



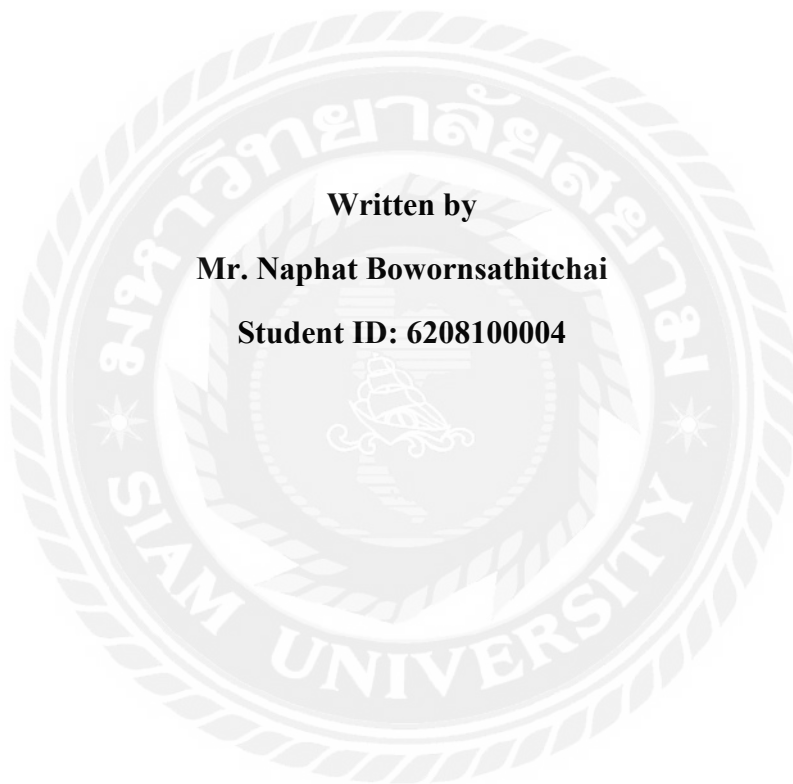
Cooperative Education Report

Insights from a Concierge department in Hospitality Management

Written by

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This Report Submitted in Partial Fulfillment of the Requirements for Cooperative Education,

Faculty of Business Administration

Academic Semester 2/2023

Siam University

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Written by: Naphat Bowornsathitchai
Department: Bachelor of Business Administration (Hotel and Tourism Management)
Academic Advisor: Ms. Yhing Sawheny
Semester: 2/2023

We have approved this cooperative report as a partial fulfillment of the cooperative education program.

Oral Presentation Committees



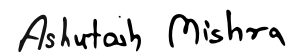
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Credits: 5
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ABSTRACT

This cooperative education report delves into the immersive experience of an internship in the role of a concierge at a renowned hotel. Through a comprehensive analysis of daily tasks, interactions, and challenges encountered, this report elucidates the symbiotic relationship between theoretical knowledge and practical application in the realm of hospitality management.

The internship provided an invaluable opportunity to integrate classroom learning with real-world scenarios, fostering a holistic understanding of guest service, communication strategies, and problem-solving techniques. Key responsibilities included attending to guests' inquiries, facilitating reservations, and orchestrating personalized experiences to enhance guest satisfaction. Moreover, the internship elucidated the pivotal role of adaptability and resourcefulness in navigating dynamic environments, as unforeseen circumstances often demanded quick and effective solutions.

Keywords; Hospitality Management, Concierge Services and Experiential Learning

Acknowledgement

I extend my heartfelt gratitude to several individuals whose support and guidance were instrumental throughout my cooperative education journey. Firstly, I am deeply thankful to Dr. Yhing Sawheny from Siam University for her advice, invaluable insights, and scholarly mentorship. Her expertise in hospitality management provided a solid foundation upon which I built my practical skills.

I am also indebted to Mr. Porravit, the Front Office Manager, whose mentorship and leadership exemplified excellence in the hospitality industry. His guidance and constructive feedback enriched my learning experience, shaping me into a more competent professional.

Additionally, I extend my appreciation to all the individuals in the Front Office and Concierge departments whose camaraderie and willingness to share their expertise enhanced my internship experience. Their support, patience, and collaborative spirit created a conducive learning environment, allowing me to grow both personally and professionally.

Lastly, I express my gratitude to the entire team at the hotel for providing me with the opportunity to partake in this enriching internship experience. Each interaction and challenge presented served as a stepping stone towards my professional development.

Thank you to all who contributed to my journey; your support has been invaluable.

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Chapter 1 Introduction



1. Company Profile

1.1 Company

- Background Marriott Corporation was founded by John Willard Marriott in 1927 when he and his wife, Alice Marriott, opened a root beer stand in Washington, after serving a Mormon mission in New England, Marriott traveled to Washington, D.C. where he experienced the humid summer weather of the city. Marriott was convinced that what residents of the city needed was a place to get a cool drink, and so after returning to Utah and graduating from The University of Utah, Marriott purchased the rights to franchise an A&W root beer stand in Columbia Heights. The first summer saw brisk business, but as cold weather approached, they realized the seasonal nature of their business and received permission from A&W to start selling food. He named the restaurant Hot Shoppes and watched as it grew in popularity. Always looking for new ways to improve his company, he bought the vacant lot next to one of his Hot Shoppes, removed the curb, and began offering the first drive-in service on the East Coast. This move popularized the restaurants, and by 1932, Marriott owned 7 Hot Shoppes in the D.C. area. In 1953, Hot Shoppes, Inc. became a public company via an initial public offering.
- The company opened its first hotel, the Twin Bridges Motor Hotel, in Arlington, Virginia, on January 16, 1957] It cost \$9 per night, plus an extra \$1 for every person that was in the car .Its second hotel, the Key Bridge Marriott in Rosslyn, Arlington, Virginia, was opened in 1959 and was Marriott International's longest continuously operating hotel until its closure in July 2021
- Hot Shoppes, Inc. was renamed the Marriott Corporation in 1967.

- In 1976, the company opened two theme parks named Marriott's Great America in California and in Illinois. Six Flags acquired the latter in 1984 while Cedar Fair has owned the California park since 2006.

Intention and motivation to join this company

I made the decision to work at Marriott Executive Apartments Sathorn Vista because I really wanted to be a part of a setting that was known for its superior hospitality. Marriott's impeccable standing as a world leader in the hospitality sector from the beginning.

The Marriott brand is the embodiment of innovation, a culture of constant development, and a dedication to providing guests with experiences that are unmatched. I was drawn to Marriott Executive Apartments Sathorn Vista because of this mentality, as I saw a chance to grow both personally and professionally in addition to making a contribution.

Furthermore, my desire to work with a diverse team of professionals who are passionate about providing outstanding service drove me to join this prestigious establishment. Because Marriott Executive Apartments Sathorn Vista is committed to creating a welcoming and inclusive work environment, it is the perfect place for me to flourish and make a significant contribution.

Moreover, I was really enthusiastic about the possibility of joining Sathorn Vista's vibrant team, which is renowned for its dedication to quality and innovation in the hospitality industry. I was excited to fully immerse myself in the diverse range of experiences that the Marriott brand has to offer, sure that it would provide me the opportunity to improve my abilities, broaden my knowledge, and have a real impact on the business.

In essence, My desire to be a part of a company that not only sets the bar for hospitality but also fosters an environment where people are encouraged to develop and excel was, at its core, the driving force behind my aim to join Marriott Executive Apartments Sathorn Vista. I am eager for the adventure and the possibilities that lie ahead.

Problem Statement

Within the intricate landscape of the hospitality industry, there exists a recurring conundrum: how to seamlessly blend the personalized touch of guest experiences with the imperative of operational efficiency, particularly within the domain of concierge services. This challenge arises from the ever-expanding scope of concierge roles, which now encompass an array of diverse tasks ranging from traditional guest assistance to orchestrating bespoke experiences and managing logistical intricacies. Despite the evident evolution of concierge responsibilities, existing literature and practical frameworks often fall short in addressing the nuanced challenges inherent in optimizing service delivery within this context.

Moreover, as technological advancements continue to permeate hospitality operations, there is a pressing need to explore how digital innovations can be harnessed to enhance concierge services while preserving the essential human element that defines exceptional guest experiences.

Thus, the crux of the matter lies in comprehensively understanding the complexities and constraints faced by concierge teams in striking a delicate balance between personalized service and operational effectiveness. By delving into these intricacies, this research endeavors to illuminate pathways towards innovative strategies and best practices that empower concierge professionals to surpass guest expectations while streamlining operational workflows within the dynamic landscape of the hospitality industry.

The following are the most typical issues that employees of hotels may run into while managing a property:

1. Staffing Challenges
2. Guest Complaints and Satisfaction
3. Communication Barriers
4. Maintenance and Repairs
5. Handling Difficult Requests
6. Compliance and Regulations
7. Time Management

Time Management

- Difficulty in prioritizing tasks and managing workload effectively, leading to inefficiencies and missed deadlines.
- Balancing competing demands for time and attention, such as guest requests, administrative duties, and staff management responsibilities.
- Lack of effective time management strategies or tools, resulting in stress, burnout, and decreased productivity among hotel staff.

Handling Difficult Requests

- Guests making unreasonable or unrealistic requests, posing challenges in fulfilling their demands while maintaining hotel policies and standards.

- Limited resources or access to external services to fulfill unique or unconventional guest requests.
- Difficulty in managing guest expectations and communicating limitations or constraints diplomatically.

Communication Barriers

- Language barriers between staff and guests, hindering effective communication and understanding of guest needs.
- Miscommunication or misunderstandings due to cultural differences, leading to errors in service delivery or guest dissatisfaction.
- Lack of clarity in communication channels within the hotel staff, resulting in inefficiencies and errors in task execution.

Guest Complaints and Satisfaction

- Inconsistent service quality leading to guest dissatisfaction and negative reviews.
- Difficulty in addressing guest complaints promptly and effectively, potentially damaging the hotel's reputation.
- Challenges in meeting diverse guest expectations and preferences, resulting in difficulty in achieving high levels of guest satisfaction.

1.4 Objective of the study

This study aims to thoroughly investigate the impact of hotel management trainee programs on the operational dynamics of hotels. The objectives are multifaceted, including an analysis of the efficacy of integrating hotel management education into internships, an exploration of senior staff perspectives on trainee knowledge and skills, identification of challenges faced by hospitality management trainees, evaluation of existing training systems within hotel chains, and formulation of recommendations for enhancing training programs. Additionally, the study seeks to assess training needs in the hospitality sector, gather employee insights on staff training, and provide actionable recommendations for improving training practices. Through these objectives, the study endeavors to contribute valuable insights to the field of hospitality management, offering practical recommendations to enhance operational efficiency within hotels.

1.2 Organizational Structure

1.3 Diagram structure of F/O Department



Chapter 2: Internship Activities

2.1 Concierge

The concierge department is pivotal in the hotel's success, acting as the primary point of contact for guests seeking assistance and guidance. Guests instinctively turn to the concierge desk for various needs, such as information, reservations, and personalized recommendations. Concierge staff excel in delivering exceptional customer service and serve as vital liaisons between guests and other hotel departments, ensuring a seamless experience throughout the guest's stay.

2.2 Concierge Duties and responsible

Concierge staff are pivotal in delivering outstanding guest experiences by providing a range of personalized services. Their responsibilities include offering detailed information about local attractions and activities, assisting with transportation arrangements, securing reservations for dining and entertainment, and addressing any guest inquiries or requests promptly and courteously. Effective communication and multitasking skills are vital as concierge staff coordinate various services while ensuring guests receive exceptional service and attention throughout their stay. Maintaining a warm, welcoming demeanor is essential in creating a positive impression and fostering guest satisfaction.

2.3 Concierge Skills and Qualification

Concierge personnel should possess outstanding communication and interpersonal skills, enabling them to effectively engage with guests and address their needs with warmth and professionalism. They must also demonstrate proficiency in multitasking, as the role often entails managing multiple requests simultaneously while maintaining a high level of service quality. A strong problem-solving ability is crucial, allowing concierge staff to navigate challenges and resolve guest concerns efficiently. Additionally, proficiency in relevant technology, such as Microsoft Office, is beneficial, along with the flexibility to work varied shifts to accommodate guest needs effectively.

Problem-solving skills

Problem-solving skills for concierge staff involve the capacity to identify, analyze, and effectively resolve any issues or challenges encountered during guest interactions. Concierge personnel must possess the ability to think swiftly, creatively, and logically in order to devise optimal solutions that meet both guest needs and business objectives. Whether addressing guest concerns, navigating unexpected obstacles, or fulfilling unique requests, concierge staff rely on their problem-solving abilities to ensure a seamless and satisfactory guest experience.

Chapter 3: Problem Encountering during the Internship

Encountering a situation where a guest requests grocery delivery by ship without specifying details posed a challenge requiring careful handling and swift resolution.

I approached the situation with composure and professionalism, understanding the importance of addressing the guest's request promptly and efficiently.

Despite the lack of specifics regarding the shipping method, I proceeded to arrange for the grocery delivery based on the available information and the urgency conveyed by the guest.

Given the guest's preference for swift delivery and the absence of ship details, I opted to send the groceries by plane, considering it the quickest mode of transportation.

After dispatching the groceries by plane, I received an email from the guest expressing a desire for shipment by ship due to cost concerns. Acknowledging the misunderstanding, I promptly responded to the guest's email, offering sincere apologies for any inconvenience caused.

In my response, I explained the rationale behind choosing plane transportation, emphasizing the urgency of the request and the desire to ensure timely delivery of the groceries to meet the guest's needs.

Recognizing the guest's preference for cost-effective shipping, I proposed alternative solutions, such as arranging a return shipment by ship for future orders or exploring discounted shipping options for subsequent deliveries.

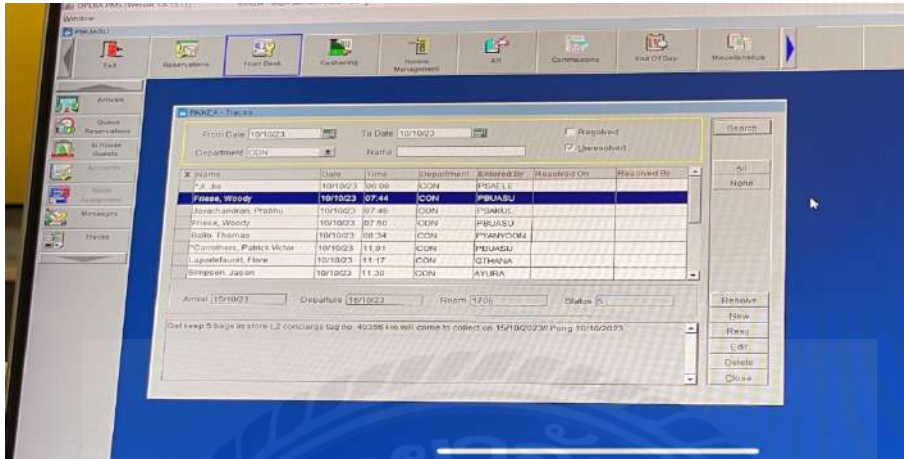
While acknowledging the inconvenience, I assured the guest of our commitment to meeting their needs and providing exemplary service in all future interactions.

Following the resolution, I documented the incident in the hotel's concierge log book, reflecting on the experience to identify potential improvements in communication and guest handling procedures.

By addressing the guest's request with attentiveness, responsiveness, and a commitment to service excellence, I aimed to ensure a positive outcome and uphold the hotel's reputation for exceptional guest service.

Chapter 4 Learning process

Keep track of activities through trace in Opera



In hotel operations, the trace function in Opera allows staff to monitor and manage special guest requests and track the storage of luggage in designated areas such as L1 (Lobby 1) and L2 (Lobby 2).

Special Guest Requests: The trace feature enables hotel staff to keep track of special requests made by guests, such as specific room preferences, dietary requirements, or requests for additional amenities. By recording these requests in Opera's trace system, staff can ensure that they are promptly addressed and fulfilled to enhance the guest experience.

Luggage Storage: With the trace functionality, hotel staff can monitor the storage of guests' luggage in designated areas within the lobby or storage. By documenting the location of stored luggage in Opera's trace system, staff can easily retrieve and deliver guests' belongings upon request, providing convenience and efficient service.

Deliver package and luggage for guest



Concierges are the heartbeat of guest satisfaction. They're the go-to for guests, introducing them to hotel amenities and ensuring their needs are met throughout their stay. From arranging special requests to offering local tips, concierges guarantee guests experience a seamless and unforgettable visit. They're the ultimate champions for guest comfort and happiness, even delivering luggage and packages right to their doorstep.

Sending gift and welcome card for VIP guest



A warm greeting sets the tone for excellent customer service, creating a positive first impression. To boost this experience, sending a personalized gift with a welcome card to VIP guests adds an extra touch of appreciation, making them feel valued and special from the moment they arrive

Miscellaneous charge voucher

Marriott
EXECUTIVE APARTMENTS
SATHORN VISTA - BANGKOK

No. 52839

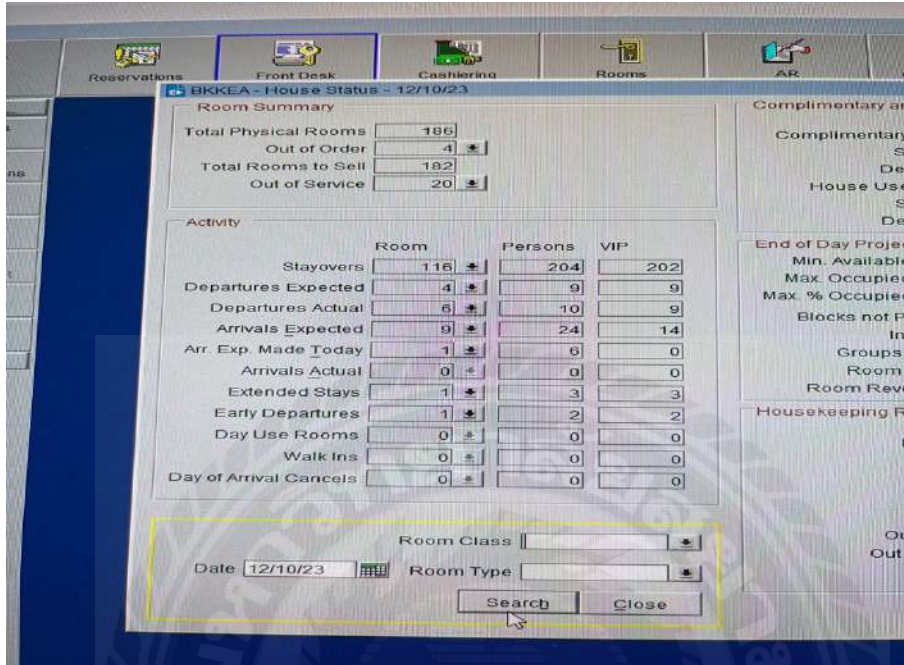
MISCELLANEOUS CHARGE VOUCHER

Folio/Account no. _____ Date 17, 11, 2023
 Room no. 1602 Name Ms. Zhou, Ziqian Total Amount B 58109

Account	Amount	Account	Amount
Room Part Day		5% Commission	
Room Gtd No Show		Green Golf Tour	
SVC Charge		Business Center	
Vat		Airport Sales	
Guest Supplies		Hourly Mercedes	
A/R Adj 713 A/C	DEPT.	Out Country Sales	
A/R Misc 714 A/C	DEPT.	Van	
Local Tour			
Explanation:	<u>LIMOUSINE Drop off</u>		<u>1500</u>
	<u>FROM MEA vista to SVB Airport at 7:30AM</u>		
	<u>on 17/11/2023</u>		
Prepared by:	<u>pcy</u>	Guest Signature:	<u>Melody Zhou</u>

Prepare a Miscellaneous Charge Voucher for guests who book a limousine at the concierge counter, informing the Front Office to apply additional charges upon the guest's check-out.

Track reservation through Opera



4.1 Things I have learnt during Internship

Customer Service Skills:

Swiftly assessing and creatively resolving guest concerns.

Empathizing with guests' concerns, I offer personalized care, making them feel valued.

Addressing guest inquiries, requests, and concerns with tact and poise.

Reservation Systems:

Organizing limousine and other services for guests.

Mastering the check-in/check-out process.

Efficiently setting up meeting rooms for guests and owners to utilize.

Communication and Multitasking:

Adeptly communicate with guests and colleagues, ensuring clear understanding.

Collaborate with colleagues and departments to enhance guest experiences.

Problem-Solving:

Developing timely, informed decisions to resolve guest concerns and ensure satisfaction.

Developing patience enables calmly and persistently addressing problems until satisfactory resolutions.

Organization and Record-Keeping:

Implementing strategies to optimize organization and streamline record-keeping processes for improved efficiency.

Time Management:

Developing the capacity to effectively schedule daily activities, allocating time for tasks.

4.2 How student could conceptualize the knowledge gained from coursework to the real world situation

In my experience as a trainee at Marriott Executive Apartments Sathorn Vista Hotel, I've found that the coursework knowledge I've acquired has been invaluable in addressing real-world situations effectively. The training provided me with a solid understanding of the Opera system, which enabled me to efficiently track activities and manage guest requests. Additionally, concepts such as delivering packages and handling miscellaneous charge vouchers were directly applicable to my daily tasks as a concierge trainee.

One specific instance where I applied coursework knowledge to a real-world situation involved assisting a guest who had purchased a sofa but encountered difficulty in transporting it due to its size. Drawing on my training, I quickly devised a solution by arranging for a pickup truck equipped with ropes to securely transport the sofa, ensuring a smooth resolution to the guest's problem.

Furthermore, the coursework emphasized the importance of communication and problem-solving skills, which proved invaluable when addressing challenges within the workplace. For instance, when I discovered discrepancies in tip distribution among concierge staff, I utilized my communication skills to address the issue directly with management and advocate for fair treatment. By effectively communicating my concerns and proposing a solution, I was able to rectify the situation and ensure equitable treatment for all staff members.

Moreover, I am grateful for the supportive and collaborative environment at Marriott Executive Apartments Sathorn Vista Hotel, where I had the opportunity to work alongside talented colleagues who helped me navigate the trainee program smoothly. Despite the challenges, I thoroughly enjoyed

my training experience and found moments of fun and camaraderie along the way, contributing to a positive and fulfilling journey.

Overall, the coursework provided me with a solid foundation of knowledge and skills that I consistently applied to real-world scenarios during my training. By conceptualizing and adapting this knowledge to various situations, I was able to effectively fulfill my duties as a concierge trainee and contribute to the overall success of the hotel operations.



Chapter 5: Conclusion

Strengths:

During my tenure as a trainee at Marriott Hotel, I've discovered numerous strengths that have contributed to my growth and effectiveness in the hospitality industry. These strengths include exceptional communication and interpersonal skills, which allow me to effectively connect with guests and colleagues from diverse backgrounds. Additionally, my adaptability and quick learning abilities have enabled me to seamlessly transition into various roles and handle unexpected challenges with confidence. Furthermore, my commitment to delivering exceptional customer service and my passion for exceeding guest expectations have consistently garnered positive feedback and recognition from both guests and management.

Weaknesses:

While I have many strengths, I also recognize areas where I can further improve. These may include time management skills, delegation of tasks, and technical proficiency in certain systems or processes. I acknowledge these weaknesses as opportunities for growth and development in my career.

Core Values:

Throughout my journey as a trainee, I have remained steadfast in upholding core values that guide my actions and decisions in the workplace. Integrity serves as the foundation of my professional ethics, as I strive to maintain honesty, transparency, and accountability in all interactions. Professionalism is another fundamental value that drives my commitment to delivering high-quality service and maintaining a positive and respectful demeanor in every situation. Additionally, teamwork and collaboration are essential values that I prioritize, as I believe in the power of synergy and collective effort in achieving common goals and objectives.

Accomplishments:

Reflecting on my experiences at Marriott Hotel, I am proud to have achieved several notable accomplishments that highlight my contributions to the organization. One significant achievement includes successfully resolving complex guest inquiries and issues with efficiency and professionalism, resulting in enhanced guest satisfaction and loyalty. Furthermore, I have received commendations from management for my dedication, initiative, and positive impact on team morale and performance.

Goals:

Looking towards the future, I have set ambitious yet achievable goals that will guide my professional growth and development in the hospitality industry. One of my primary objectives is to continue honing my leadership skills and gaining valuable experience in various operational roles within the hotel environment. By actively seeking out opportunities for mentorship and hands-on learning, I aim to position myself for advancement into management positions where I can make a meaningful impact on organizational success. Additionally, I aspire to pursue further education and certifications in hospitality management to deepen my expertise and expand my career opportunities. Ultimately, my overarching goal is to emerge as a respected leader and innovator in the hospitality sector, driving positive change and delivering exceptional guest experiences.

Feedback on Self-Evaluation Assessment:

Reflecting on my self-evaluation assessment, I have gained valuable insights into my strengths, weaknesses, and areas for improvement. This feedback has been instrumental in guiding my personal and professional development, and I am committed to addressing any areas of concern and building upon my strengths.

Choosing a Career:

My experience as a trainee at Marriott Hotel has reaffirmed my passion for a career in the hospitality industry. I am excited about the opportunities for growth and advancement in this dynamic field, and I am confident in my ability to excel in various roles within the industry.

Experience:

Throughout my tenure as a trainee at Marriott Executive Apartment Sathorn Visita Hotel, I have been fortunate to gain invaluable hands-on experience in all facets of hotel operations. From front desk management to concierge services, I have had the opportunity to immerse myself in diverse roles and responsibilities, each offering unique insights and learning opportunities. My experience has encompassed everything from managing guest check-ins and reservations to coordinating special events and handling guest inquiries with professionalism and efficiency. Additionally, I have actively participated in team collaborations and cross-functional initiatives, fostering a collaborative work environment and contributing to the overall success of the hotel. As I reflect on my journey, I am grateful for the rich experiences and challenges that have shaped my growth and prepared me for future career endeavors in the dynamic world of hospitality.

Networking:

Throughout my trainee period, I have had the opportunity to network with industry professionals, mentors, and fellow trainees. These connections have provided valuable insights, support, and potential opportunities for collaboration and career advancement.

Resume:

As I update my resume to reflect my trainee experience at Marriott Hotel, I will highlight key accomplishments, skills, and experiences that demonstrate my suitability for future roles in the hospitality industry. This will include details of my training, achievements, and any certifications or awards received during this period.



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Annex1:

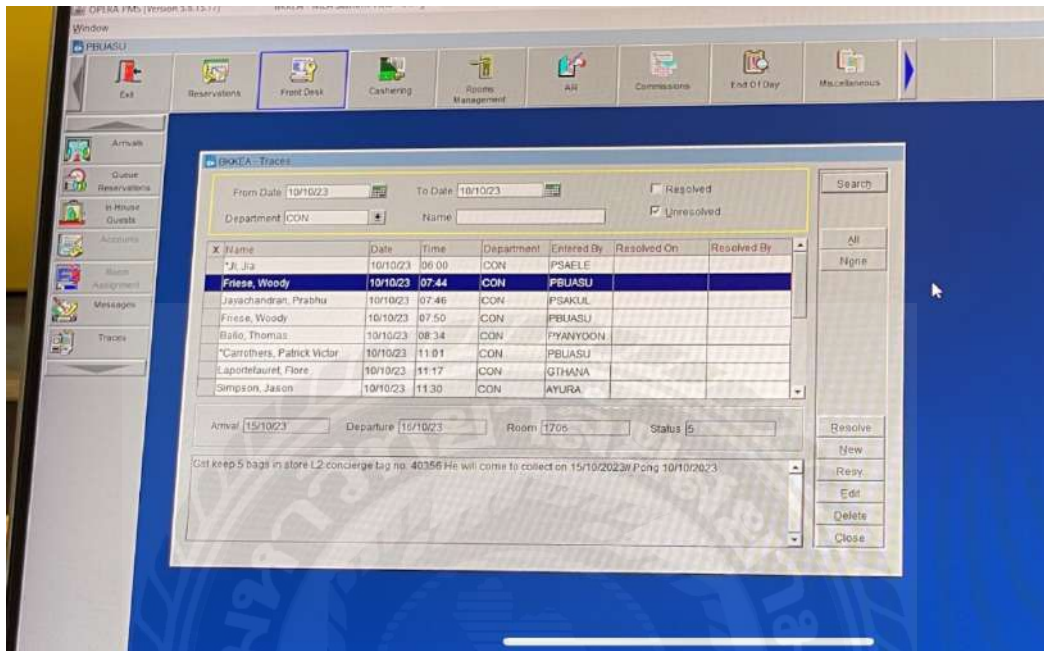


Figure 1. update trace through Opera



Figure 2. carry package for guest



Figure 3. arrange package in room for guest



Figure 4. set up luggage in room



Figure 5. on shift at Marriott Hotels





Figure 5. set up gift and welcome card

Marriott
EXECUTIVE APARTMENTS
SATHORN VISTA - BANGKOK

No. 52839

MISCELLANEOUS CHARGE VOUCHER

Folio/Account no. 58101 Date 17, 11, 2023
 Room no. 1602 Name Ms. Zhou, Zhan Total Amount ฿

Account	Amount	Account	Amount
Room Part Day		5% Commission	
Room Ctd No Show		Green Golf Tour	
SVC Charge		Business Center	
Vat		Airport Sales	
Guest Supplies		Hourly Mercedes	
A/R Adj 713 A/C DEPT.		Out Country Sales	
A/R Misc 714 A/C DEPT.		Van	
Local Tour		CARRY	1,500

Explanation: LIMOUSINE Drop off
FROM MEA vista to SUB Airport at 7:30AM
on 17/11/2023

Prepared by: pong Guest Signature: Meledy Zhou

Figure 6. write miscellaneous charge voucher

Annex 2:

Figure 8. Job Supervisor Contacts



Figure 10. Job Supervisor

Annex 3:



Naphat Bowornsathitchai

24 years old

Objective

As a recent hospitality graduate, I'm excited to kickstart my career and actively pursuing opportunities to contribute my skills and enthusiasm in the field.

Additional skills

- Communication Skill (TH/EN)
- Adaptability : Quick learner, easily adjusts to new tasks.
- Time Management : Excellent at meeting deadlines and prioritizing tasks.
- Computer skills (Microsoft Word, powerpoint)

Contact

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Nasathivas
Bangkok 10170

WORK EXPERIENCE

- ▶ **2019 Mega Bangna**
 - Participate in ASEAN's leading trade fair
- ▶ **2020 Centara Grand**
 - Participate in event at Centara Grand for discussion topic of global warming.

EDUCATION

- ▶ **Science & Mathematics Program**
Assumption College, 2012 - 2014
GPAX - 3.32
- ▶ **Art and Design**
Assumption College, 2014 - 2017
GPAX - 3.64
- ▶ **Bachelor of Business Administration
Hotel and Tourism Management
(International Program) TOURISM
MANAGEMENT**
Siam University, 2019 - 2023
GPAX - 3.02

Figure 11. CV of Student