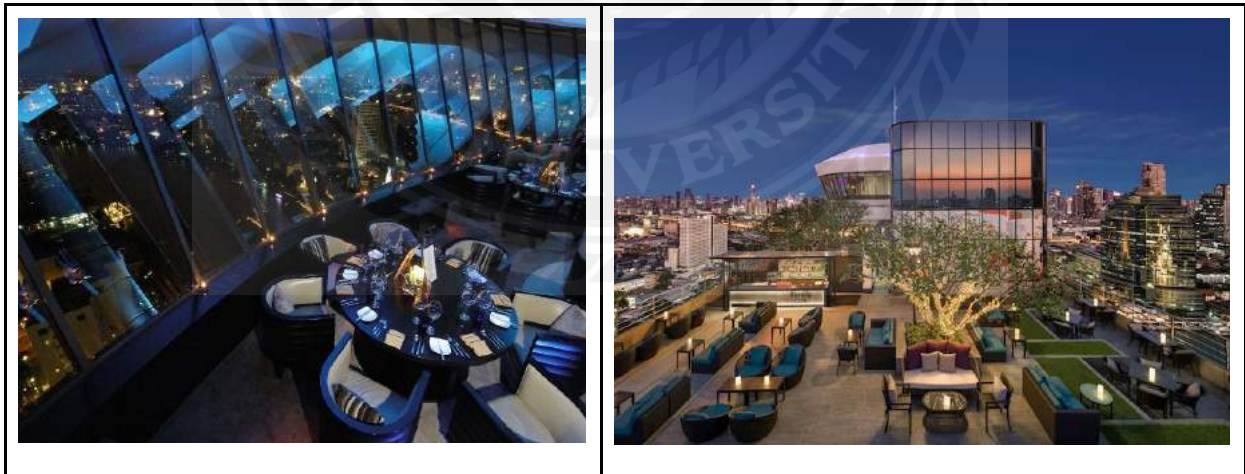


Figure 20 Three Sixty Restaurant

## PRIME

Enjoy steaks done to juicy perfection at gourmet steakhouse, with private dining, a wide-ranging wine cellar and the exclusive Chef's Table. This restaurant is closed now due to covid-19 pandemic. Figure 21 shows the inside view of Prime restaurants.



Figure 21 Prime Restaurant

## THE BEACH

The beach is an urban oasis in the heart of the city, where guests can enjoy delicious light snacks or beverages all day long. The swimming pool open time is from 07:00 AM to 09:00 PM. On the other hand, The Beach open time is from 11:00 AM to 06:00 PM. Figure 22 shows the Beach and Swimming pool area of MHB.

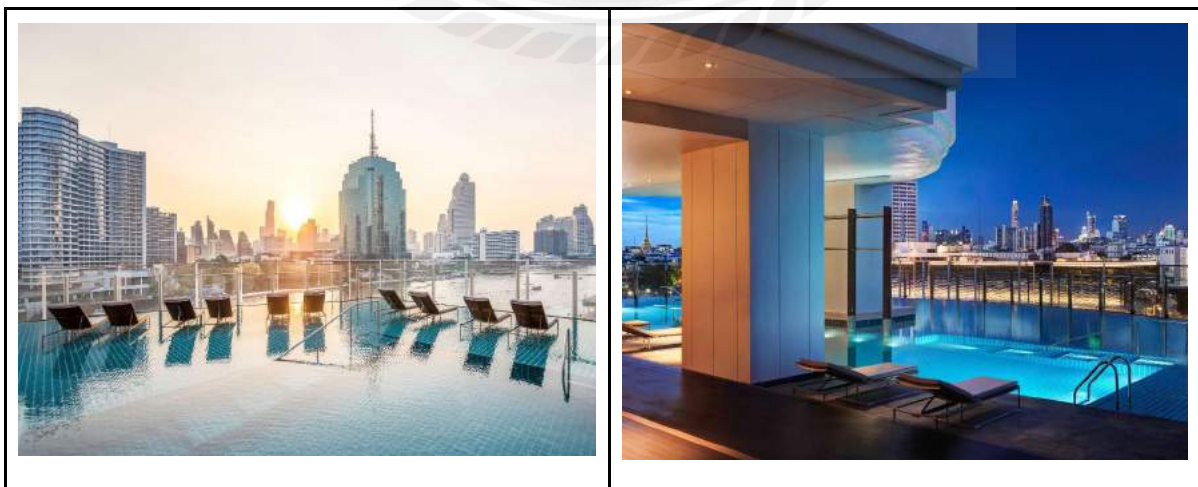


Figure 22 The Beach (Swimming Pool)



### 1.3 Hilton Mission and Vision

The mission and vision statements by Hilton Hotels and Resort are a reflection of a company that has learned to perfect the art of hospitality and related services. With these two corporate statements, anyone can get a feel of how special it is to spend time or invest with Hilton hotels as a brand.

A corporate vision statement is a future roadmap indicating the growth path of a company. For Hilton Hotels, the primary goal is to create memorable experiences for everyone it comes in contact with, especially through its distinguished services. On the other hand, a corporate mission statement outlines the strategic tactics that would translate the vision of a company into a reality.

Hilton hotel has a mission that narrows down everything it does to one concept – hospitality. Together with the core values, this organization recognizes the difference that being cordial and in a professional way can have in the entire society and its brand as well.

#### 1.3.1 Mission

Hilton’s mission statement is **“to be the most hospitable company in the world – by creating heartfelt experiences for Guests, meaningful opportunities for Team Members, high value for Owners and a positive impact in our communities.”** Based on this statement, the manner in which the company relates to its customers and other stakeholders is the most important aspect for Hilton. The statement has these three elements:

- The most hospitable global firm
- Improves lives
- Improves communities

Since it first came into operation in 1919 in Texas, Hilton has constantly been recognized for its professionalism and ability to care for its clients. The loyalty that it has created among its customers for decades is what has seen it rapidly expand, opening hundreds of outlets across the

globe. Perhaps, the quality of the services that it offers, including customizing everything based on a client's preferences is something that sets Hilton apart from many other players in this sector. At Hilton people feel fulfilled, satisfying the second component of this mission. Hilton also does more by contributing to the overall growth of the societies where it operates.

'Being most hospitable' and 'creating heartfelt experiences for guests' which indicates a focus on service. A mission explains what a brand stands for. However, it is also used like a scale for day-to-day operations and decisions. For that reason, it must be a little specific to guide the managers on important decisions. There are more things included in the mission of Hilton, "meaningful opportunities for Team Members, high value for Owners and a positive impact in our communities". The mission statement of Hilton makes a very generic statement about the rest aspects of its business. Whether it is regarding its financial impact of corporate responsibility or organizational culture there is a very faint indication of what Hilton stands for in these areas. There is no indication of its financial status, its competitive position, products and services or any specific focus in the area of CSR. This mission must include more things but at the same time focus must be on including the relevant and being more specific.

### 1.3.2 Vision Statement

Hilton's vision statement is **"to fill the earth with the light and warmth of hospitality."** This statement shows that Hilton strives to remain atop while demonstrating the most dynamic ways of keeping mother earth vibrant through its services. That is a depiction of limitless leadership in the hospitality industry. The vision statement has the following main points:

- a. Global reach
- b. Light and warmth of hospitality

Today, the presence of Hilton Hotels is felt across the globe through its amazing offers, and in this way, enables the organization to meet the needs of its first component. To ensure its customers enjoy the various destinations, Hilton accompanies every travel package with extra customer-specific services that leave them longing for more.

A vision is the roadmap to the future for any brand. In simple words, it sums what kind of future and brand imagines for itself and how it is planning to be there. A vision must be clear enough to show direction. So, a vision must not speak vaguely. All the focus on hospitality- at least that is what seems to be the focus of Hilton as appears from its vision statement. It is like saying we will continue to innovate and improve our services and products so we can provide the customers with the best in the world. That is not a very specific statement and neither is that clear enough. Moreover, this mission statement leaves many things out of its ambit. There is no discussion of financial objectives, CSR, employees, and other important stakeholders. It is not just too broad to be utilized as a vision, it also shifts the focus from the other main objectives of the business. It does not explain what kind of financial future the company is trying to achieve. Other critical concerns are also left out like competition and market position.

Both mission and vision statements are two critical pieces of communication from the brand to its stakeholders – internal or external. So, apart from being concise, they have to be concrete and complete. Hilton’s mission and vision statements are incomplete in several aspects. It can be improved further to include the other key factors like market position, competition, important business goals and made more specific.

### **1.3.3 Core Values**

Hilton’s core values comprise “hospitality, integrity, teamwork, leadership, ownership and now.” Maintaining consistency for close to a decade requires passion and a dedicated culture to keep everyone focused on the mission and vision. Hilton has managed to achieve this through its leadership and seamless corporation amongst all its stakeholders.

Hilton’s Values:

Hilton’s Business is based upon six important core values. They are noted here:

- *Hospitality*: This is the first and most important passion of Hilton. It believes in delivering guest experiences that are most noted for excellence. It means guest experiences crafted to

be five stars. It is not just a core value; it is a promise from Hilton to the customers and the world.

“We are passionate about delivering exceptional guest experiences.”

- *Integrity*: Another core value that is very important for Hilton. It believes not just in doing things right but also all the right things. “We do the right thing, all the time.”
- *Leadership*: Hilton said “We are the leaders in our industry and in our communities.”
- *Teamwork*: At Hilton they are inspired to work with the team. In everything that it does, it acts as a team. Hilton another core value “We are team players in everything we do.”
- *Ownership*: A sense of belonging and being responsible for your actions and decisions. Hilton said “We are the owners of our actions and decisions.”
- *Now*: The focus must not shift from the most important things. There is always a sense of urgency and discipline in the air. Hilton said “We operate with a sense of urgency and discipline.”

#### **1.3.4 Promise of Hilton**

- *To all team members*: Create the best, most inclusive home for them at Hilton.
- *To the customers*: Deliver the most reliable, friendly experiences.
- *To the owners*: Drive value while having a positive impact.
- *To the communities*: Make the communities better for those who live and travel there.

#### **1.3.5 Priorities**

- Lead with the culture.
- Win with the customers.
- Enhance the network effect.

- Maximize the performance.

## 1.4 Organization Structure

Millennium Hilton Bangkok-organization Structure. In MHB the decision is taken by the general manager for the top position in the company. Figure 23 describes the organization structure of MHB.

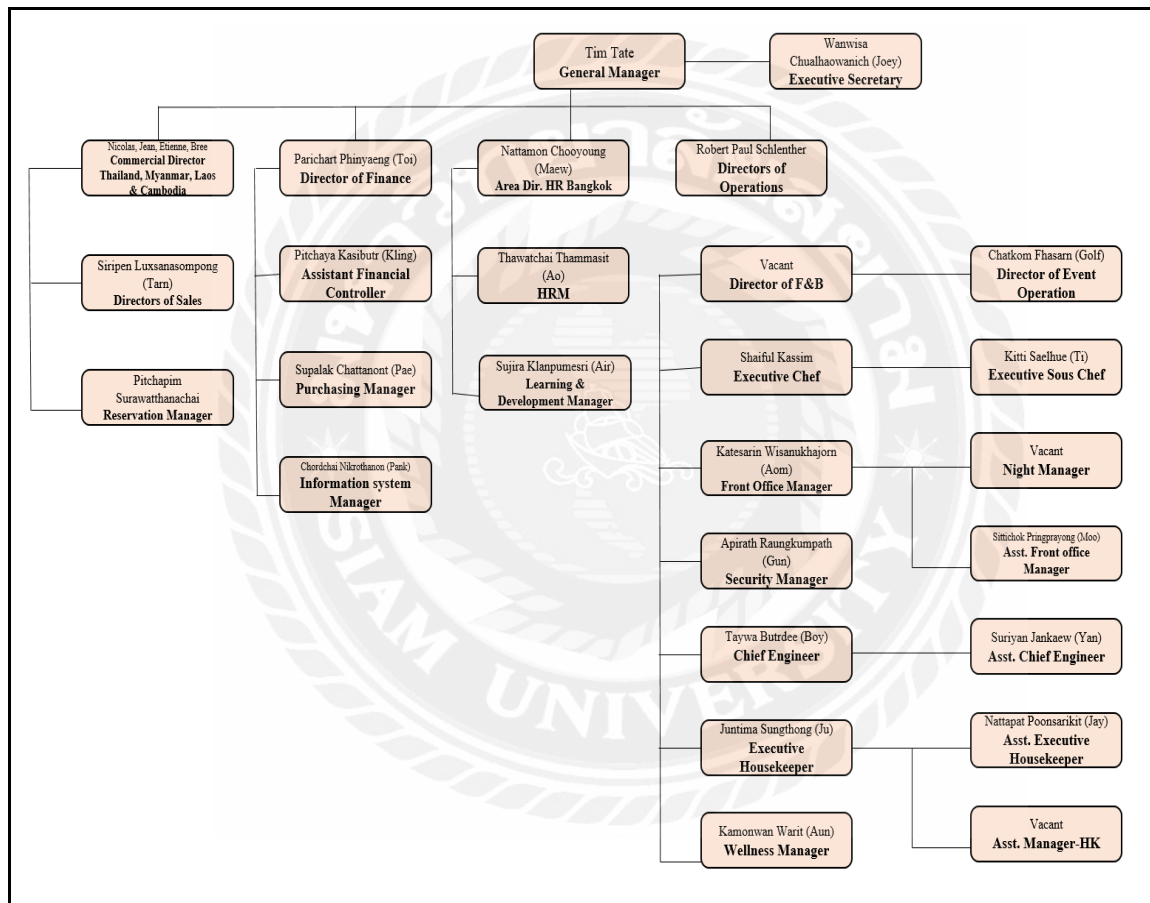


Figure 23 Organization Structure of MHB

### 1.4.1 Job position as an intern

The Job position as an intern is in the Sales and Marketing department. The intern position is in the sales section. In this position interns get knowledge of sales in the MHB.

### 1.4.2 Job position in the organizational structure

Millennium Hilton Bangkok Sales team structure. The sales team work under the Director of sales as well as the wedding team. As an intern learner, work under everyone from the sales team. Figure 24 describes the trainee organization structure in MHB.

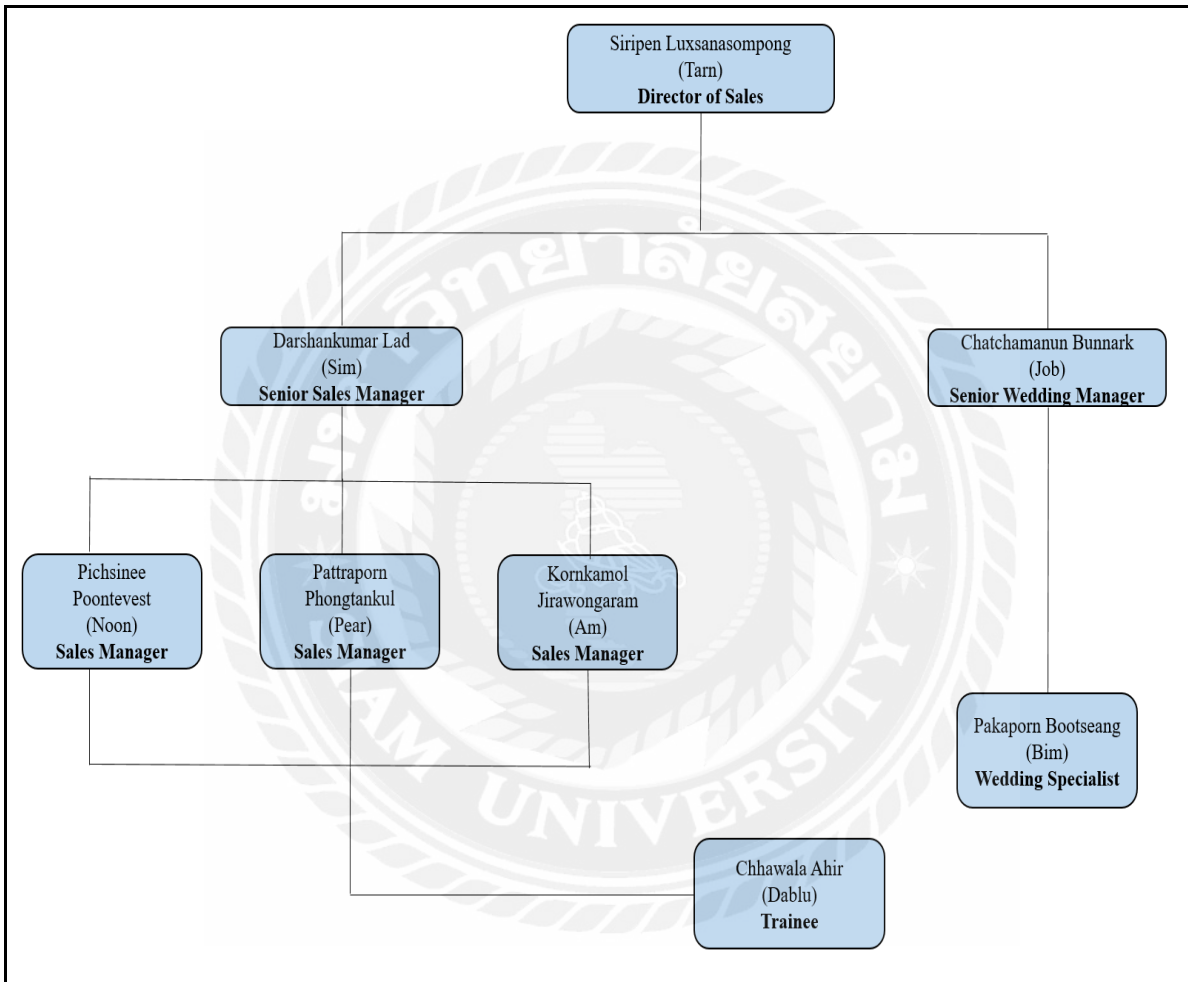


Figure 24 Sales Team Organization Structure

### 1.4.3 Motivation to choose the company

The motivation to choose Millennium Hilton Bangkok. It is a multinational company with 595 hotels and resorts in 93 countries. So, choosing this company can let learners work in a multicultural environment and will get diverse ideas from everyone. As interns want to work in the sales and marketing department, MHB offers that for interns to learn from them.

So learners decided to choose the right company to gain skills and knowledge as well as a great opportunity to develop industry-specific skills, gain real-world work experience, test-drive a chosen career path, establish professional network connections, so in the future it will help interns to make a career in the sales and marketing department.

### 1.5 SWOT Analysis

This is the SWOT analysis of Hilton company to know the internal and external factors of the business world. As learners found, these are the internal and external factors as shown in table 2.

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>● Brand Image</li> <li>● Retention of employees</li> <li>● Large chain of hotels globally operating</li> <li>● Builds on long heritage and practices</li> <li>● Resilience to cope unforeseen challenges</li> </ul>	<ul style="list-style-type: none"> <li>● Customer feedback</li> <li>● Loyal customer base</li> <li>● Limited Restaurant facility</li> <li>● Consistent with overall suffering of hotel industry</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>● New normalcy - potential of hotels and resorts are emerging and increasing</li> <li>● Innovation in handling customer base and services</li> <li>● Better usage of technology and digitalization</li> </ul>	<ul style="list-style-type: none"> <li>● Maintain competitive edge</li> <li>● competition in hospitality is increasing</li> <li>● Instability due to economic and political issues</li> <li>● regulations on the hospitality market and industry</li> </ul>

<ul style="list-style-type: none"> <li>• Global hospitality sectors are on a booming stage (Strategize customers' expectation management)</li> <li>• Event management - organizing both corporate and private events e.g. conferences, meeting, birthdays, weddings</li> </ul>	<ul style="list-style-type: none"> <li>• Fallout of irregular catastrophe e.g. pandemic, calamity</li> </ul>
--	--

Table 2 SWOT Analysis of Hilton

**Strengths:**

- The brand recognition of the company is high, which is a perfect sign for a company and it is a driving force from which Hilton Worldwide can compete with some of the biggest names of the industry.
- The retention of employees in Hilton Worldwide is fantastic. As MHB the employee retention is around three hundreds.
- Portfolio of products and hotels are strong as more than 540 hotels are working in over 80 countries of the world.
- Strong and long experience comprises 103 years that made them real experts in the field.
- Resilience to cope unforeseen challenges, even the pandemic they still survive to run the business.

**Weaknesses:**

- The customer feedback is not so frequently there to know the customer mindset about their company.



- The company still needs to maintain a loyal customer base, not only foreigners but attract locals as well.
- The restaurant facilities are challenging for MHB due to covid pandemic two in-house restaurants temporarily closed.
- Consistent with overall suffering of the hotel industry as other hotels also suffer from covid so, it is affecting the MHB also.

### **Opportunities:**

- The potential of hotels and resorts are emerging and increasing after normalcy tremendously which is creating lots of new opportunities and business segmentations for Hilton Worldwide.
- The current emergence in the innovation in customer based and services is opening new doors of opportunities for the hospitality companies and it is equally applicable for Hilton Worldwide.
- Better usage of technology and digitalization is one of the major aspects which are creating excellent opportunities for hospitality-based companies.
- Global hospitality sectors are on a booming stage all over the world, because the amounts of tourists all over the world are increasing with a regular interval.
- The hotel has now emerged in the wedding and birthday planning functions as well, which is creating lots of new opportunities for them in the near future.
- Event management can help them manage parties, conferences, meetings and birthdays that let hotels grow faster.

## **Threats:**

- Hilton should manage their competitive edge as the more competitors coming to the hotel business.
- The competition in hospitality is increasing all over the world because of the high potential of the company.
- Economic and political turbulence in most of the countries are creating problems for hospitality companies all across the globe.
- The regulations on the hospitality market and industry are increasing for the companies operating in the same line of business which may hamper their growth in near future.
- Hilton should prepare for the future fallout of irregular catastrophe e.g. pandemic, calamity. It can help the business be more stable when the business has a future plan to survive the challenges.

## **1.6 Objectives of study**

The main objective of the study is to explore how the hotel industry performed during the pandemic and acquire broader understanding about the restaurants in a full-service hotel. In MHB, the following facts drew researcher's attention: In the hotel the two restaurants are closed, author's main motive to know what the reason why they close during covid is.

- To identify the reasons for the closure of two of the three in-house restaurants in MHB.
- To examine the coping strategies of Millennium Hilton Bangkok Hotel.

## Chapter 2: Internship Activities

The intern underwent a sixteen-week long internship under the guidance of the Sales department of MHB. The journey was rewarding and inspiring for the young learner. Further descriptions are included below:

### 2.1 Job Description

The Learner started working in the Sales & Marketing department of Millennium Hilton Bangkok as a trainee in a sales position. Sales have various responsibilities such as booking the room or event, and receive phone calls when every sales team is busy or in a meeting. In addition, interns have to go for a site inspection to check as the sales team makes according to customers' requirements, so the department responsible for that facility has to notify them before customers arrive. Moreover, do the floor plan as the sales team tells and design the floor plan on the website and send an email to the sales team. However, learners have to get the key cards from the front desk and check the showroom whether everything is ready or not. This is the main thing learners do as interns.

### 2.2 Job Responsibilities

- *Proposal for booking:* In the booking section have to book according to the sales team giving the booking paper. Use the salesforce website to book the booking, usually called a delphi file. As in figure 25 can see that the booking of accommodation in the guestroom option of delphi, on the other hand figure 26 shows that the event booking in the option of managing events in the delphi.

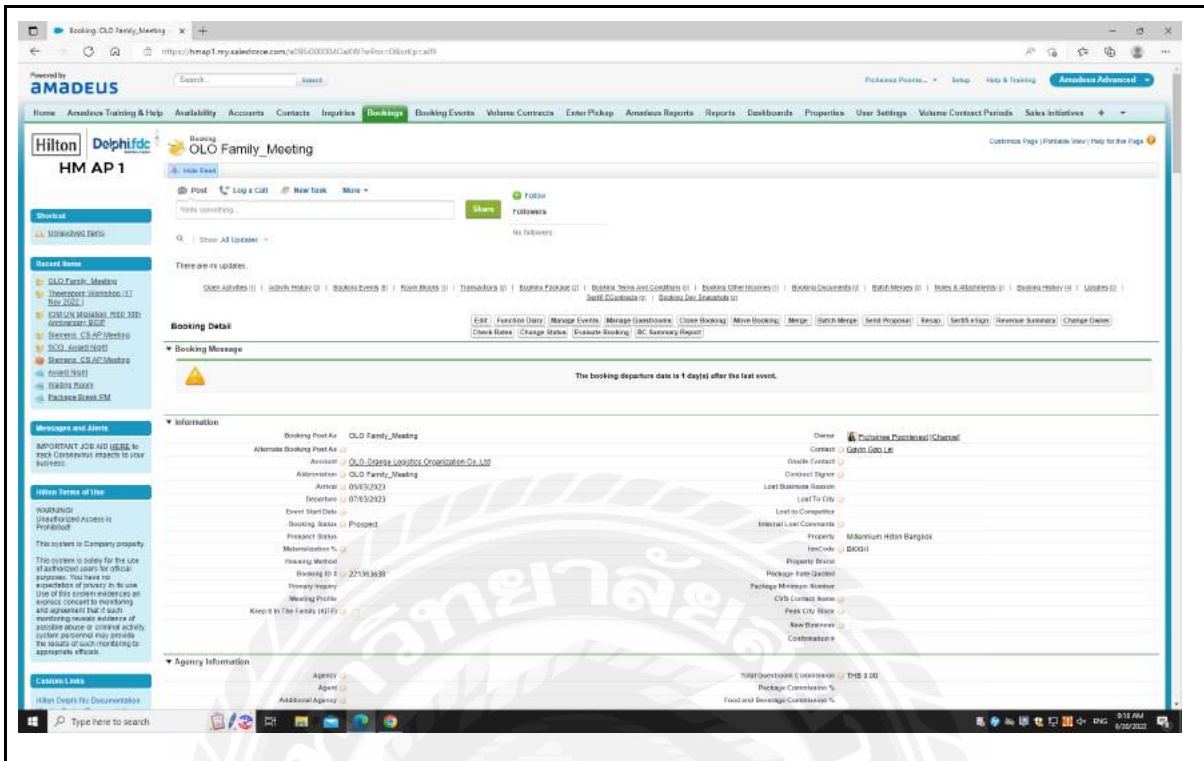


Figure 25 Proposal of accommodation Booking Details

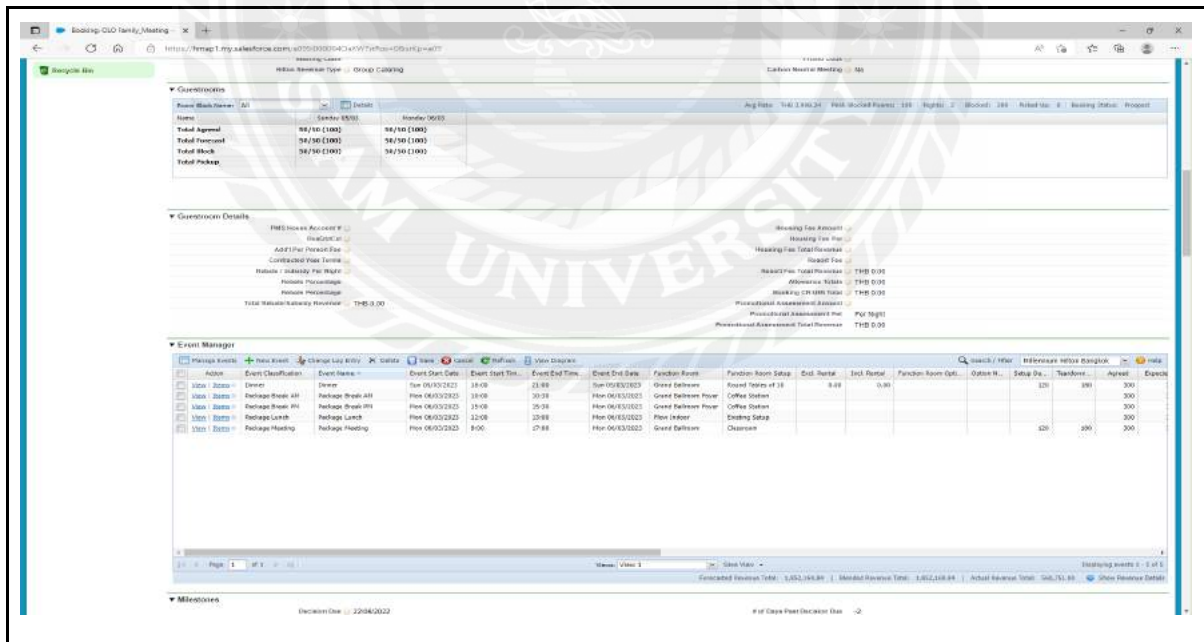
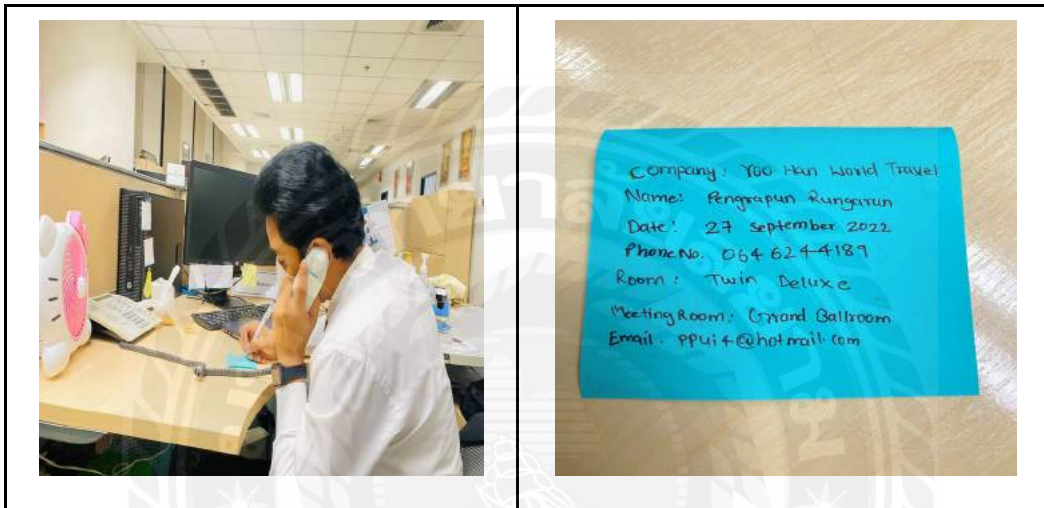


Figure 26 Proposal of booking event details

- *Receive phone calls:* In this section learners receive phone calls from customers. When calls pick up trainees have to say “Thank you for calling millennium Hilton Bangkok. How may I help you?” After that you have to ask further inquiries such as how many rooms, name of the customer, name of the company, email, event date then tell to customers our team sales contact you in an hour. In the picture 2 can see how learners receive phone calls and write the details about the customers during the phone calls.



Picture 2 Receive Phone calls

- *Site Inspection:* In the site inspection what customers want according to booking have to fulfill the demand or the customers. So interns have to check everything ready for it as per the direction of the sales team. Figure 27 shows the view of the site inspection as the template sample.

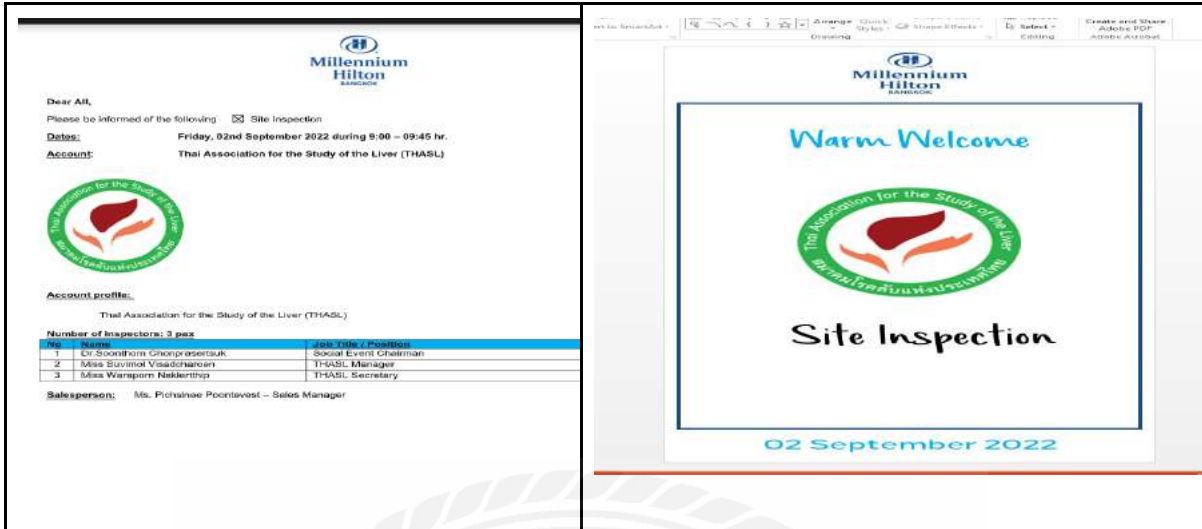


Figure 27 Site Inspection template sample

- *Get key cards from front desk:* when customers want to see the rooms as they demand from any of sales team, then sales team tell to get the key card from front, sometimes have to call from office to confirm the room that sales team want. Picture 3 shows the learners getting the key card from the front desk of MHB.



Picture 3 Front desk to get the key cards

- *Floor Plan:* In the floor plan use the website called [venue.amadeus-hospitality.com](http://venue.amadeus-hospitality.com). On this website, make the plan according to what the sales manager tells you to do. There are different kinds of floor plans such as, classroom, cabaret, banquet, theater, boardroom H-square, U-shaped, reception. Figure 28 shows that learners did the floor plan according to the setup requirements for the meeting.

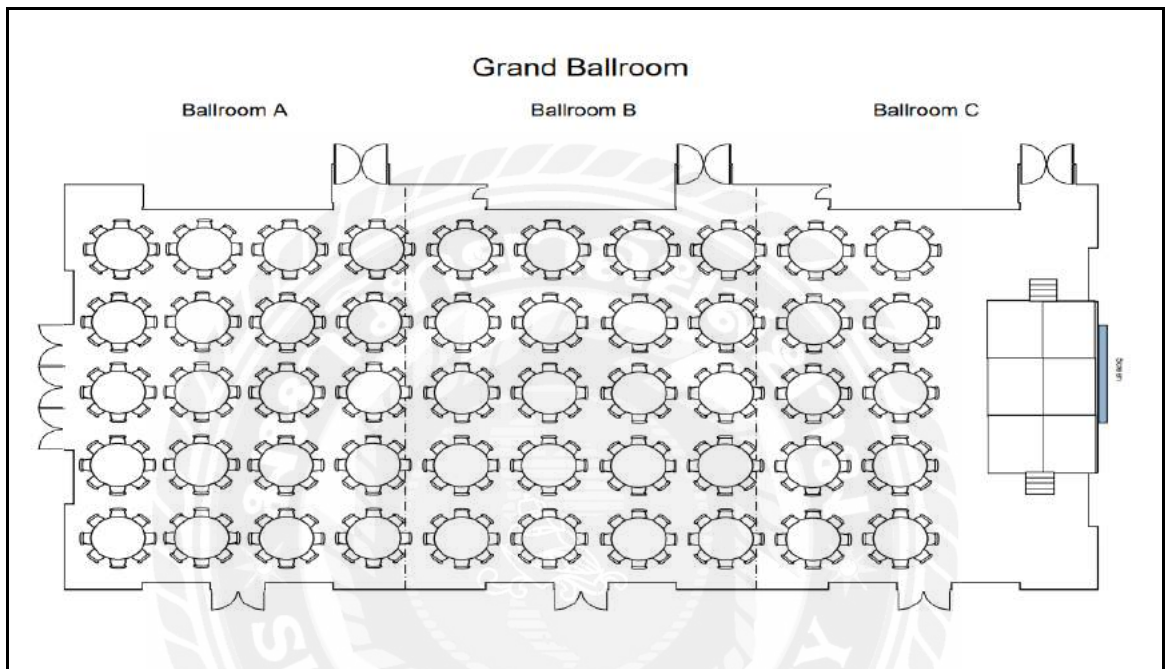


Figure 28 Floor Plan of Meeting

- *Proforma Invoice:* In proforma invoice is a quotation of the summary of customer payment details that is given to the event operation team. Figure 29 shows the actual view of doing quotation of the booking details.

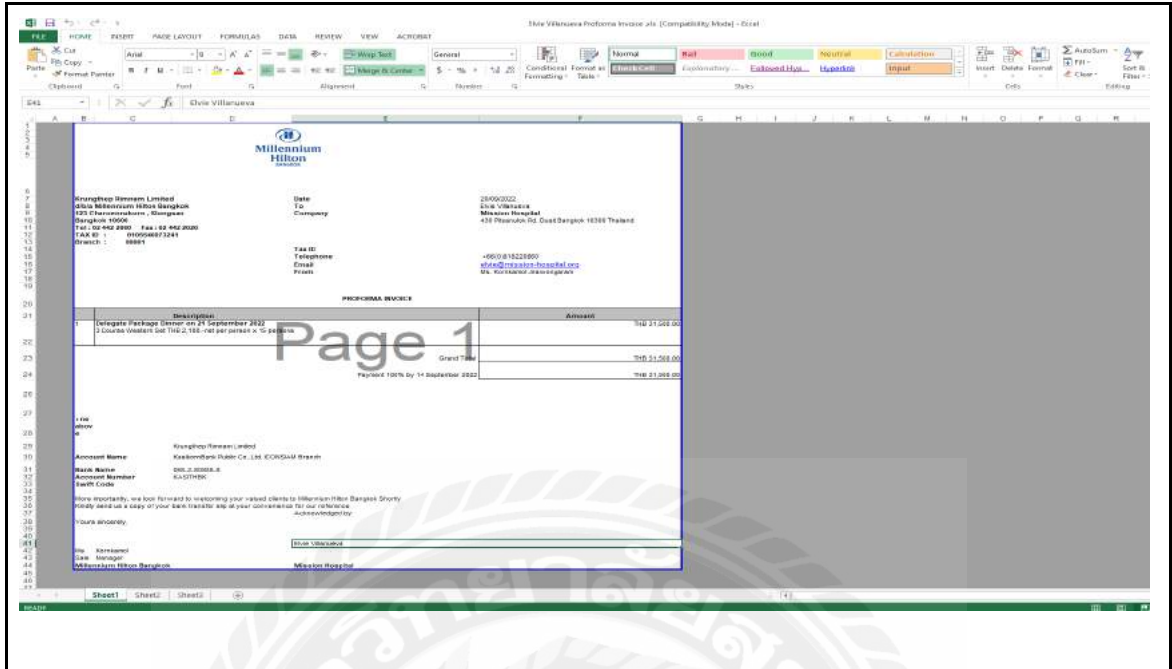


Figure 29 Proforma Invoice (Quotation)

- **Handover:** In handover is the contract of the summary of customers details and their requirement that already paid. Figure 30 shows the contract of the clients.

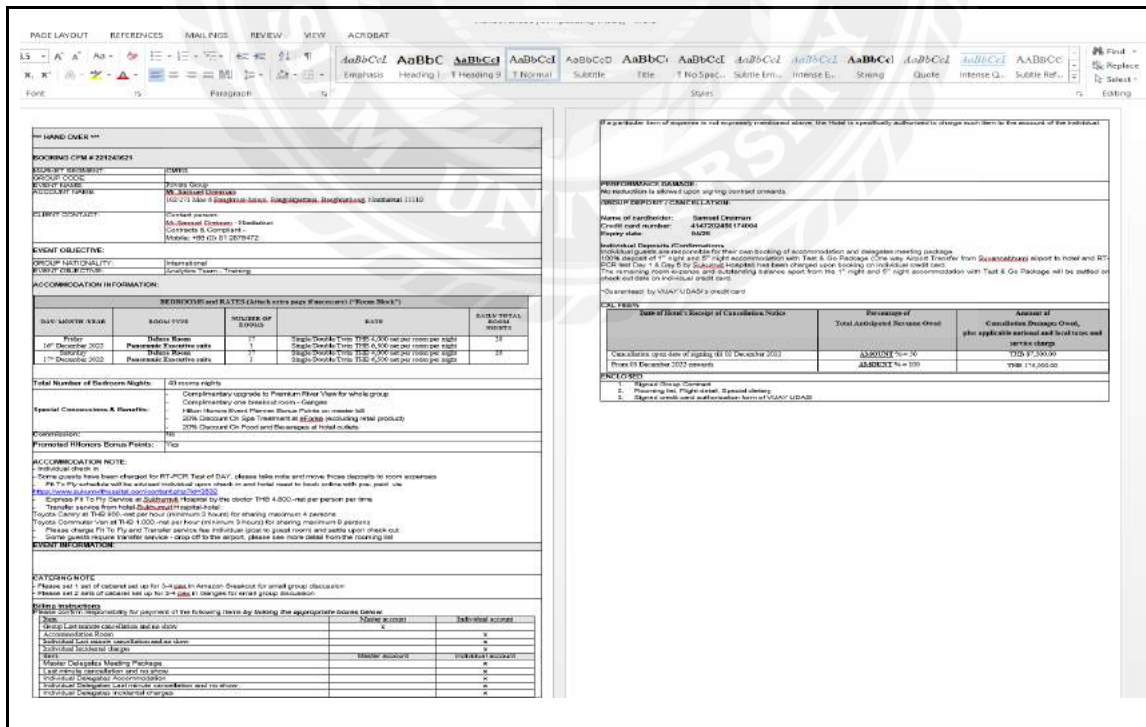
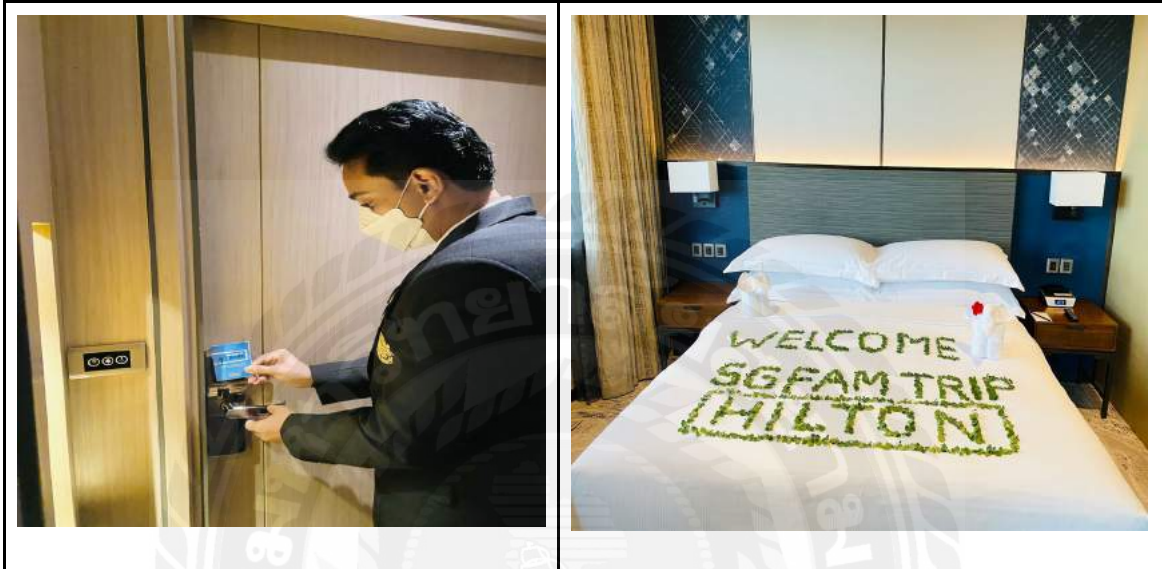


Figure 30 Handover (Contract)



- *Check showroom:* In the check showroom after getting the key from the front desk, go to check the room that everything is ready. Is housekeeping clean the room? Does any smell of smoking have everything ready before customers are going to enter the room? Picture 4 shows the details that learners go to check showrooms.



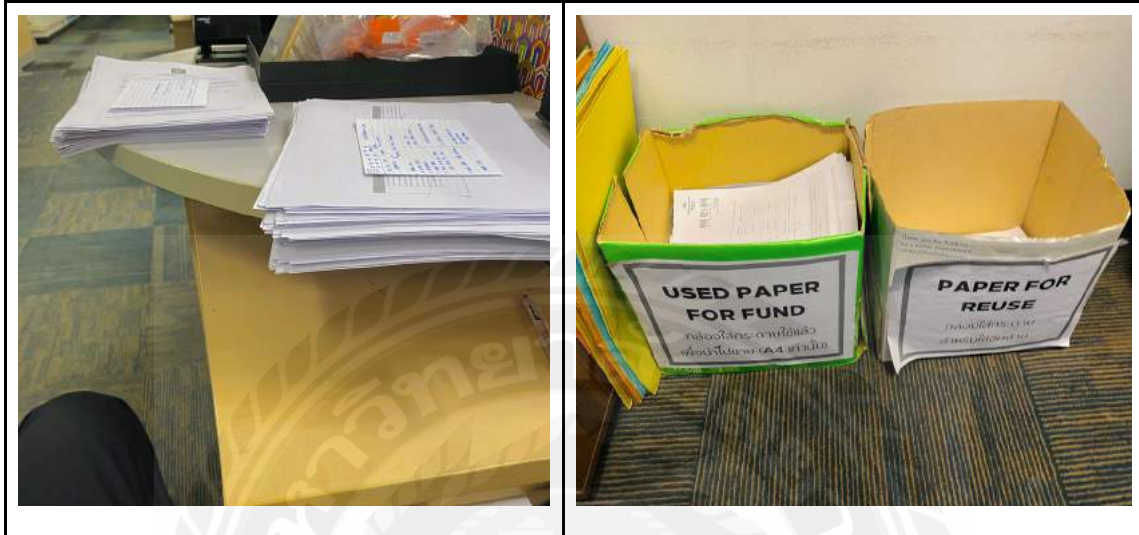
Picture 4 Check Showroom

- *Take Photo and Video:* Sometimes sales managers tell interns to take a photo or video to show to the customer. Picture 5 describes how the intern takes photos for the sales team as their requirements.



Picture 5 Taking Photos and Videos

- *Recycle and Reuse Paper:* In recycle and reuse paper from the old paper can reuse or recycle sales manager give the old paper so have to keep according to recycle or reuse. Picture 6 shows the recycle and reuse paper as interns did during the trainee time.



Picture 6 Recycle and reuse paper

- *Measurement:* In measurement section there is measurement device, when sales manager tells to measure about height of meeting room or anything that sales manager want have to check for it because sales manager going to send those measurement to the customers. Picture 7 shows the measurement device and the details when learners check the measurement.



Picture 7 Measurement device

## 2.3 Mini Process Diagram for each job responsibility

- Receive Phone Call

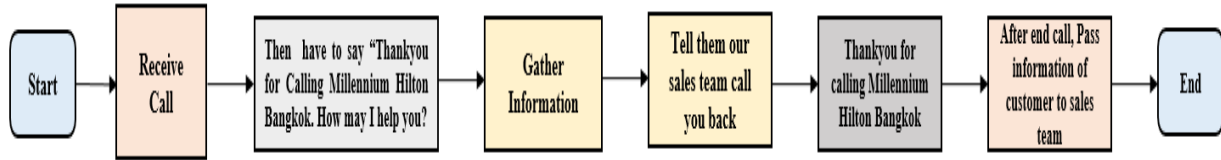


Figure 31 Process of Receive Phone Call

- Proposal of booking

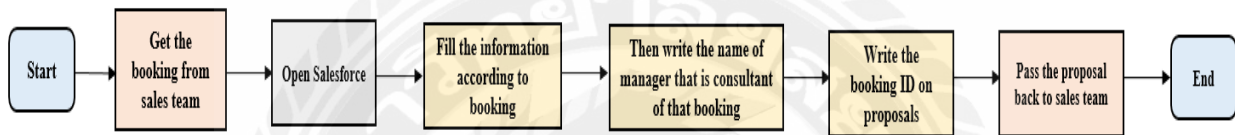


Figure 32 Process of Proposal of booking

- Proforma Invoice (Quotation)

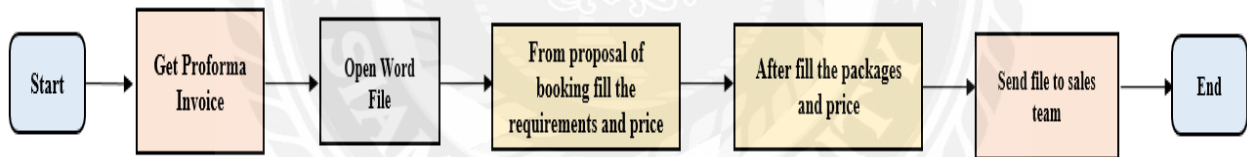


Figure 33 Process of Proforma Invoice (Quotation)

- Handover (Contract)

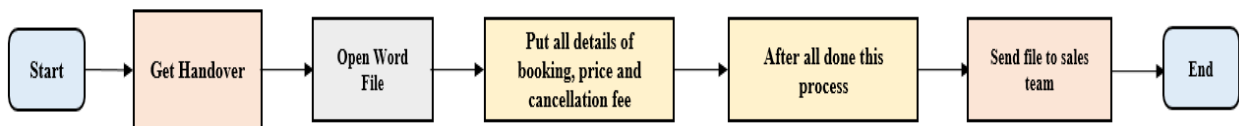


Figure 34 Process of Handover (Contract)

• Floor Plan

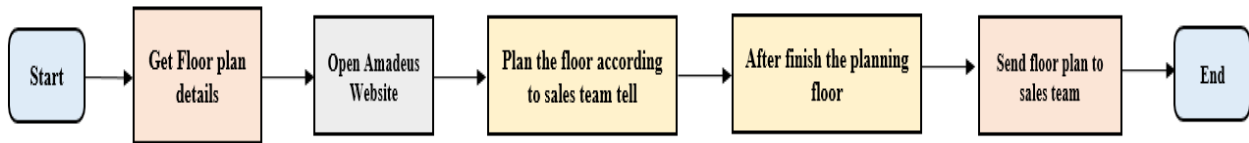


Figure 35 Process of Floor Plan

• Check Showroom

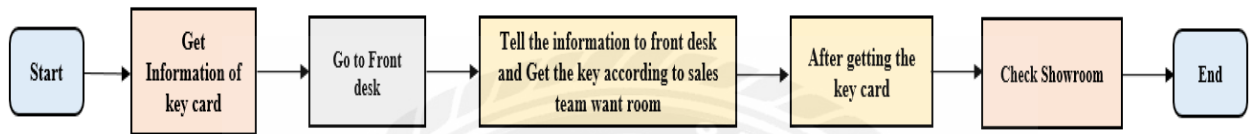


Figure 36 Process of Check Showroom

• Site Inspection

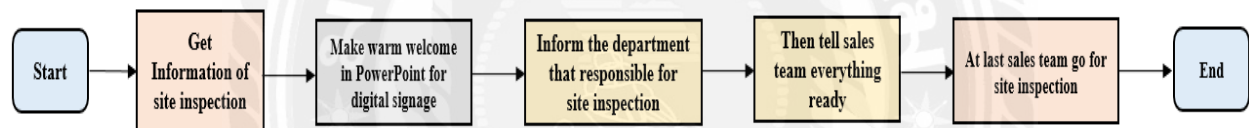


Figure 37 Process of Site Inspection

**2.4 Contribution as intern**

As an intern the key responsibility was to support the team in the overall sales process; so, by supporting interns usually save the sales team time and effort by preparing everything before they meet their clients. The intern could contribute to more than one department. While his major responsibility was to form part of the sales team, he was also frequently assigned to other departments as convenient, e.g. marketing, wedding sales, event operations etc.

## **2.5 Knowledge, Skills, and Ability (KSA) acquired**

### **Knowledge:**

During internship interns should know about basic knowledge of word, excel, and PowerPoint. Learners should follow company rules and what the sales tasks given interns must have to do. If a learner doesn't understand, they have to ask for a better understanding. Intern should be focused on each work that is given by the sales team. In addition, learners should know the process of sales in the company. Interns know a lot of things while doing the work in a multinational company. Learn more about creating bookings, contract, quotation, and site inspection. During bookings interns learn how to concentrate more on work, for small details of work is more important. Learners also know to contact each department when they have to work for them, such as event operation, wedding sales. Learners know about excel more when doing the quotation for the sales team. In addition, interns also learn more new things in words while doing the contract. Furthermore, I have to know the details about the hotels, such as rooms, meeting rooms, and restaurants. Because during site inspection mostly clients ask about meeting rooms area, about rooms features as well as their convenience for food. So, the learner should know details about the workplace, especially when working with a sales team. Therefore, as being part of sales, must know how to get all the details from customers, when he calls the office. The details must include company name, client name, email, event date, phone number, how many rooms and how many people. Because after learners know these details have to be given back to the sales team, when the sales team contacts them, they always check if the information intern passed to them is correct or not. So, during calls interns must know the communication skills to convince customers to know all the information that is required from the clients. Finally, learners must be punctual, multitaskers, good listeners and most importantly convenient to work in a team. Almost every work gives experience to interns to get the real-life work and always think that learning by doing.

**Skills:**

- Communication Skills: In communication skills, learners learnt how to discuss, ask and talk with clear understanding.
- Punctuality: During the intern period the learner was always punctual and always reached the office before time.
- Working experience: Working with professionals gives learners confidence, makes them mature and as well make interns responsible for the work.
- Teamwork: Learner and another intern in sales work together as a team, always helping each other when teamwork tasks come.
- Listening skill: Intern easily understands when sales team gives some tasks and sometimes intern is also active listening when suddenly sales member calls the name of learner for work.
- Computer Skill: Learner gained skills of fast searching for the company name during booking, doing work in excel for quotation and making handover in word.

**Ability:**

Learners have the ability to organize any task that interns get and try to do everything perfectly. Intern always asks sales members. if there is any misunderstanding or have to ask anything about the sales. Learners always ask without hesitation. If the author sees any mistakes in booking or problems the author tells them immediately. Some tasks are new to the author when the sales team gives it to the learner but the author never says they can't do them. Intern try to do everything even if it's new to the learner.

## **Chapter 3: Learning Process**

### **3.1 Indicate the problem faced or noticed**

As a fallout of Covid 19 pandemic, the hotel and its in-house restaurants suffered mainly due to lack of adequate guests and customers. The reduction in customers and other reasons caused low revenue earning. So, the sustenance of the three restaurants was in question that resulted in the closure of two of the three facilities during the pandemic. Following the relaxation of covid restrictions, the authority considers resuming their restaurant-operations beginning with a low-key strategy. When things get better, those restaurants, expectantly, shall operate in full swing again. The intern identified this as an opportunity to contribute to the hotel authority, if the issue can be subjected to an in-depth study and analysis, to provide recommendations to cope with any possible future challenges faced by these restaurants.

### **3.2 Mini Research topic**

The title of the mini research is, “*Coping strategies of the Restaurants in Millennium Hilton Bangkok Hotel*”.

### **3.3 Mini Research includes**

The key aspect of the mini research is to examine the performance of the restaurants during the pandemic and identify their coping strategies with the assistance from MHB authority. In doing so, the intern would like to understand the key reasons for the closure of two out of three in-house restaurants and delve into an understanding of their individual and organizational challenges. In this process, the primary data obtained through this exploratory study shall help the researcher recommend mitigating measures to minimize future repetitions under any such challenging environment.

### **3.3.1 Problem Statement**

Restaurants are the key success factors for the hotel industry and principal source of revenue earning. As MHB is a full-service hotel it has become very important to have its in-house restaurants rendering excellent quality of food and services for the customers. Looking at diverse customer niches, the restaurants were also organized to serve exclusive, local and general customers to ensure ultimate customer-satisfaction. Experiencing the downturn during the pandemic, it is important to examine the reasons why some of the restaurants had to be closed temporarily. Any closure of a running facility is unexpected and such a phenomenon is not welcomed by any stakeholder. Therefore, it is relevant to carry out the exploratory study to assist the administration in understanding the reasons and circumstances of under-performance and infer on the coping strategies for the MHB restaurants so that it sees more prosperous facilities at the hotel premises all the time.

### **3.3.2 Significance of the study**

There are many reasons why the hospitality sector is significant for any country in general and Thailand in particular. It contributes significantly to the GDP 883 billion Thai (Stastita, 2022) of the majority of nations, and with the internationalization of business, this proportion is rising over time. If not for the money that comes in from this sector, many communities would perish. The hospitality business sustains local economies and jobs as part of backward and forward linkages. Additionally, it supports a significant number of people and families' livelihoods. Beyond all of that, the hospitality sector fulfills its obvious goal of providing necessary services to both tourists and locals.

Millennium Hilton Bangkok is a key player in the Thai hospitality industry, it relies on people over the world to give them the best services as they mentioned that they are full service hotels. So, the travelers who are willing to visit the hotel have the perspective that when they arrive they are offered the food according to their preferences, and the services that they aspire from other facilities. Since MHB had reduced its restaurant operations from three to one, it offers very limited options to its revered customers to choose from its in-house diners. Therefore, this study is to find



out the reason why these two restaurants had to suspend operations temporarily during covid-19 pandemic. The in-depth study of the reasons and the coping strategies shall provide inroads to meaningful inferences and recommendations for doing better in any foreseeable challenges.

### **3.3.3 Literature Review**

A literature review is an examination of academic sources on a particular subject. It gives you a broad overview of the state of the field, enabling you to spot pertinent theories, approaches, and gaps in the literature that you may then use to inform your paper, thesis, or dissertation topic (McCombes, S.2022).

#### **a. Travel and tourism**

Going on a journey, especially a long one, is what it means to travel (Hasa, 2016). The action of visiting a location for pleasure is known as tourism (Hasa, 2016). Lockdowns have a negative impact on travel and tourism since a large portion of the global travel sector of the industry was stopped or considerably reduced. Travel by air, rail, bus, ship, and other means was halted for a considerable amount of time, as were trips for business and pleasure. Without transportation, the tourist sector suffered from a lack of potential clients to use its services and visit its destinations (Quang et al., 2022). The tourism sector is experiencing a significant decrease and recession, as are the tourist locations that depend on it (Duarte Alonso et al., 2020).

#### **b. Food and beverages**

Any restaurant, catering service, bar or lounge, entertainment, room service, retail food or beverage operation, continental breakfast, food or beverage concessions, and similar services provided at the facility are referred to as "Food and Beverage" (*Law Insider*). Food and beverages, while making some recovery as restrictions eased, faltered as the contagion spread across the earth. Temporary closures from fine dining to gormandize- food were the norm during the early days of the epidemic( Dube et al., 2020). numerous caffs have yet to renew, and when they do renew, they're frequently confined

with limitations to capacity( Nhamo et al., 2020). To coincide with this loss, food and libation operations are also realizing that as restrictions and limitations are lifted,pre-pandemic figures aren't being met as numerous guests haven't returned( GURSOY et al., 2020). This could be grounded on a myriad of issues, including that implicit consumers are hysterical to venture out in public. Lack of available clientele is clearly problematic, still, when and if guests return, there's another caveat to consider. The force chain furnishing everything from the simplest to the most complex foodstuffs has been oppressively crippled ( Aday & Aday, 2020). Also, there's a significant lack of a labor force willing to meet the demand of an empty public ( Bucak & Yiğit, 2021). Food and libation business possessors are facing possible dire consequences if circumstances don't ameliorate soon as force and demand are out of sync. During the epidemic, numerous consumers were also staying home and consuming increased quantities of alcohol (Barbosa et al., 2021; Biddle et al., 2020).

These conducts are conceivably taking the “beer out of the hand” of original neighborhood bars and cafes. Many positive realizations are of note concerning the food and libation assiduity during the COVID- 19 swell. As business owners were faced with lowered patronage, they made changes in their service immolations to condense some of the misplaced income. There's an addition of indispensable styles to vend their particulars (Jung et al., 2021). Increases in takeaways or takeouts, delivery, third- party transport and technology have propelled some possessors beyond the possibilities of closing their functional doors ( Hemmington & Neill, 2022; Hoang & Suleri, 2021). An increase in health, sanitation and safety mindfulness and practices is also apparent (de Freitas & Stedefeldt, 2020). Business owners are putting measures in place to not only make sure that their workers are exercising applicable measures to stay safe and healthy, but that they're also enforcing these practices with the implicit consumer in mind. This is seductive to numerous patrons who are veritably cautious of coming into contact with anything that may beget them to come sick.

### c. **Thai Consumers**

Consumers are individuals or groups who make purchases of goods or services. The phrase also applies to contracting for goods and services (Nordqvist, C.,2019). They are individuals or other types of businesses who make use of a good or service (Nordqvist, C.,2019). Additionally, they don't sell the goods they purchased (Nordqvist, C.,2019). Thailand is well- known in terms of succulent food, several tasty restaurants hidden in the megacity, including road foods but after the effect of COVID- 19, every eatery got affected oppressively. Also, the consumer behavior and perception towards eatery assiduity have changed significantly as people tend to order food online and have lower interest in eating out if the social distancing policy is still on. Research on Nielsen report stated that during and after the COVID- 19, consumers prefer eating at home most (Nielsen, 2020). By all means, eating at home doesn't only mean consumers have to cook themselves but also includes takeaway, online ordering and delivery as there are enterprises on COVID- 19 and social distancing policy. Besides Nielsen, there are numerous reports mentioning about consumer behavior in food assiduity similar as Mckinsey which stated that further than, consumers in Asian really pay attention on the food safety, originally look for healthy food and tend to consume original food products rather of imported food due to the safety and sanitation enterprises as it could lead to food impurities (Dymfke, 2020). In terms of inventions, it's obviously seen that consumers are copping food via online further than eating out. The direction of food consumption in Asia, particularly Thailand will surely be shifted and be long last, so this is the challenge of every SME (small-to-medium enterprise) eatery is facing and trying to acclimatize their strategies following the new normal trends, fastening on what consumers are looking for at the moment similar as home- cuisine, healthy food and original food products. Also, the SME proprietor's ought tore-structure the marketing strategies to collude with the requirements of consumers, for example, participating their popular food fashions online to help consumers who do their own home cuisine. This is just an illustration tactic that the SME possessors must validate more in order to operate the eatery business efficiently during and after the COVID- 19 epidemic. As a summary of the conception idea and literature, exploration of literature discloses a

shift of consumer comprehension that originally looked for healthy food at the morning of COVID- 19 and suddenly moved to unhealthy food, due to the consequence of negative feelings, for example, worry anxiety and apathy. Eaters also tend to consume original food products rather than imported food due to the safety and sanitation enterprises as it could lead to food impurities. Meanwhile, social distancing has changed the trip of how consumers get their food, transubstantiation from eating at eatery to using online delivery option rather, and due to the lockdown programs, cuisine turned into new popular exertion for eaters, bringing SME restaurants start participating their food fashions on social media as one of the crucial variables to attract consumers (Hassen, 2020).

### **3.3.4 Methodology**

During the pandemic a lot of changes came in the restaurant industry. But still, they survive by following things, such as go online delivery, follow the guidelines of government restriction so they decrease the labor force. In the exploratory study, researchers found that most of the restaurants go for online delivery to survive in the pandemic (researcher's own interviews). So as for the Millennium Hilton Bangkok. Through interview questions, learners found that they even go for online delivery but for packaging and come to compete at local shop prices, but they failed because it's new to them and they have decreased most of the labor force by around 20-25 % (from KII). They cannot adopt the new packaging method and mostly they target high income people, it is hard to find in a pandemic because of less tourists. This hospitality industry relies mostly on tourists, even though they didn't ask to get the most financial support from the owner, because they try as they can, but finally they decided to temporarily close the restaurants to save cost and survive the industry.

## **Chapter 4: Discussion of Results and Conclusions**

This exploratory study finds that any restaurant to survive in crisis situations, like during a pandemic, must have a plan for the future. If any pandemic happens, they must have to have plan B. Because of the pandemic a company closed the restaurants. It's not good for business strategy. Also, it's not for the customers who are loyal to the company's restaurant services. So, even in many restaurants this pandemic is new but they survive because they come up with new ideas fast and adopt the environment quickly and let their business run, even though they do not get profit like before but at least they survive the pandemic.

### **4.1 Discussion**

The reason for this study was to examine the coping strategies for Millennium Hilton Bangkok Hotel. The study focused on the reason for the closure of two in house restaurants out of three. This study found that during the pandemic, the hotel industry changed very fast, because they had to adopt the new market called online delivery. Lots of restrictions can lead to less customers for the restaurants, so they have only choice to go online delivery in any social media platform they can use to reach the customers. For small restaurants they can survive by delivering online food by giving discounts or buy one get one free market tactics. But as MHB is a big hotel industry and its mostly rely on foreigners customers, so as restrictions of pandemic the tourism level drop in thailand and for company like Hilton is big loss for their industry to gain the profit through restaurants, even they try to go online delivery and compete with locals but they failed because of their standard and the packing food for customers is hard for them because of their new challenges and keep decline the labor forces to minimize the cost of the hotel to cut cost of the company to survive during pandemic. Even their strategies failed to go with locals because that does not help the requirements as they do not gain the profit from the online delivery, because of all these problems they temporarily close those two restaurants to save the cost and survive during the pandemic.

## **4.2 Conclusions**

In conclusion, learner's most current experience as a sales and marketing intern at Millennium Hilton Bangkok was doing the overall process of sales and helping the team. It is a great experience for real life work. During sixteen weeks of the internship period was fulfilled to understand the department work and get the practical learning and knowledge exposures. The cooperative course has assisted in learning about the dynamics of work culture, professional and training of work in an energy with learners related work field.

This cooperative taught the value of relationships such as teamwork, punctuality, listening skills, communication skills, and computer skills. These are the fundamental requirements for learners to develop as a student and a professional worker. This learning period was very helpful in bridging theoretical knowledge and academic learning in a practical way, as well as understanding how the working environment works in the real world.

In the period of the learning cooperative, interns also did the mini research for the Coping strategies of the Restaurants in Millennium Hilton Bangkok Hotel. Because two out of three restaurants temporarily closed during the pandemic and try to learn and find out the solution that can help the company in the future. So, learners find out the company cannot manage the online delivery and it is hard for the company to compete with locals market as it is their brand reputation as well as the decreasing the labor cost, so they just closed the two in house restaurants to save cost. Learners found the solution that companies always have plan B to protect themselves for future incidents and be competitive in the market. Because of that, customer loyalty is still with the company otherwise if customer loyalty is not their company cannot grow for a long time in the future.

### **4.2.1 Limitations of the study**

The limitations of the study for this report are, firstly, less time to do the report. Secondly, limited data and sample size for the research. Thirdly, the sample size is only focused on one full-service industry. Lastly, it is difficult to get the data.

#### 4.2.2 Directions for future study

The future direction for future studies can include:

- The improvement after the pandemic, does the hotel overcome the pandemic effect and how they overcome it.
- What is the strategy of the MHB if the travel bans happen in the future.

#### 4.3 Recommendations

Being a part of MHB organization with five staff including the four sales managers and Director of sales. It has been a wonderful experience to work with a real life professional. Learners were able to work on a practical working platform and now learners have knowledge of sales. This is a big company so learner would like to suggest them to create a more practical working environment as well as giving to explore their cooperative studies more freedom for other interns. As a learner, intern would like to recommend for the company followings:

- that intern also attends the meeting to explore more knowledge about the real work meeting and know what the benefit or suggestion that intern can give to the department.
- The department should let trainees be the site inspection guide, so that there can be more learning outcomes from the experience.
- After the phone calls they should teach more how to book by themselves not like after the sales team gives the booking.

As a learner, intern would like to recommend for the department followings:

- Students must have basic knowledge of excel and words before they are going to do their cooperative studies in company.
- During preparation of a cooperative course, advisors should provide the details of cooperative studies that learners have to do during internship, such as getting signatures and confidential documents sent to the job supervisor not given to the students.

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## Appendices



Picture 8 The visit of international office to Millennium Hilton Bangkok

# Chhawala Ahir



## PROFILE

An Independent and self motivated business student. Currently, I am 4th year student studying in BBA in International Program of Siam University. I am energetic and passionate. I am a really sociable person and with my friendly nature, I can easily adapt to any environment.

## EDUCATION

- 2019-Present: BBA in International Program  
Major: International Business Management  
Current CGPA: 3.92  
Siam University
- 2015-2019: Science-Math's in English Program  
Mathayom Watsing School

## SKILLS

- Good communication skills
- Leadership
- Team work
- Generous
- Problem Solving
- Multi-tasker
- Responsible
- Creativity
- Critical thinking
- Computer skills: Microsoft word, Microsoft Excel, Microsoft PowerPoint, typing, Social media.

## LANGUAGES

English: Full Professional Proficiency

Hindi: Native Proficiency

Thai: Good understanding, speaking and basic writing

## CONTACT

☎ 0839203165

✉ achhawala07@gmail.com

📍 87 moo 3, Bangkhuntien, Chomthong, Bangkok, Thailand, 10150.

## EXPERIENCE

### 1. President of Siam University International College Student Club 2022 - Present

- Organize Events and co-ordinate
- Lead the team, participate in official meetings, and work with mentors about sustainability

### 2. Student Council of Siam University (Social Service) 2021 - Present

- Work as staff member and volunteer for events
- Attends all meetings with professors and President of the university to share ideas
- Organize events

### 3. Participated in Siam university online leadership camp

- Its group work project with TOKAI University (Japan)
- The project about gender equality from SDG
- with the help of meetings and mentors guide the team work project done.

Date: 01 August 2022

To: The Dean/Associate Dean of International College,  
Siam University

Subject: Accepting student (Name Chawalata Ahir ID 6208000005)  
as a cooperative student from 01 August to 15 November 2022

This is to confirm that the following student is/are accepted to provide "Cooperative Education" session under our organization, as mentioned.

Student ID: 6208000005

Student Name: Chawalata Ahir

Program: Bachelor of Business Administration (International Program)

**Company details:**

Location/Address of the company (university supervisor will visit this location)  
123 Charoennakorn Road, Klongsan, Bangkok (10600)

Contact details of the company: Email:

Contact No:

Job Supervisor's Name Mrs. Darshan Kumar Lad

Email darshan.kumar.lad@hilltop.com Contact no(s) 0869764847

Line/WahtsApp/Signal ID: LineId: Sim07

We/ I hereby confirm and accepted the above student to be the advisee under the company from 01 August to 15 November and we agree to provide the Cooperative Educational activities under joint supervision of the job-supervisor and the academic advisors.

Your sincerely,



Authorized person from the company (Date, seal)



November 15<sup>th</sup>, 2022

TO WHOM IT MAY CONCERN

This is to certify that Mr. Chhawala Ahir has completed his internship at Millennium Hilton Bangkok in a position of Student Trainee as detailed below:

Department	Internship Period
Sales & Marketing Department	August 1 <sup>st</sup> , 2022 – November 15 <sup>th</sup> , 2022

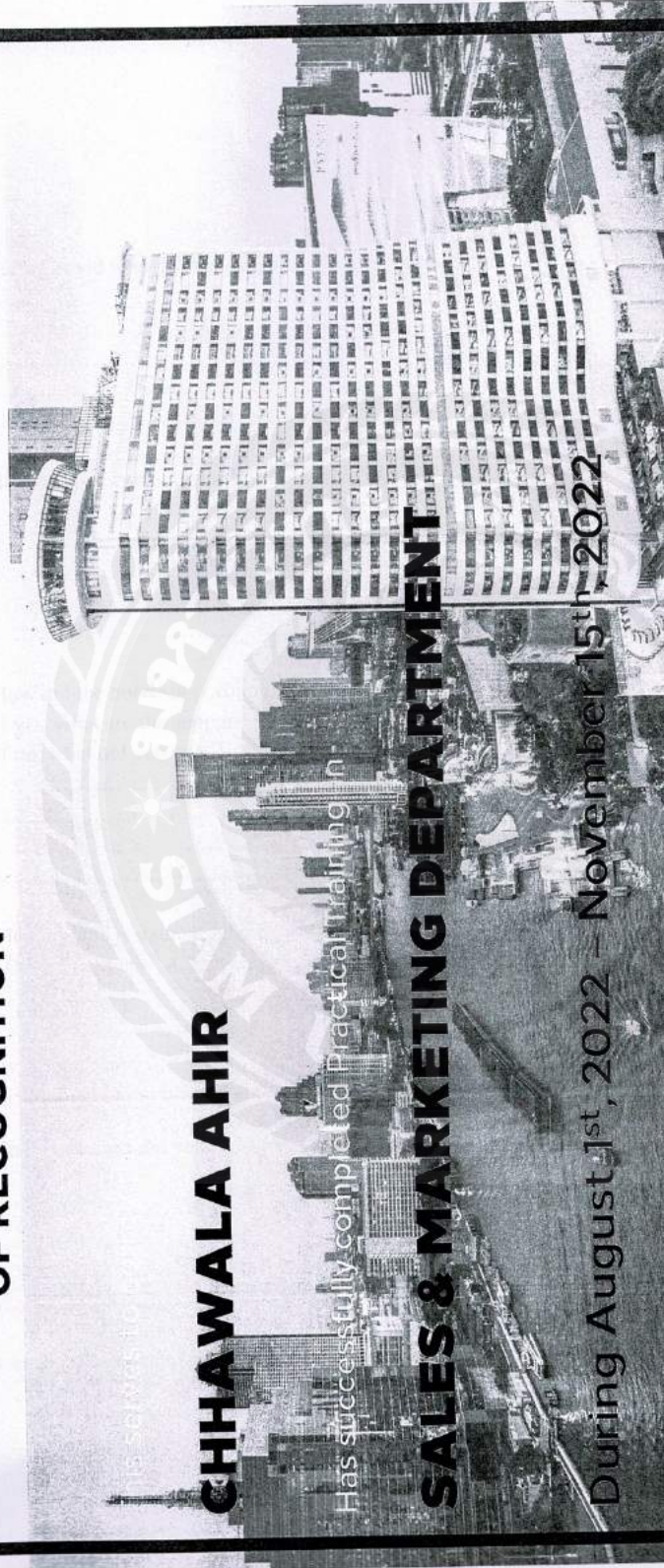
We would like to take this great opportunity to wish the best success in his further endeavors.

Best Regards,

Sujira Klanpumesri

Learning & Development Manager

# Certificate OF RECOGNITION



**CHHAWALA AHIR**

Has successfully completed practical training

**SALES & MARKETING DEPARTMENT**

During August 1st, 2022 – November 15th, 2022

His performance has met training requirements and demonstrated an ability to work well with colleagues.

Overall, his performance was rated as "Successful"



@MhInternship

Sujira Klanpumesri  
Learning & Development Manager

Interview Question

1. During covid what are the major challenges faced by you?

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.....  
.....

2. How did you cope at your level?

.....  
.....  
.....

3. How did the hotel support you?  
If yes, what are the support  
If no, what did you expect

.....  
.....  
.....

4. How did the restaurant operate during the covid?  
-Online delivery -Change menu

.....  
.....  
.....

5. In a restaurant did you need to reduce man power?

.....  
.....  
.....

5.1 How many of your workers voluntarily left the job? Or How many you need to fire?

.....  
.....  
.....  
.....

6. How much reduction do you notice in the number of customers?
- What about regular customer -Loyal customer -party
  - Financial liability (to operate restaurant) - Restaurant ask bank finance or corporate finance

.....  
.....  
.....

7. How is the present condition of restaurant business? What did you suggest about surviving such a challenging situation in future ? Give some recommendations.
- Political - Earthquake -fallout

.....  
.....  
.....

- Finance whether it is regular deficit or surplus operating cost of a restaurant.

.....  
.....  
.....

- Is there any meeting or party during covid time.

.....  
.....  
.....

<b>Week: 01</b>	<b>Date: 01 August 2022</b>
<p>Today is my first day of an internship in my sales and marketing department. They have orientation for the new trainee and for those who apply to become employees for Hilton. In the morning around 8:30 am I did the paperwork for my position and internship period. Then have an orientation meeting on the 30th floor. Firstly, there are 8 trainees and 8 newcomers employees in the Hilton. Secondly, we all introduce ourselves to everyone and we are divided into groups of four with trainees and new employees. Then, each manager comes from each department and they introduce themselves and welcome us. In addition the leadership manager gave a PowerPoint presentation about Millennium Hilton Bangkok. During the presentation she asks a few questions and gives points accordingly to the group answers. It's fun to do those things and make team building. Thirdly, we go for a walk to find out which floor has what and what is called that floor that can let us know during our real trainee day. We visited a luxurious hotel room to see the view and the top view of that attraction for Hilton. Finally, I went to my department and got to my office to work in the sales section. I made friends over there and some senior guide me about how to do and what to do in sales. During talking with my senior trainees they got to arrange the hall for 46 people and I helped them plan and arrange everything. They feel so happy and applaud me. Then with my senior trainee I had dinner in Hilton and my day off for day 1.</p>	
<b>Week: 01</b>	<b>Date: 02 August 2022</b>
<p>Today is my second day of training in sales. In the morning there are not a lot of things to do but I learn from a senior sales trainee about how to do sales for the Hilton. So, basically I know that in sales in Hilton I have to talk with clients to book their rooms, meeting room and halls. Sometimes I have to look at the rooms or halls for the availability. But most work in the office on their website to book for their required date. Usually when we receive phone calls, we say Thank you for calling Millennium Hilton Bangkok. How may I help, ask the company, email, phone number, event date and how many people? Then I have to book for them and some tasks given from senior sales managers. Today I printed the documents and booked 1 client meeting halls and room. My senior trainee appreciates that I learn so fast. That's all for day 2.</p>	

<b>Week: 01</b>	<b>Date: 03 August 2022</b>
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This morning I got the duty to do the booking for my sales managers. So I booked for his client. Then get signature from Business development managers. Then, go to check for the clients in deluxe and panorama rooms that everything is okay for the guest. After that get the keys for the room from the front desk in the lobby and over to the sales manager so that he will take care of them. After lunch, P. Bim wedding sales manager is trying to teach me about more things that I have to do for the clients. Then I scan some documents for the sales managers. After that I ask them if there is anything I can help or do. Then I got duties to do tomorrow such as see the rooms, time, and see the hall for the guest. That's all for day3.

**Week: 01**

**Date: 04 August 2022**

Today is a very busy day. Since this morning I've got a lot of work to do, such as inspection and customer booking details on the site. I did more than 5 customer tasks as my supervisor gave to me to do. With the help of my team I did it. I received one phone that want their extension period of contract, it's expire on 31st but they want one more year extension, so I inform to my supervisors. After that we go for an inspection. First we have to talk to the front desk that my supervisors want the key for inspection, we got it and check 3 rooms and then go to check the hall for meetings for the customers. Everything is done on that part. Then, I scan the documents for my supervisors and bring the print out. Additionally my supervisors get one meeting with me and one of my teammates about the Hilton, how Hilton works and what the sales department do in this hotel. During almost finish today got one problems from last day work that one customers booking accidentally did not save it and get the new lessons that have to see every steps clearly than the directors of sales said its okay go home safely. That's all for today, day 4.

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Co-operative Education - Daily Diary  
IBBA, International College, Siam University

**Week: 01**

**Date: 05 August 2022**

Today I do not have to do much. But I get some new things about sales, such as how to design the room and which room is how many people can do as well as make the stage design. Today two of the interns finished their internship, so all the sales managers went to give them a party outside. They invited me but I have to do an inspection, so I cannot join. After that only bring one print out of sales manager and give to her. There are some room have key problems, so me and my teammates go three times at front desk to fix, at the end its fix. I asked them if I have anything more to do, and they said they don't have anything for now. Then today is a sales day off, so I have nothing much to do. That's all for day 5.

**Week: 02**

**Date: 08 August 2022**

This morning I got some work to do. Such as designing the table for customers to all sit in the grand ballroom room. Also do the booking for the customer. And pick up the phone to tell them that the team sale is not available now. Also go to the front desk to know the budget for the wedding sale. That's all for day 6.

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Co-operative Education - Daily Diary  
IBBA, International College, Siam University

<b>Week: 02</b>	<b>Date: 09 August 2022</b>
<p>Today was a busy day from morning to evening, Morning do the booking for two customers, and scanned documents for my sales managers. After that do some work for wedding sales, just help in arranging chair tables in the parking area of Hilton, After that, in the afternoon I asked the sales manager if she had anything to do for me, so give me a booking for one client, then I did it. After that I helped my teammates to reuse or recycle, then I just did it. Then sales managers ask to bring the documents from the printers. At the last my teammates got work for book clients on the websites, I tried to help him out. Then after I give one document for the wedding sales in the lobby. That's all for day 7.</p>	
<b>Week: 02</b>	<b>Date: 10 August 2022</b>
<p>Today is almost like last day, the whole day is so busy. I got almost 5 proposals for booking for the customers that take a lot of time to do. Then do three pro-forma invoices for sales managers. After that, a floor plan for the meeting that customers can do. Then I went to work for an event operation to send food to the Royal Thai Navy. One time is in the afternoon and another one is in the evening. Bring documents from the printer and scan for sales managers. Also today I learned how to scan two sides of documents and pro-forma invoice from sales managers. That's all for day 8.</p>	

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Co-operative Education - Daily Diary  
IBBA, International College, Siam University

<b>Week: 02</b>	<b>Date: 11 August 2022</b>
<p>Today I got six calls from customers out of six four customers are Thai speaker and two are English. One call in English asked for the cancellation of the booking and another call asked about selling the digital screen to Millennium Hilton Bangkok. So, I passed those messages through notes to my sales managers. Other four call my teammate, a Thai call. I did three floor plans for the customers meeting one is around 67 people and another one is 300 people, the last one is 50 people. After that my friend and I sent food to the Royal Thai Navy as yesterday. Moreover, I got two pro-forma invoices to do and scan as well as photocopy. Then, keep them in files. After that we do two inspections for the customers to see whether the room is ready or not. Then, pass the key to sales managers. Before time is almost finished, one sales manager tells us about Hilton university and courses, so next week we have to do the quiz for those courses, totaling around five courses. That's all for day 9.</p>	

<b>Week: 03</b>	<b>Date: 15 August 2022</b>
<p>This morning I got four bookings for customers and received one phone call. After that print out and do the handover work as well as the pro-forma. Then go for an inspection to book 2 rooms for the sales manager. Then they had a lucky draw session for the employees, they invited me to hold the lucky draw for general managers and I did it. That's all for day 10.</p>	

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Co-operative Education - Daily Diary  
IBBA, International College, Siam University

<b>Week: 03</b>	<b>Date: 16 August 2022</b>
<p>Today is a very busy day. Morning, I got four booking proposals from my sales manager, then after I went for inspection for two rooms. Then in the afternoon again get proposals for booking then floor plans for the meetings. I made five floor plans for the meetings for the clients. Then again go for inspection. One call from a Thai customer so I passed it to my teammate. Bring the printout for my sales team. That's all for day 11.</p>	

<b>Week: 03</b>	<b>Date: 17 August 2022</b>
<p>This morning I got 3 proposals for the booking. Then P. Am teaches me how to do the printing or scan when paper is small. After that I scan a photocopy for P Bim. Then go for teared up leaves for the Singapore guest. We go two times to bring the leaves. The leaves is use for writing the name of guest as well as team of MHB. Then go to inspection for three rooms and collect souvenirs from spa. After that bring bags to 360 jazz lounge for the team of MHB. Then after welcoming the guest providing cold towels and all. Then stay around with guest taking their photos and videos until the dinner time. That's all for day 12.</p>	

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Co-operative Education - Daily Diary  
IBBA, International College, Siam University

<b>Week: 03</b>	<b>Date: 18 August 2022</b>
<p>This morning I had a big cleaning day in a hotel. It's a half day cleaning from 9-12 pm. In this cleaning trainee and employee work together and clean the parking area of the Hilton. After that we got a certificate for cleaning. Then back to work. There are 3 proposals for booking so I completed it and gave it back to P. Then got another proposal after a while then finished it again. One proposal doesn't have an email id so I ask P. to give that because without an email id I can't do the next step. Then I help my teammates how to call from telephone. Then bring the printout for P. Before the office hours were completed I got one more booking proposal but P. Said you can do it tomorrow, So I decided to do it tomorrow because it's a long booking. That's all for day 13.</p>	

<b>Week: 03</b>	<b>Date: 19 August 2022</b>
<p>Today I did the last day proposals from P. sim but I did mistakes that booked the wrong booking id because I booked with different person name so I ask P. the name and company name of booking so he told me then I did booking so I told him I booked another id as well so he come on my desk and teach we can change everything from the same id even we did wrong so I just learn new things from doing mistakes, then got another proposals from P. Noon that one is easy so I finish it fast. Then I scan for P. Bim and the paper stuck during the scanning so I told her then she helped me out. After that my friend and I made the badge for P. tarn. It took a lot of time so we could not finish it today. I also bring a print out for my P. That's all for day 14.</p>	

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Co-operative Education - Daily Diary  
IBBA, International College, Siam University

<b>Week: 04</b>	<b>Date: 22 August 2022</b>
<p>This morning I got 3 proposals back-to-back. So, it's like I have to do everything as fast as I can and also do everything correctly. Then got another proposal at the last moment before going to lunch time. I have to finish fast because I also have to go to university. So, I gave it to P. Then I brought some documents from the printers to P. Pear. That's all for day 15.</p>	
<b>Week: 04</b>	<b>Date: 23 August 2022</b>
<p>Today I got 4 proposals to do for the booking. Then also while booking I got a floor plan for 350 people for the meeting. I finished everything before afternoon. Then in the afternoon I got 2 proposals and from the last day I had to change some in the booking so I changed it. Today I made one wrong proposal, wrote the wrong company name, so P. Am taught me how to change names easily on the software. After that go for inspection me and my team mates go for it. First, we go to the lobby to take the key card then we inspect three rooms, a Deluxe Panorama and Family suite. Then bring some documents from the printer. Also play the Thrive Hilton game. If I have a card, I can play because I participated in a big cleaning day. So I get a chance to play. I won a few rewards. That's all for day 16.</p>	

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<b>Week: 04</b>	<b>Date: 24 August 2022</b>
<p>This morning I got 2 proposals to do for the booking. Then P. Noon taught about corporate work that have to put name and with their id number me and my teammates. So, I work with a team as well. After that I got two bookings that have to change, some have to cancel the room, some have to change a little bit in update. After that, I go for inspection to check the room for P. Am. Three rooms I and my teammates check. Then we change the lift screen with other flash drive updates of promotions in the marketing department. Then I do a floor plan for 40 people. That's all for day 17.</p>	

<b>Week: 04</b>	<b>Date: 25 August 2022</b>
<p>Today in morning again I got 3 proposals to do but because of some addresses I confused to do so i wait for P. Am so when she come, I ask her what to put and how to do some changing in booking after she come, she helps me out then I done the booking. After that, P. Noon gave me another booking that changed some rooms and meetings. Then after that I have to do a floor plan but the application does not work so I can't do it. Then I keep files for P. Pear. That's all for day 18.</p>	

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<b>Week: 04</b>	<b>Date: 26 August 2022</b>
<p>Today I just began my day with inspection, after that I will recycle paper and reuse the paper that I use for booking proposals. Then after that I go to play the Thrive Hilton game and win a few rewards. Then I got a proposal for booking. After I was done, I got the proposal for booking. That's all for day 19.</p>	

<b>Week: 05</b>	<b>Date: 29 August 2022</b>
<p>This morning I went with my friend to take a video in Maya about whether everything was ready or not. After that I put the paper in file either in CMTG or SMERF. Then I got a floor plan for 350 people. So I finished and sent it to P. Sim. Then I had to change the booking and move the date from the previous one. That's all for day 20.</p>	

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<b>Week: 05</b>	<b>Date: 30 August 2022</b>
<p>Today is busy day, today in morning got 3 proposals to do after that have to take video in Maya floor me and my teammates go for that after that in afternoon got 4 proposal for the booking and got 300 people floor plan on grand ballroom. After the trainee meeting HR talked about how we have to present and what we have to put in slides. Then we all trained to play games. Then go and take another video near the spa area. That's all for day 21.</p>	

<b>Week: 05</b>	<b>Date: 31 August 2022</b>
<p>This morning I got a proposal but the booking had some package that I never did, so I asked P. Am so she said she'll teach me later. After that I got a floor plan from P. Sim. Then go for the inspection. After that I got another proposal for booking that one, I finished it. Then another again, but that one did not generate revenue, so the help of my teammates got done. After that I recycle and reuse the paper. That's all for day 22.</p>	

<b>Week: 05</b>	<b>Date: 01 September 2022</b>
<p>Today in morning got proposal for booking then go for inspection about the meeting place of customer, then record video in the meeting place after that got work from marketing to put the flash drive on lift T.V. Then in the afternoon I got 3 proposals to do. Then got a floor plan to do. Have to do a floor plan for 400 people. Also pick a few calls from customers and learn new things such as how to site inspection on word and signage on PowerPoint. That's all for day 23.</p>	
<b>Week: 05</b>	<b>Date: 02 September 2022</b>
<p>Today is not a busy day. Only do two bookings and go to the front desk to get the key and do the inspection of three rooms. After that, record a video with teammates. That's all for day 24.</p>	

<b>Week: 06</b>	<b>Date: 05 September 2022</b>
<p>Today in the office I do not have much to do, I just do the confirmation letter of 40 people. Then give it to P. Pear. Also go to the front desk and ask for key cards of rooms then check 4 rooms and the grand ballroom then give key cards to P. Am. That's all for day 25.</p>	
<b>Week: 06</b>	<b>Date: 06 September 2022</b>

This morning I got a proposal for the booking and also some bookings have to move from the previous date to the new date. After that go to the showroom to check rooms for customers. After that help marketing about the photo lights. Also, I go for inspection for wedding sales with P. Job about Indian weddings. After that I got another booking to do. Then I and my teammates found nearby hospitals from hotels for the customers to do RT-PCR. Then before leaving P. Am give one proposal for booking and another is an excel file to arrange everything by months. But P. Am said I can do it tomorrow. So, I decided to do it tomorrow. That's all for day 26.

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<b>Week: 06</b>	<b>Date: 07 September 2022</b>
<p>This morning I did the RFP Map that I have to arrange by months that work got yesterday. Then one proposal for booking. After that go to the front desk to ask for a key card for P. Pear. Then check the rooms. After that there is welcoming guest design for special guests but have to remove it for some reason. Then in the afternoon I got another booking proposal. After finishing, P. Waan from marketing asked for help in a photoshoot. My teammates and I brought a camera light and adapter. Also go to the engineering room to ask for extensions for wire. Then we help in everywhere the photoshoot happens. Then back to the office. I received three calls from customers. Two are in Thai and one in English. That's all for day 27.</p>	
<b>Week: 06</b>	<b>Date: 08 September 2022</b>
<p>Today I got two proposals for booking in the morning. Then go to the front desk to get key cards and take a photo of the room for P. Am. Then in the afternoon I got seven proposals of booking and from seven one booking had to be updated from the previous one. Then go to measure the height of the Thonburi ballroom foyer. Then received two calls from hotel one is from housekeeping and another is from financial for P. Pear she not in office after she back I informed about the calls. That's all for day 28.</p>	

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<b>Week: 06</b>	<b>Date: 09 September 2022</b>
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Today I made four proposals for booking but one proposal my teammates did he told me to delete all the booking but P. Pear only wanted to change the number of rooms. But I deleted it all. So I have to make everything as it is. After that I go to measure the board length and width for P. Am. Then I'm going with P. Bim in wedding to know more about how wedding sales work. Then I know how they arrange for guests when they provide food for guests. That's all for day 29.

**Week: 07**

**Date: 12 September 2022**

This morning I got three proposals for booking to do. Two are for normal booking and one is just to update the booking. After that I go take the key from the front desk for P. Job. Then go to the security room to give the key for P. Am. Then P. Pear gave me paper for recycling and reuse. After a while P. Am told Amazon to open the lights in Amazon for customers. That's all for day 30.

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**Week: 07**

**Date: 13 September 2022**

Today I got two proposal one is new to me because I never did that kind of booking, so with the help of my teammates (boss) I finished it. After that I do a proforma invoice. Then go to the lantern to help P. Tarn with the customer snacks. Meanwhile, P. Waan from marketing gives work for tomorrow about the photoshoot, so she needs me and my teammates to help her to manage the photoshoot. That's all for day 31.



<b>Week: 07</b>	<b>Date: 14 September 2022</b>
<p>Today I got one proposal in the morning for the booking. Then I got a floor plan for 200 people. After that today in the hotel there is a prayer day so everyone goes to pray. Then in the afternoon I got another proposal for booking. Then P. Waan from marketing needed help for her photoshoot that she told yesterday. So, I and my teammates went to help her. That's all for day 32.</p>	

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<b>Week: 07</b>	<b>Date: 15 September 2022</b>
<p>This morning I received a phone call from a customer. Then pass the information to the sales team. After that I made two bookings. Then go to help the marketing team for updates of the latest things from lift T.V. In addition, I have to help for the lotto day for the service charge. So, hold the lucky draw for the employees. That's all for day 33.</p>	

<b>Week: 07</b>	<b>Date: 16 September 2022</b>
<p>Today I got work to do the booking. After that go take a photo for P. Am. Then go to change flash drives for marketing. Then I got another booking that's new to me. So, I ask many questions to make the booking correct. I picked two calls both from Thai communication. I pass the information on what they want to the sales team. That's all for day 34.</p>	

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<b>Week: 08</b>	<b>Date: 19 September 2022</b>
<p>This morning I received a phone call. After that P. Am taught about compensation vouchers. So when she finishes teaching she gives a task to me and my teammates. In addition, P. Noon told us to bring the key card from the front desk and check the showroom. That's all for day 35.</p>	

<b>Week: 08</b>	<b>Date: 20 September 2022</b>
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This morning I got a floor plan for 70 pax. In the meantime, I got a booking as well. After that I recycle and reuse paper. Then in the afternoon I got two more proposals for booking to do. In addition, I received one phone call. That's all for day 36.

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<b>Week: 08</b>	<b>Date: 21 September 2022</b>
Today I have many bookings to do. In the morning I got 4 bookings and some bookings have to be updated. Afternoon I got 3 more bookings to do. After that I do the floor plan. P. Am taught about manual booking. That's all for day 37.	
<b>Week: 08</b>	<b>Date: 23 September 2022</b>
Today I have a trainee meeting. In the meeting I won a cap. HR asked about Hilton so I gave the correct answer. After the meeting I got three proposals for booking. One is difficult so I ask P. How do I do it? She taught me. Then I made that booking. That's all for day 38.	

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<b>Week: 09</b>	<b>Date: 26 September 2022</b>
This morning I got three proposals for booking. After that I have to go for a site inspection. First go to the front desk and ask for the key card as required. Lastly check 7 rooms for the P. Pear and give the key card to P. That's all for day 39.	
<b>Week: 09</b>	<b>Date: 27 September 2022</b>
Today I went to scan documents. In the morning I got 3 proposals for booking. Afternoon I got 4 proposals for booking. In addition, when I finish the proposal I have to recycle and reuse paper and separate it for each category. That's all for day 40.	

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<b>Week: 09</b>	<b>Date: 28 September 2022</b>
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This morning I got two bookings. Meanwhile, I have to go to get the key from the front desk for P.Am and P.Noon then check the showroom. In the afternoon, I have to help the HR for the coming event (Punk Rock), I have to pack the gift in the proper number and also carry the poster from one place to another. Then after that I have to paint the thermocol for the event. That's all for day 41.

**Week: 09**

**Date: 29 September 2022**

Today I have to make many bookings. In the morning I got 4 bookings and in the afternoon 4 as well. In the afternoon my Ajarn came from university for a planned visit to my assistant supervisor. Then I also keep the file for CMTG and SMERF file. Then get the key from the front desk for P. Noon. Bring the paper from the printer and also recycle and reuse paper. That's all for day 42.

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**Week: 09**

**Date: 30 September 2022**

Today I got 3 bookings to do. After that P. Noon sent me an email to do the handover. Meanwhile, P.Noon let me and my teammates take care of the guests. Bring water for them and ask anything they need or not. Then, I have to scan files for the sales team. That's all for day 43.

<b>Week: 10</b>	<b>Date: 03 October 2022</b>
<p>Today is a staff party day in the company. So, everyone is excited for that. Not much work to do because everyone is busy with staff parties. In the morning I got one proposal for booking. Then bring some documents from printers. In the evening, enjoy the party with all the employees. That's all for day 44.</p>	

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<b>Week: 10</b>	<b>Date: 04 October 2022</b>
<p>Today was a bit busy and a new experience for me. In the morning I got three proposals for booking. Then in the afternoon I have to go for the student who comes from Thammasat university field trip. I have to explain to them all about the hotel. Do the inspection and guide them. After finishing the inspection, I have to go back to the office. In addition, I got four proposals for booking and one floor plan for 400 pax. That's all for day 45.</p>	
<b>Week: 10</b>	<b>Date: 05 October 2022</b>
<p>This morning I got 3 proposals for booking. Out of three one booking has to update according to customer changes. In the afternoon I got four proposals for booking. Pick up three calls from customers. Moreover, I go with P. Bim to meet customers and she let me know how they book the wedding for customers and how to ask their requirements. That's all for day 46.</p>	

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<b>Week: 10</b>	<b>Date: 06 October 2022</b>
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This morning I got three proposals for booking. In one booking I have to update some changes. Bring some documents from printers to the sales team. In the afternoon I got six proposals for booking. Meanwhile, I have to go to the front desk to get key cards and check the showroom that everything is ready for customers. In addition, I have to go and check if the jazz lounge door is open or not. Then help a little bit in wedding sales. At last, I received six phone calls from customers. That's all for day 47.

**Week: 10**

**Date: 07 October 2022**

Today I received three calls. Then after I did four proposals of booking. After that help to take video for customers. Meanwhile I scan documents for the sales team. In addition, make a floor plan. That's all for day 48.

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**Week: 11**

**Date: 10 October 2022**

Today I have to do the handover of two different clients. After that I made two proposals for booking. In the meantime, I had to recycle and reuse paper. In addition, bring some documents from printers. That's all for day 49.

**Week: 11**

**Date: 11 October 2022**

Today I have a lot of work to do in the morning. I got three proposals for booking. Then I scan documents for the sales team. In the meantime, I have to keep scanning documents into the files as well as the photocopy given to the sales team. In the afternoon I have to record a video for customers according to P. Am. In addition, I have to be MC in one video and explain about the meeting room and foyer. At last, I got one more booking proposal. That's all for day 50.

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**Week: 11**

**Date: 12 October 2022**

This morning I made two proposals for booking. Then P. Noon asked to get the key card from the front desk and check the showroom for customers. After that, scan some documents and print it out. Then keep those documents in files. In the afternoon I pick five phone calls and pass the information to the sales team. Meanwhile I do again one more proposal of booking. That's all for day 51.

**Week: 11**

**Date: 14 October 2022**

Today I checked the showroom and got a key from the front desk. After that record video for team sale. Then scan some documents. In the meantime, I made a booking. At the last I did handover for team sale as well as recycle and reuse paper. That's all for day 52.



<b>Week: 12</b>	<b>Date: 17 October 2022</b>
<p>Today is not a very busy day. I have to do two booking proposals but one booking is a bit hard with the help of P. Am I finished it. Then I bring some documents from printers as well as from security for team sales. In addition, I pick two phone calls. Then go to the front desk to get the key card and check the showroom for customers. That's all for day 53.</p>	
<b>Week: 12</b>	<b>Date: 18 October 2022</b>

This morning I made a booking proposal. Meanwhile P. Am wants a key card from the front desk and checks the showroom. After I finish checking the showroom, I have to go to security to get some documents for team sale. In addition, today is a lotto day so, I have to help the HR team with a lucky draw. So, they can reveal service charges to all employees. Therefore, when back to office marketing give work to change the advertisement from led screen in lift. Then I got documents that I have to give to the finance department. At last, I got two more bookings, complimentary vouchers and received two phone calls. That's all for day 54.

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<b>Week: 12</b>	<b>Date: 19 October 2022</b>
<p>Today in the morning and afternoon I got to recycle and reuse paper to arrange it and put in the reuse or recycle properly. In the meantime, I have to scan documents and put in the files. After that I did 7 booking proposals and 1 booking had to be updated according to customer changes. At last, I received two phone calls and have to get key cards tomorrow to check the showroom. That's all for day 55.</p>	
<b>Week: 12</b>	<b>Date: 20 October 2022</b>
<p>This morning I scanned the file and put it in the file. After that I got four proposals of booking to do as well as have to do the handover. In the meantime, I have to get the key card from the front desk to check the showroom. In the afternoon I helped the finance department for their documents to move out from the office. Then back to help the sales team. In the afternoon I got four again booking proposals. That's all for day 56.</p>	

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<b>Week: 12</b>	<b>Date: 21 October 2022</b>
<p>Today I did scan documents and keep them in file as well as go to the finance department to get the stamp for team sales. I received six phone calls. Get the key from the front and check the showroom, after that do four proposals of booking and update some booking. That's all for day 57.</p>	
<b>Week: 13</b>	<b>Date: 25 October 2022</b>

This morning the wedding sales team told me to present an Indian wedding. Then P. Job needs my help with the wedding. After that I went back to help the sales team. In the morning I made three bookings. Then scan the documents and photocopy it. In the afternoon there is a trainee meeting, so the General manager comes and shares his experience and tells us about the hotel and his job. All trainees share their experience of how everything is going on. After the meeting is done, I have to get stuff from the lobby for team sales. Then I did four more booking proposals as well as received four phone calls. At last, the director of sales teaches new things about booking. That's all for day 58.

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<b>Week: 13</b>	<b>Date: 26 October 2022</b>
<p>This morning I got five bookings of proposals. In the meantime, I have to scan the documents and photocopy it. Bring documents for the sales team. After that P. Noon wanted a key card for site inspection, So I brought it from the front desk and checked the showroom. In the afternoon I got three proposals for booking. Then P. Am also want a key card for site inspection then I bring and check the showroom. After I request, can I join the site inspection, P. Am allowed me to join the site inspection and I learned new things about how they deal with clients. Furthermore, there is no recycle and reuse paper left so I recycle and reuse paper. At last, I received four phone calls. That's all for day 59.</p>	
<b>Week: 13</b>	<b>Date: 27 October 2022</b>
<p>This morning I did four booking proposals and also updated some bookings. In the meantime, I got a handover (contract) to make for P. Noon. After that I have to get the key card and check the showroom for P. Am. Then I have to take some photos for customers and give them to P. Pear. In the afternoon first I did the recycling and reuse paper. Received five phone calls. After that I did three more bookings as well as filing the documents, scan and photocopy. That's all for day 60.</p>	

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<b>Week: 13</b>	<b>Date: 28 October 2022</b>
<p>Today I got site inspection and digital signage to make for the client on Monday. Then got a proposal of booking to do. After that recycle and reuse paper. Then help my teammates to record videos for team sales. I received two phone calls. At last, I made the Hilton honors as the sales team told me to do. That's all for day 61.</p>	
<b>Week: 14</b>	<b>Date: 31 October 2022</b>



Today I got five bookings to do. Then I have to get the key card from the front desk and check six showrooms. Then give back the key to the sales team. After that I received five phone calls. At last, I brought some documents from the printers. That's all for day 62.

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<b>Week: 14</b>	<b>Date: 01 November 2022</b>
<p>This morning I did four proposals for booking and some bookings I just updated as team sales told me. After that I photocopy and scan documents, and put in the files. In the afternoon I got again four proposals of booking and three handovers (contract) to do. In the meantime, I recycled and reused paper. At last, I received five phone calls and passed the information to team sales. That's all for day 63.</p>	
<b>Week: 14</b>	<b>Date: 02 November 2022</b>
<p>This morning I did four proposals for booking and taught sales work to new interns. In the meantime, I have to print out the documents for the sales team and give back to the sales team. In the afternoon I let to know all about hotel to new intern and I got task to check the meeting room is everything okay or not and have to take photo for put in PowerPoint of Hilton as director of sales told me. Then back to the office I made five proposals for booking. At last, I received five phone calls and passed the information to the sales team. That's all for day 64.</p>	

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<b>Week: 14</b>	<b>Date: 03 November 2022</b>
<p>This morning I got six proposals for booking. From that booking I taught the new trainee how to book in the Delphi. As well as I got to do floor plans for 350 people. So, I teach as well to the new intern. After that, prepare for the client everything that the sales team wants for site inspection. In the afternoon I teach about scan and photocopy. Then I have to bring documents for the sales team and get five more proposals for booking. Meanwhile, today I have a presentation for a complete trainee in MHB. So, everyone likes my presentation that makes me happy and after that I have to go record a video in a meeting for the sales team. At last, I received seven phone calls. That's all for day 65.</p>	
<b>Week: 14</b>	<b>Date: 04 November 2022</b>

Today I made nine booking proposals. Then I have to scan and print out. Also have to put in the file. After that bring documents for team sales. In the meantime, I have to record a video of the meeting room. I received eight phone calls today. In addition, I also recycle and reuse paper. At last, I have taught all those processes to new interns. That's all for day 66.

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<b>Week: 15</b>	<b>Date: 07 November 2022</b>
<p>Today I made five booking proposals. Then I record the meeting room for the sales team. Meanwhile, bring documents from printers as well as photocopy. In addition, I keep those documents in files. After that I received three phone calls. At last, I just checked around the hotel and everything is ready for the client of team sales. That's all for day 67.</p>	
<b>Week: 15</b>	<b>Date: 08 November 2022</b>
<p>This morning I did six bookings of proposals. Meanwhile I did the floor plan for team sales. After that get the key cards for check showrooms. Then go to bring the parcel from the bell counter to the sales team. In the afternoon I got seven more proposals for booking. In addition, I have to scan documents and print them out, some documents I have to keep in file and some have to give back to the sales team. At last, I received six phone calls. That's all for day 68.</p>	

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<b>Week: 15</b>	<b>Date: 09 November 2022</b>
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Today is the busiest day of the whole training session. In the morning I got eleven proposals for booking as well as having to do the floor plan. In the afternoon I have to go to the front desk, get the key and check the showroom and the meeting room as well. Then give back the key to the sales team. In addition, I got thirteen more bookings of proposals to do also against the floor plan. After that, the marketing team also worked to change the advertising from the lift to the new one. Then I have to bring documents from printers, scan and photocopy. Keep those scan documents into a file and photocopy one to give to the sales team. At last, I received four phone calls. That's all for day 69.

**Week: 15**

**Date: 10 November 2022**

Today is the same like yesterday. Whole day is busy. In the morning I got eight booking of proposals. Then have to make floor plan such as cabaret, classroom, and banquet from every meeting rooms. In the afternoon I got fourteen more booking of proposals and again doing the floor plan. Meanwhile I have to bring some documents and keep them in files as well as hand files to the sales team. In addition, I have to teach the new trainee about sales process. At last, I received eight phone calls. That's all for day 70

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**Week: 15**

**Date: 11 November 2022**

Today I did nine booking proposals as well as a floor plan. Then go to turn on the lights for the meeting rooms so customers can have a meeting. Meanwhile I have to go for a site inspection for new trainees to let them know about the hotel. Bring some documents from printers and scan as well as photocopy it. At last, I received seven phone calls. That's all for day 71.

**Week: 16**

**Date: 14 November 2022**

Today I made seven booking proposals. Some bookings have to update the information as client requests. After that I help wedding sales for the upcoming wedding, preparing the brochures and other wedding things. In the meantime, I did the floor plan. At last, I received four phone calls. That's all for day 72.

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**Week: 16**

**Date: 15 November 2022**

This morning I made thirteen booking proposals. In the meantime, I have to do the floor plan. After that I have to do a handover (contract) for the clients. In addition, I have to record three meeting rooms' videos to send to clients. In the afternoon I got nine more bookings of proposals as well as some bookings to update. Then I have to get the key cards and go to the showroom. I helped today to reveal the service charge to the employees. At last, I received eight phone calls. That's all for day 73.

Week: 16

Date: 15 November 2022

Supervisor's comment:

Great Attitude, always ready to learn, awake to learn.

Supervisor' Signature: Pakaporn B.