



Cooperative Education Report

**"Marketing Strategies to Enhancing Food and Beverage Services at
Cholchan Pattaya Beach Resort"**

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This report is submitted in partial fulfillment of the requirements for Cooperative Education,
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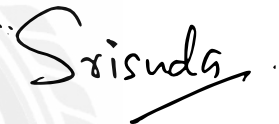
Siam University

Marketing Strategies to Enhancing F&B Services at Cholchan Pattaya Beach Resort

Title: Marketing Concept and Strategies for Enhancing Food and Beverage Services in Cholchan Pattaya Beach Resort
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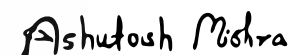
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Abstract

This report outlines my six-month co-operative education experience at Cholchan Pattaya Beach Resort, focusing on the strategic application of marketing tactics to enhance the resort's food and beverage (F&B) services. As competition in the hospitality industry intensifies, resort marketing must evolve to attract and retain guests, requiring innovative and effective marketing strategies.

Throughout the internship, I had the opportunity to utilize various marketing tools and techniques to improve the resort's brand image and food and beverage offerings. Key tasks included analyzing the resort's current in-house marketing and promotional campaigns, designing new promotional content, and organizing engaging events such as open mic nights and drink specials to boost customer interaction.

This report highlights the practical application of marketing theories, including market analysis, content creation, and event planning, which contributed to the resort's enhanced F&B services. By leveraging these strategies, the resort was able to improve customer engagement, increase brand visibility, and create a more dynamic experience for guests.

Keywords: Food and Beverage, Marketing Strategy, Promotion Strategy, Innovation, Cholchan Pattaya Resort.

Acknowledgement

The internship journey I had with Cholchan Pattaya Beach Resort was a great chance for learning and professional development. Therefore, I would like to express our gratitude to Kathmandu College of management (KCM) for providing cooperative education. I would like to acknowledge those all who either directly or indirectly contributed to this project. I express our deep gratitude to Dr. Srisuda Chongsitthiphol Ma'am for giving me the opportunity to work with Cholchan Pattaya Beach Resort.

I would also like to express our excessive thanks to our supervisor and all team members of Cholchan Pattaya Beach Resort for their excellent support, and proper guidance throughout our internship report. My primary appreciation goes to our supervisor of KCM and SIAM University who has guided me in this cooperative education report with constant feedback. I perceive this opportunity as an open door in my career development. I will endeavor to use gained skills and knowledge in the most ideal manner, and I will continue to deal with the improvement as to accomplish desired career objectives.

This internship has not only provided us with practical insights into addressing marketing challenges in the hospitality industry but has also equipped me with essential skills in marketing strategy, guest engagement, and teamwork. I am committed to utilizing the knowledge and skills gained here to pursue our career objectives diligently. Thank you once again to everyone who has supported and contributed to our professional development during this internship at Cholchan Pattaya Beach Resort.

Nishita Joshi

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Chapter: 1 INTRODUCTION

Chapter 1 provides an overview of the internship at Cholchan Pattaya Beach Resort. It highlights the objectives of the co-op program, the scope of the work undertaken, and the organizational background of the resort. This chapter also explores the relevance of the internship to my academic journey as a Marketing student at Siam University. By contextualizing the organization and my role, this chapter lays the foundation for understanding the work and contributions discussed in subsequent chapters.

1. Company Profile

Cholchan Pattaya Beach Resort is a premier beachfront destination that offers a unique blend of relaxation, comfort, and modern amenities. It is located along the picturesque coastline of Pattaya, this resort is known for its magnificent sea views, luxurious accommodations and exceptional hospitality. With a range of facilities including variant elegant rooms options, beachfront bar, restaurants, a wave pool, and versatile event spaces. The hotel also caters to both leisure and business travelers.

Cholchan Pattaya Beach Resort has a rich history that dates back to its origins as part of the global hospitality industry. The resort initially began construction in 1988 (พ.ศ. 2531), marking the first steps in creating what would become a premier beachfront destination in Pattaya. After several years of development, the resort opened its doors on January 15, 1996 (พ.ศ. 2539) under the name “Mercure Pattaya Resort” as part of the Accor group, a renowned international hospitality company. This partnership helped establish the resort as a high-standard accommodation with a focus on exceptional service and guest experience. On December 20, 1999 (พ.ศ. 2542), the property rebranded itself as Cholchan Pattaya Beach Resort, separating from the Mercure brand but continuing to grow as a leading independent resort in Pattaya. Since then, the resort has maintained its commitment to providing guests with a serene beachfront experience, complete with modern amenities, top-notch facilities, and warm Thai hospitality.

Over the years, the resort has adapted to the evolving tourism landscape, continuously upgrading its facilities and services to cater to both leisure and business travelers. Today, Cholchan Pattaya

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Beach Resort is well-regarded for its beautiful sea views, luxurious rooms, and proximity to key attractions in Pattaya, making it a favored destination for vacationers and event organizers alike. The resort's serene atmosphere, combined with its proximity to major attractions such as the Sanctuary of Truth and Pattaya's vibrant beach life, makes it an ideal getaway for those seeking both relaxation and adventure. Whether you are planning a romantic getaway, a family vacation, or a business retreat, Cholchan promises an unforgettable experience with top-tier service and beautiful surroundings.

1.1 Mission

Our mission is to foster a culture of discipline, diligence, and harmony, where each member knows their duties and fulfills them with a strong sense of responsibility. We are committed to upholding integrity and honesty in all our actions, ensuring that every effort contributes to the greater good of our organization and community.

1.2 Vision

Our vision is to be a leading organization recognized for our unwavering commitment to hard work, disciplined practices, and harmonious collaboration. We aspire to build a future where integrity and responsibility are the cornerstones of our success, inspiring others to follow a path of honesty and dedication.

1.3 Logo



Figure 1 Resort's Logo

1.3 Services Provided

Accommodation:

The resort offers a variety of rooms and suites designed for comfort and relaxation. Options include Deluxe Rooms, Superior Rooms, and Beachfront Suites with views of the sea. Rooms are equipped with modern amenities such as air conditioning, free Wi-Fi, flat-screen TVs, and minibars.

Dining Options:

- **Beach Bar:** A casual dining venue offering a range of dishes and drinks with a beachfront view. Which opens from 5:00pm onwards
- **Patisserie Restaurant:** Provides a selection of baked goods, pastries, and other culinary delights.
- **Chaba Restaurant:** Breakfast and dining area for the Chinese Guests and Thai guests who visit the Hotel through B2B with travel agencies i.e (wholesale tourism distribution) where the B2B transactions in the hospitality industry, hotels rely on these agencies to bring in a steady flow of guests.
- **Mekong:** Similarly, Mekong is Breakfast and dining area for the Guests who book directly through platforms like Booking.com or Agoda are often referred to as FIT (Free Independent Travelers) or direct bookings via OTAs (Online Travel Agencies).

Recreational Facilities:

- **Swimming Pools:** Within the hotel is a large outdoor swimming pool with views of the sea, surrounded by gardens and trees. There is an adult-only area and a kid-only area with a Jacuzzi system so that the younger ones can play in the water even more. Emergency help facilities are also available. You can select from a wide selection of drinks at the "Wave Pool Bar".
- **Fitness Center:** A well-equipped gym for guests who wish to maintain their fitness routine.

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- **Event and Meeting Facilities:** Meeting Rooms: Equipped with audiovisual technology for business meetings and conferences.
- **Banquet Hall:** Suitable for weddings, parties, and other large gatherings. (Chalalai room in the main Building, Chom View Lawn in the Beach bar area).

1.4 Strategies of the Company

Cholchan Pattaya Beach Resort, a well-established hotel in Pattaya, focuses on a combination of B2B partnerships and digital platforms to drive its business. Their strategies are designed to cater to both large group bookings from travel agencies and Free Independent Travelers (FITs) through online travel agencies (OTAs). By leveraging its strong relationships with local travel agencies and effectively utilizing its banquet and event spaces, Cholchan aims to maintain a steady flow of guests. Additionally, the resort implements clear operational protocols to streamline services and enhance the guest experience.

The following are some of the Cholchan Pattaya Beach Resort's Marketing and Operational Strategies that I have analyzed and they are:

1. B2B-Focused Sales Strategy

Cholchan Pattaya Beach Resort primarily utilizes a Business-to-Business (B2B) approach, targeting group bookings through partnerships with local and international travel agencies. The resort's marketing materials, including sales documents, are designed to showcase its facilities, location, and event packages, particularly aimed at large groups. By highlighting offerings for business meetings, recreational events, and large gatherings, Cholchan attracts a steady stream of package groups.

- **Travel Agency Partnerships:** Cholchan maintains robust relationships with travel agencies, which is key to its revenue stream. These partnerships focus heavily on package groups, with a particular emphasis on groups from China and student tour groups.

- **Group Event Hosting:** The resort's five banquet halls serve as central hubs for business and recreational events, making it a popular choice for conferences, seminars, and large gatherings. This allows Cholchan to leverage its facilities to meet the demands of corporate and tour group clients, ensuring high occupancy and continuous revenue.

2. Collaboration with Online Travel Agencies (OTAs)

Recognizing the significance of digital platforms in today's travel industry, Cholchan partners with major online travel agencies (OTAs) such as Agoda, Booking.com, and TripAdvisor. This collaboration broadens the resort's reach, particularly to Free and Independent Travelers (FITs) who prefer to book directly through digital channels. They have collaborated with almost 23 online travel agencies, having different pricings as per the agencies contract and have catered different segments of customers as per the online platforms.

- **Digital Accessibility for FITs:** By being present on widely used OTAs, Cholchan allows FITs and families to access its services more conveniently. This approach not only simplifies the booking process but also enhances visibility to a diverse global audience.

- **Streamlined Booking Process:** The resort's engagement with OTAs ensures a seamless booking experience for FITs, helping to attract non-group travelers who may have otherwise been unaware of Cholchan's offerings.

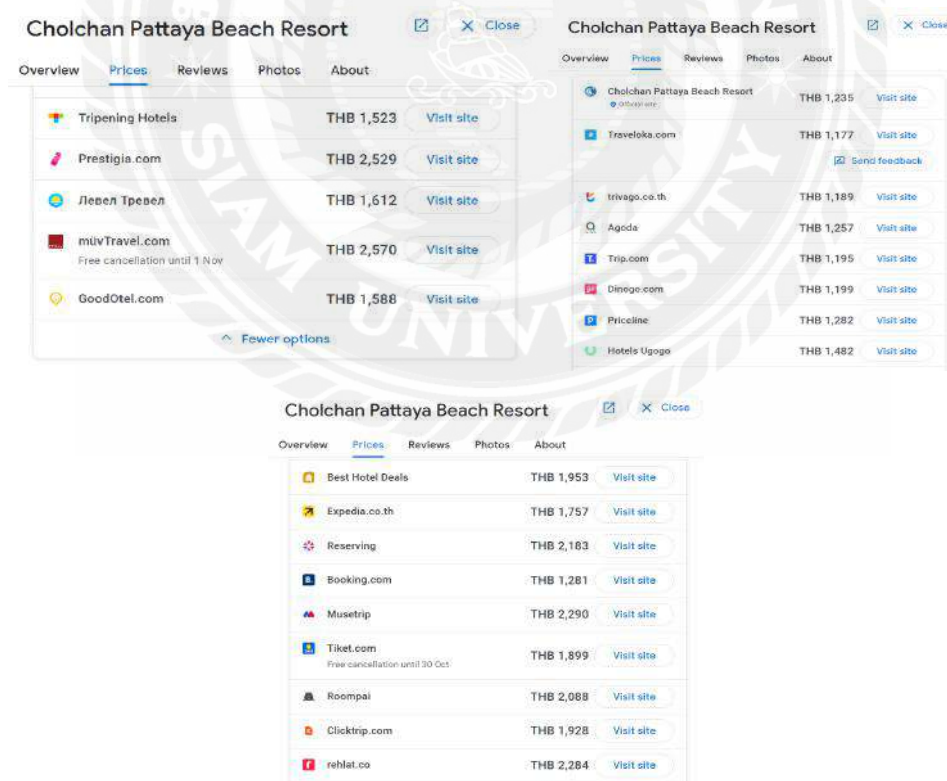


Figure 2 Partnership with Online Travel Agencies

3. Segmented Guest Experience

Cholchan strategically caters to different guest segments by tailoring their experiences based on booking type and group size. This segmentation is particularly evident in the resort's breakfast service arrangement.

- **Separate Breakfast Venues:** Group guests from package tours, mainly Chinese groups, are served breakfast at Chaba Restaurant, where they can enjoy menu items tailored to their tastes.

On the other hand, FITs and international package groups are served at Mekong Restaurant, which offers a variety of international dishes.

- **Operational Efficiency through Clear Differentiation:** By assigning different venues and adhering to structured checklists, Cholchan ensures clarity in service delivery, minimizes guest confusion, and provides an organized breakfast experience that aligns with each group's preferences.



Figure 3 Chabba Restaurant (Segmented for Chinese Guest Breakfast)



Figure 4 (Segmented for FIT Guests Breakfast)

4. In-House Marketing for Food and Beverage (F&B) Services

Cholchan promotes its Food and Beverage services within the resort, focusing on its patisserie, beach bar, and Wave Pool Bar. This in-house marketing initiative is aimed at encouraging guests to explore and engage with the resort's various F&B outlets during their stay.

- **Targeted Promotions and Offers:** The resort's marketing team creates specialized promotions for these F&B outlets, which include happy hour deals, special menus, and seasonal offers. These targeted promotions help increase revenue from in-resort spending and enhance guest satisfaction.

- **Visual Content for Promotion:** Cholchan utilizes visual media to promote its F&B offerings across various outlets. This includes short video content and social media posts, which showcase the ambiance and menu offerings, effectively capturing guests interests.

5. Revenue Optimization through Pricing and Checklists

To ensure efficient revenue management, Cholchan implements a structured checklist system, particularly in the Mekong Restaurant. This system monitors and verifies guest entitlements, such as breakfast inclusions, to prevent unaccounted usage and maintain accurate billing.

- **Accountability with Checklists:** By enforcing a checklist-based approach, the resort avoids revenue leakage from guests who may access services not included in their booking package. This practice ensures that any additional service usage, like breakfast for non-entitled guests, is appropriately charged.

- **Timely Service Segmentation:** Cholchan also maintains specific timings for different service categories, which helps in managing guest flow, ensuring smoother operations, and reducing wait times.

6. Market-Specific Focus on Chinese Tour Groups

With approximately 90% of the resort's occupancy comprising Chinese guests, Cholchan tailors a large portion of its services and facilities to accommodate this key demographic. The resort's strong focus on Chinese tour groups underscores its commitment to meeting the cultural and service preferences of this market.

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- **Customized Dining Options:** In Chaba Restaurant, Cholchan serves breakfast options specifically suited to Chinese guests' tastes, ensuring an enjoyable dining experience that resonates with cultural expectations.

- **Consistent Engagement with Travel Agencies:** Cholchan sustains its relationship with agencies that specialize in Chinese tour groups, securing a reliable source of bookings that ensures high occupancy rates year-round.

These strategies illustrate Cholchan Pattaya Beach Resort's approach to maximizing occupancy, streamlining guest experiences, and enhancing revenue through carefully segmented services and strong B2B and digital partnerships.

2. Organization Structure

2.1 Diagram of the organizational structure

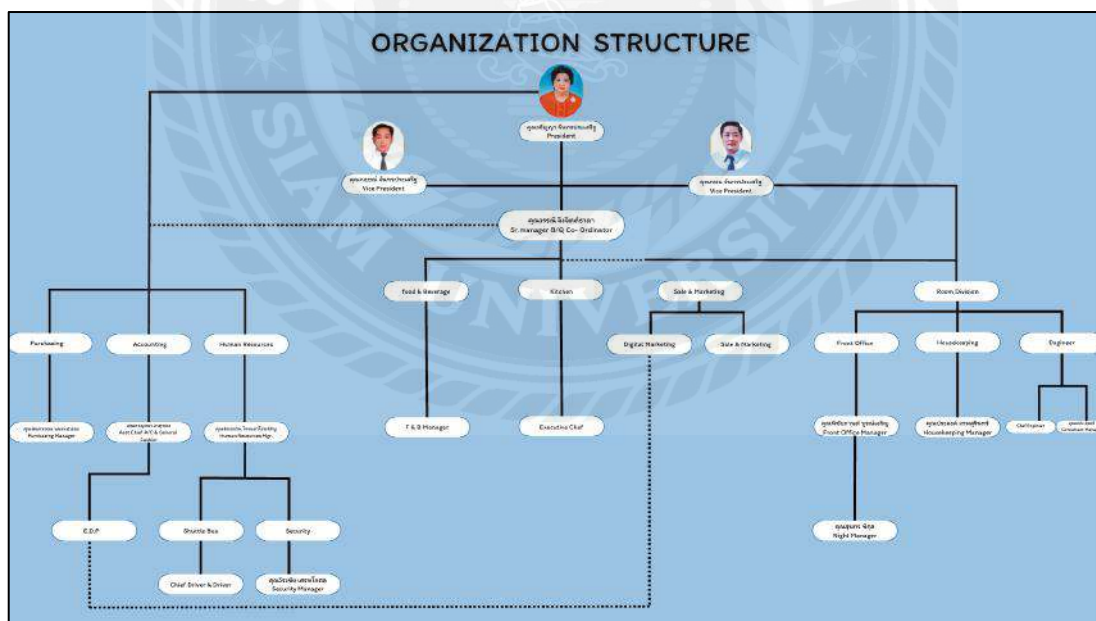


Figure 5 Organizational Structure

2.2 Job Position

As an intern within the Food & Beverage (F&B) Department at Cholchan Pattaya Beach Resort, I hold a marketing-focused role specifically aimed at promoting the F&B services across various resort outlets. My responsibilities include content creation, digital marketing, and developing promotional materials for the resort's patisserie, beach bar, and Wave Pool Bar. Working closely with the F&B team, I contribute to enhancing guest engagement and elevating the visibility of the resort's dining and entertainment options through In-House Marketing.

2.3 Job Position In Organizational Structure

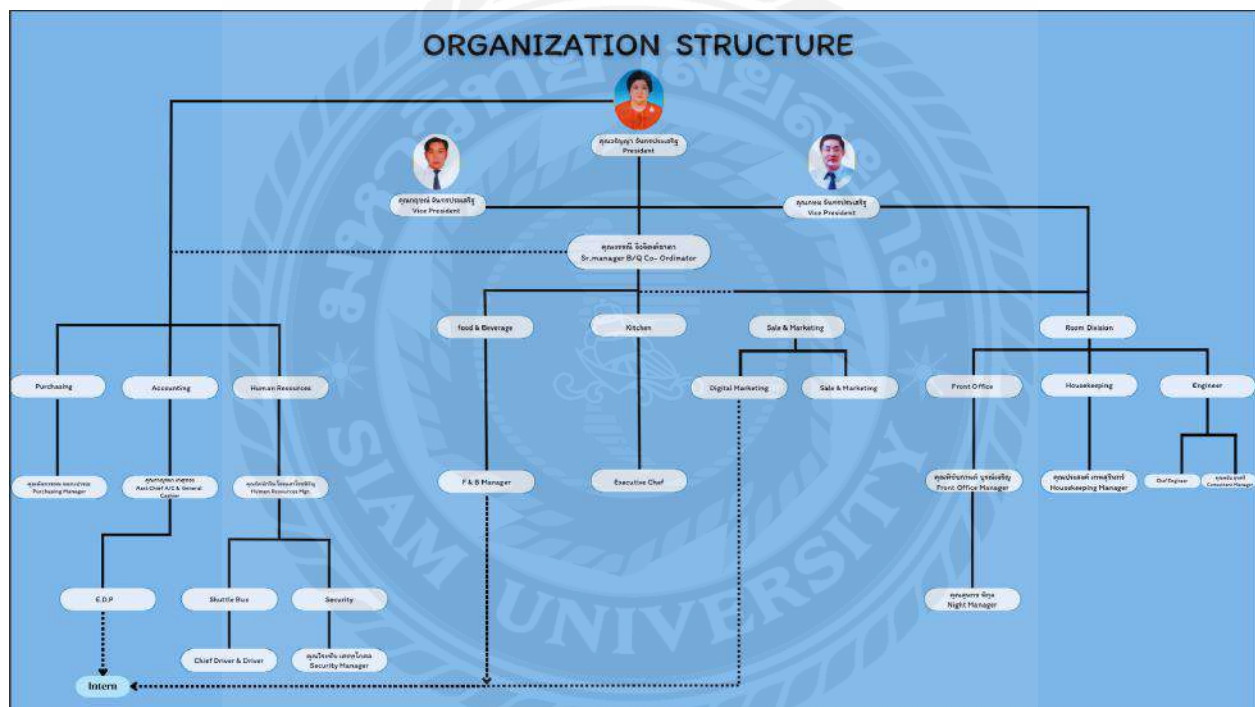


Figure 6 Job Position in the Company's Organizational Structure

3. Intentions and motivation to join this company

My decision to join the food and beverage department at Cholchan Pattaya Beach Resort is motivated by my passion for marketing, eagerness to expand knowledge, and admiration for the hospitality industry. Although I lack specific experience in the food and beverage sector, I being BBA specialized in marketing, possess a robust foundation in marketing and advertising. My

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previous roles have equipped me with the skills to create and implement marketing campaigns, develop brand strategies, and analyze consumer behavior. I am enthusiastic about applying all the skills I have learned in the university to the dynamic and vibrant field of food and beverage marketing.

Joining Cholchan Pattaya Beach Resort presents a remarkable opportunity to gain hands-on experience in a distinguished setting. The resort's esteemed reputation for excellence and innovation makes it an ideal environment for our professional growth. I am excited to engage with the unique challenges and opportunities that arise within food and beverage marketing. Collaborating as a team, I look forward to contributing to our collective success and learning from our colleagues. This experience will not only enhance my professional development but also contribute to the continued prosperity of the resort.

I am particularly eager about the practical experience I will gain in this role. My strong background in marketing will be an asset as we delve into the intricacies of the food and beverage industry. The blend of my marketing expertise and the new insights we will acquire at Cholchan Pattaya Beach Resort will significantly bolster our professional capabilities. I view this opportunity as a pivotal step in our careers, providing us with invaluable lessons that will remain with us long into the future.

In essence, this experience as a chance to grow, learn, and make significant contributions. I feel am prepared to embrace all the challenges and seize the opportunities that come my way. Working at Cholchan Pattaya Beach Resort will enable me to merge my passion for marketing with my interest in the hospitality industry, making it an exciting and rewarding journey.

4. Strategic Analysis of the Cholchan Pattaya Beach Resort (SWOT ANALYSIS)

a. Strengths:

- Extensive Experience in the Hotel Industry:

One of the greatest strengths of the hotel is its significant experience in the hospitality industry. A long-standing presence in the market not only shows resilience but also an in-depth

understanding of customer preferences and operations. The years of experience allow the hotel to maintain efficient processes, optimize guest services, and stay competitive. This experience also positions the hotel as a trusted name, providing a sense of reliability and quality for returning guests and new visitors alike.

- Long Establishment:

Being an established hotel brings a strong brand reputation and recognition in the market. The history of the hotel likely contributes to a loyal customer base and solid industry partnerships. Long establishment also indicates that the hotel has already navigated through various economic cycles, which means it has a proven ability to adapt and remain relevant in the face of challenges, such as market changes or evolving customer demands.

b. Weaknesses:

- Lack of Marketing Expertise:

A significant weakness for the hotel is the absence of a dedicated marketing expert. In today's highly competitive and digital-centric environment, not having specialized marketing knowledge may result in missed opportunities to effectively promote the hotel's offerings. Without targeted marketing strategies, the hotel could struggle to reach new customers, maintain visibility across different platforms, and tap into the growing online booking trends. This lack of expertise might also hinder the ability to effectively leverage data analytics, customer insights, and digital advertising, leading to a gap between the hotel and its potential customer base.

c. Opportunities:

- EEC (Eastern Economic Corridor) and Tourism Recovery:

The hotel stands to benefit from the Eastern Economic Corridor (EEC) development, which is driving infrastructure improvements and increasing tourism in key areas of Thailand. As part of a region targeted for economic growth, the hotel could attract business travelers, investors, and visitors associated with EEC-related developments. Additionally, the post-pandemic recovery of tourism presents a major opportunity, particularly with the return of international tourists, including the large influx of Chinese visitors. With international tourism rebounding, the hotel has

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a chance to re-engage its pre-existing markets and tap into new segments by offering packages and promotions tailored to both Chinese tourists and other global travelers. Expanding partnerships with travel agencies and OTAs could further enhance visibility and bookings, helping the hotel recover occupancy levels.

d. Threats:

- High Market Competition:

The hospitality industry, especially in popular tourist destinations, is highly competitive. The hotel faces threats from both established competitors and new entrants, many of which may have stronger marketing strategies, modern facilities, or more aggressive pricing models. The rise of alternative lodging options like Airbnb, boutique hotels, and other accommodation services also adds to the competition. Additionally, the competitive pressure could lead to price wars, making it difficult for the hotel to maintain profit margins while keeping rates competitive. In such a market, hotels must continuously innovate and differentiate themselves to stand out.

Hence, in conclusion, in order to build on its strengths, Cholchan Pattaya Beach Resort can leverage its industry experience and long-standing reputation to assure guests of quality service. However, the lack of marketing expertise represents a significant weakness that could hinder growth. Addressing this by hiring marketing professionals or collaborating with external agencies could allow the hotel to better capitalize on its opportunities, especially the recovery of international tourism and the rise of EEC-driven travel.

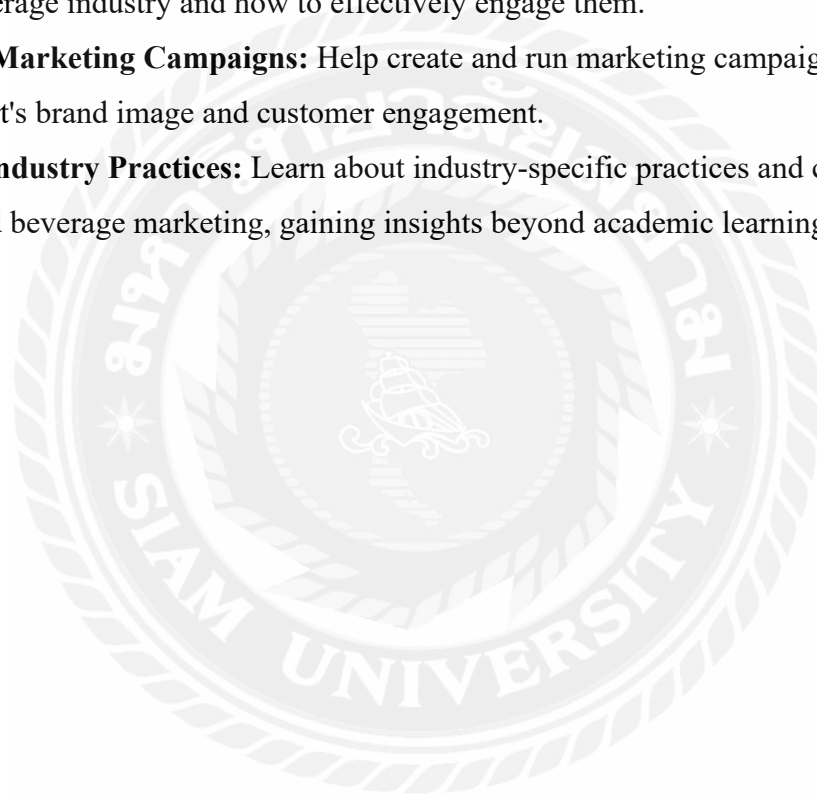
5. Objectives of the Study

The main goal of this study is to use my marketing and advertising knowledge in the food and beverage area of the hospitality industry. I want to get hands-on experience by working on real projects and campaigns at Cholchan Pattaya Beach Resort. Another aim is to understand how customers behave in the food and beverage industry and learn how to engage and attract them effectively. I also want to help create and run marketing campaigns that improve the resort's brand and increase customer engagement. Additionally, I aim to learn industry-specific practices and challenges in food and beverage marketing, gaining insights beyond what I've learned in

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university. Our goal is to contribute to the Food and Beverage success, support their objectives, and help grow the business while improving my own professional skills and preparing for a career in hospitality marketing.

1. **Use Marketing Skills:** Apply marketing and advertising skills to the food and beverage sector, tailored to the hospitality industry.
2. **Get Practical Experience:** Gain hands-on experience by working on real-world projects and campaigns at Cholchan Pattaya Beach Resort.
3. **Understand Customer Behavior:** Learn more about how customers behave in the food and beverage industry and how to effectively engage them.
4. **Create Marketing Campaigns:** Help create and run marketing campaigns that improve the resort's brand image and customer engagement.
5. **Learn Industry Practices:** Learn about industry-specific practices and challenges in food and beverage marketing, gaining insights beyond academic learning.



Chapter 2: CO-OP STUDY ACTIVITIES

This Chapter dives into the core activities and responsibilities I undertook during my internship at Cholchan Pattaya Beach Resort. It details my job descriptions, day-to-day responsibilities, coordination with colleagues, and specific processes involved in completing my tasks. Additionally, this chapter explores how my contributions adapted to the dynamic nature of the resort's marketing needs, emphasizing the skills and creativity I employed in various projects.

1. Job Description

As a Marketing Intern at Cholchan Pattaya Beach Resort, my primary role was to support the marketing efforts of the F&B Department. My work centered on creating visually appealing marketing materials, planning promotional campaigns, and enhancing customer engagement. Specifically, my responsibilities included:

- Designing posters, promotional menus, and social media content for events and offers.
- Developing marketing strategies and pitching new ideas, such as “Cheers and Chill Happy Hour.”
- Creating and editing short-form videos for platforms like YouTube Shorts and TikTok to promote the resort's offerings.
- Coordinating with the F&B team to gather information about events, products, and services.
- Contributing to in-house marketing efforts by designing materials for lobby areas, digital screens, and restaurants.

2. Job Responsibilities and Duties

My day-to-day responsibilities varied based on the resort's calendar of events and marketing priorities. Below is an overview of my duties:

- **Designing In-House Marketing Materials:**

I designed various posters, including promotional materials for cocktails, mocktails, seasonal festivals (Loy Krathong), special events and menu designs for Patisserie and Beach Bar. These were placed across strategic locations such as lobby areas, digital screens, lift areas, parking spaces, and the resort's F&B outlets.

Marketing Strategies to Enhancing F&B Services at Cholchan Pattaya Beach Resort

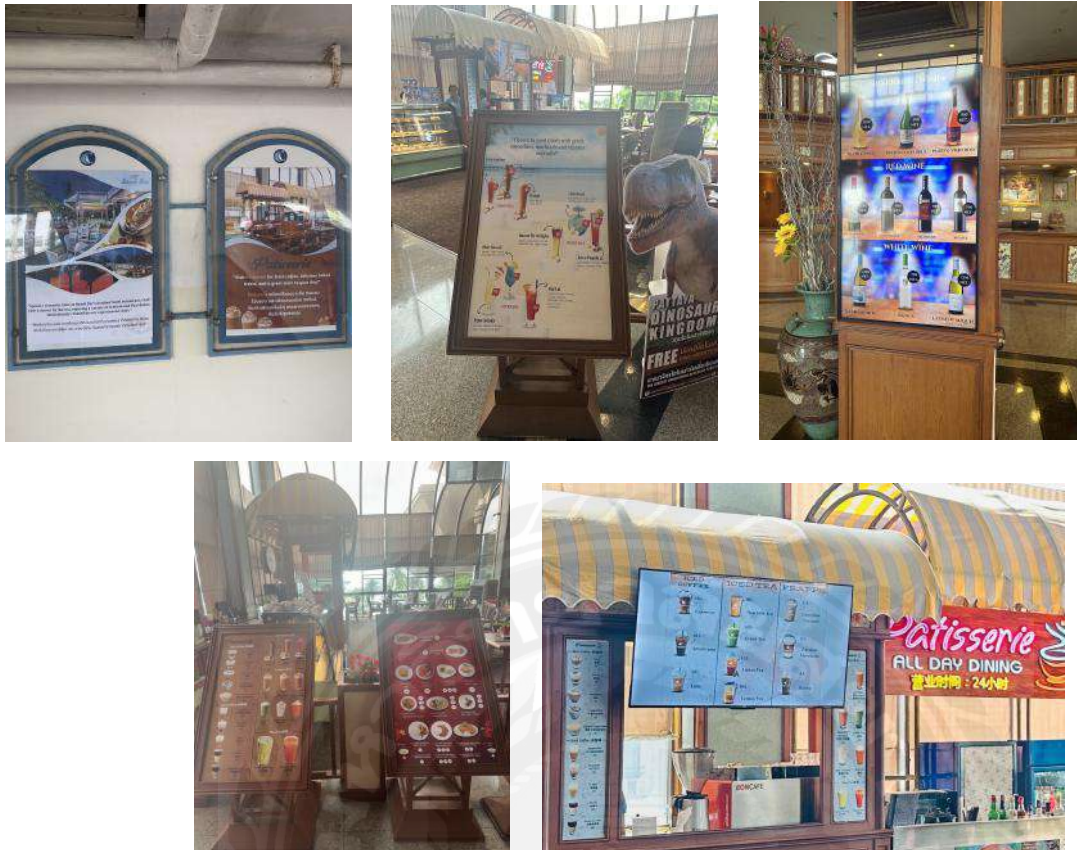


Figure 7 In-house Marketing Design Placements and Menu Designs

• Social Media Content Creation:

I created visually appealing social media designs and edited short videos showcasing drinks,

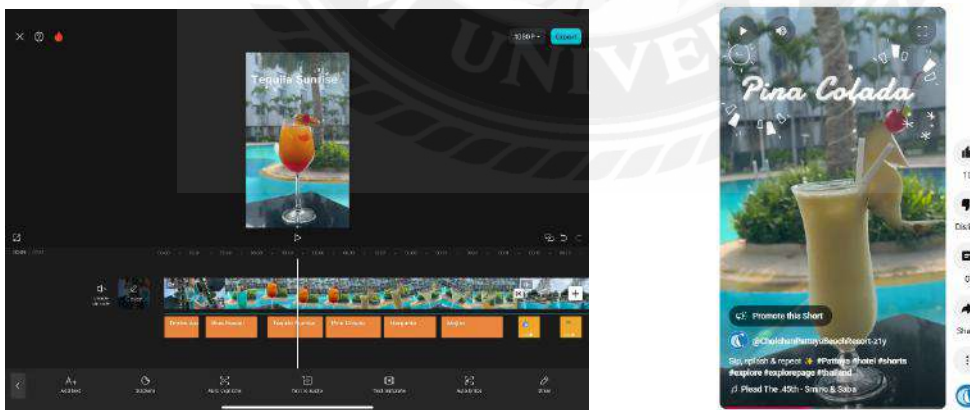


Figure 8 YouTube Shorts Beverage Promotion Video

food, and events at Cholchan. For instance, I produced Shorts featuring the resort’s signature cocktails, aiming to attract online engagement and increase foot traffic to the bars.

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- **Event Promotions:**

I developed promotional materials for key events, such as:

- Euro Cup 2024 Posters: Designed football-themed posters to attract guests to watch the matches at the resort's bar.



Figure 9 Euro Cup 2024 score Board Designs

- Krathong Festival Menu: Created a specialized menu highlighting traditional Thai dishes and beverages, aligning with the cultural significance of the event.



Figure 10 Loy Krathong Festive Promotion Design

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- Cocktail and Mocktail of the Month Posters: Designed monthly visuals for featured beverages, ensuring the materials matched the resort’s upscale image.



Figure 11 Cocktail and Mocktail of the Month Designs

- Pitching Marketing Ideas:

I proposed the concept of “Cheers and Chill Happy Hour,” which offered a “Buy 2 Get 1 Free” beer promotion to drive sales and enhance guest satisfaction.

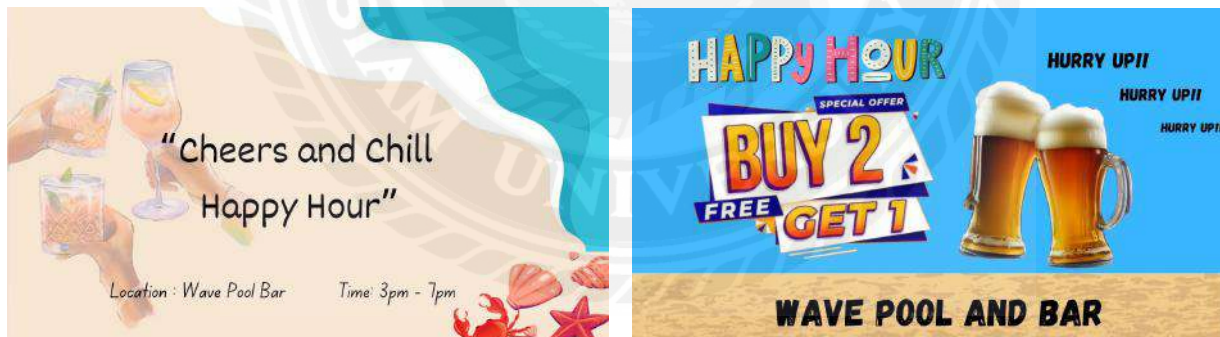


Figure 12 Cheers and Chill Happy Hour Campaign Poster

- Coordination with Co-Workers:

I worked closely with the F&B Manager, receiving tasks via the Line App and discussing promotional ideas and updates. I also collaborated with chefs and bartenders to gather information, including recipes and product details, to ensure accurate and appealing designs.

3. Activities in Coordinating with Co-Workers

Effective communication and collaboration were key to my role. My activities included:

1. Information Gathering:

I was entrusted with official documents, including Standard Recipe Cards for cocktails and mocktails, to ensure the accuracy of information used in promotional materials like posters and menus. These documents provided detailed descriptions of ingredients, preparation methods, and presentation styles, which were essential for creating appealing and precise content. Additionally, I maintained regular consultations with the F&B manager to discuss and finalize the content and themes for my designs. These collaborative discussions allowed me to align my creative work with the resort's branding and promotional goals while ensuring that all materials effectively communicated the desired message to the target audience.

2. Feedback and Revisions:

I regularly shared my drafts, including promotional materials, social media video posts, and digital content, with the F&B manager and my Supervisor to ensure they met the resort's branding standards and objectives. During these review sessions, the manager provided feedback on aspects such as, elements, content copy, and overall presentation. I carefully incorporated these suggestions, refining my work to better reflect the resort's image and appeal to the target audience. This iterative process not only enhanced the quality of the content but also helped me develop a deeper understanding of the resort's branding guidelines and communication style.

3. Team Meetings:

I actively participated in regular discussions with the Food and Beverage (F&B) team to ensure alignment with the department's objectives and strategies. These discussions focused on staying informed about upcoming events, seasonal promotions, and guest preferences. By attending these meetings, I was able to gather valuable insights into customer demands, such as popular menu items, preferred dining experiences, and feedback trends. This collaboration helped me contribute effectively to marketing efforts by tailoring promotional materials, social media campaigns, and in-house digital content to meet both the guests' expectations and the hotel's business goals.

4. Job Process Diagram

However, I have created numerous flyer, poster, and digital screen designs for various events that were scheduled in the Managers Event Calendar. I'll discuss the steps involved in my work responsibilities by concentrating on a single design process for "Cocktail of the Month." The design process for a typical promotional poster involved the following steps:

Phase 1. Receiving Design Requirements and Inputs:

- I receive Design Tasks and requirements through the Line App from the F&B Manager or In person during the short meetings. The details include information about the upcoming promotions, events, or special items such as Euro Cup, Cocktail/Mocktail of the month, Loy Krathong.
- For Cocktail and Mocktail posters, I use official Standard Recipe Cards to extract key details such as the pricing, ingredients.

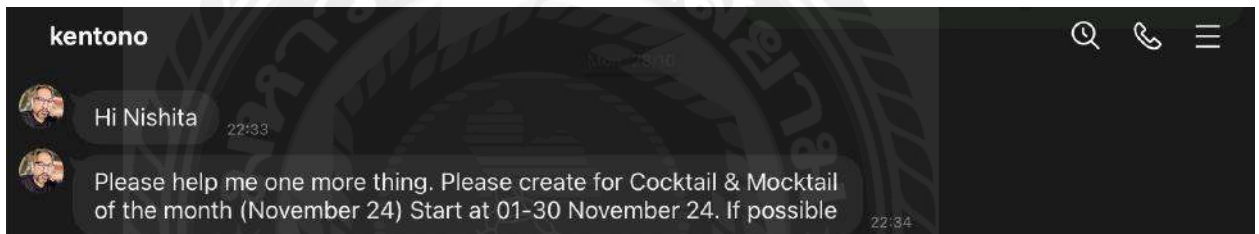


Figure 13 Communication Via Line App

Phase 2. Research and Conceptualization:

There are many posters designs that can be found in the internet to get inspired from and make the ideas for the designing part. I mainly explored designs of cocktail and mocktails and try making my own designs using the inspiration and brainstormed regarding placement of the pricing and ingredients details using sketches. The inspiration-gathering and initial sketching phases focus on capturing attention and sparking interest. I look for engaging design ideas on Pinterest and Google to ensure the final poster is eye-catching and engaging from a glance based on AIDA Model (Attention, Interest).



Figure 14 Design Idea Sketch

Phase 3. Design Development:

I utilized Canva to create the initial designs for promotional materials, incorporating a combination of images, text, and branding elements as required. Using the information gathered from official documents and discussions with the F&B team, I carefully integrated visual elements such as icons and graphics to highlight key ingredients and enhance the overall appeal of the designs. Based on my preliminary sketches, I focused on strategic placement of details, such as pricing and item descriptions, to ensure clarity and visual balance. This approach allowed me to develop eye-catching and informative designs that effectively communicated the promotional message while maintaining a professional and aesthetic. Every design choice, from sea-view backgrounds to bar-themed aesthetics, aligns with Cholchan Pattaya Beach Resort's brand. The visuals reinforce our brand identity and contribute to consistent positioning, making our F&B offerings memorable which is backed by marketing strategy, Brand Identity & Positioning (Kapferer's Brand Identity Prism).

Marketing Strategies to Enhancing F&B Services at Cholchan Pattaya Beach Resort

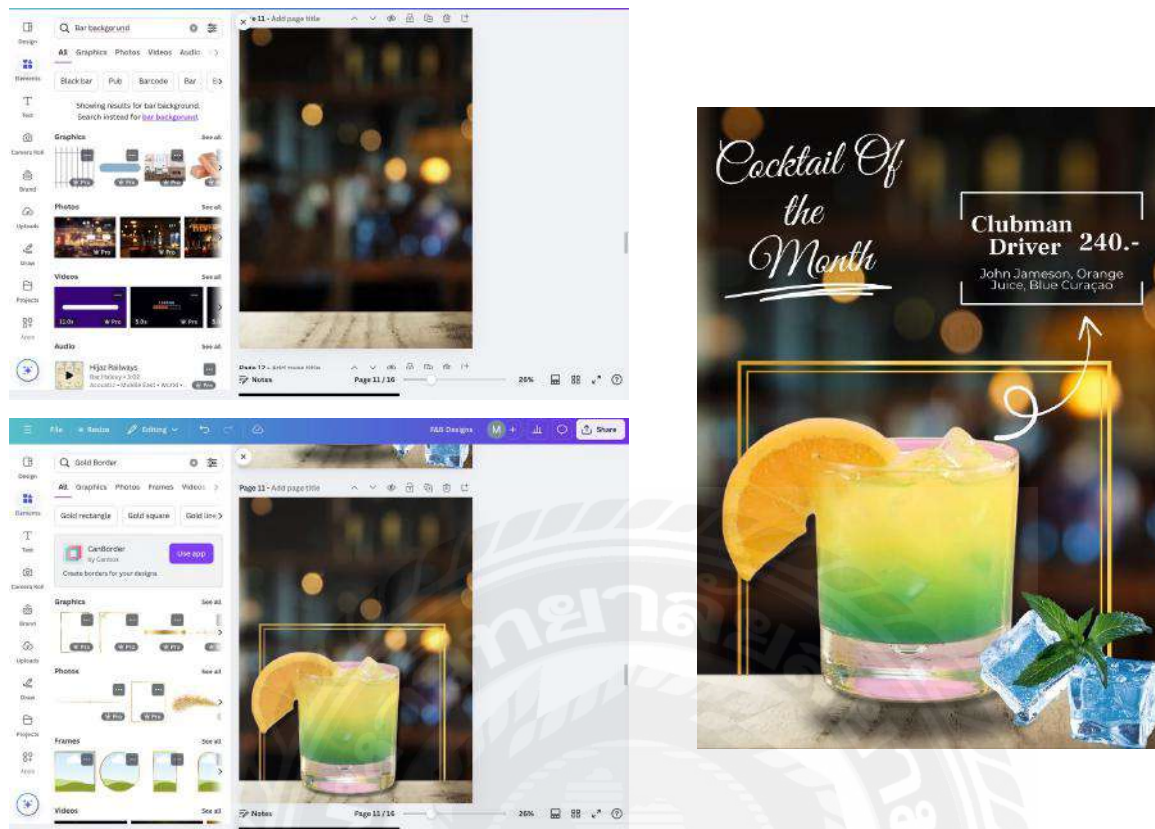


Figure 15 Design Process

Phase 4. Feedback and Revisions:

After completing the initial draft for promotional materials, I shared the designs with the manager for review. This collaborative process allowed me to gather constructive feedback on adding a content copy with a description on the gist of the content. The manager also ensured that the content accurately represented the promotional goals. Based on their feedback, I made necessary revisions to add required content. This iterative process not only enhanced the quality of the final output but also ensured alignment with the resort's standards and expectations.

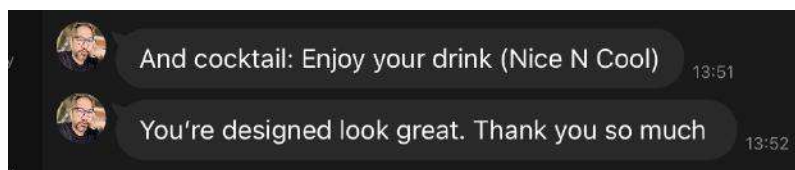


Figure 16 Feedback with changes Required

Phase 5. Final Design: I updated the design to include the recommended a tagline or content copy based on their suggestions, making sure it was aesthetically pleasing and positioned correctly in the layout. This adjustment was made promptly to align with the manager's vision while maintaining the branding standards. Feedback from the manager and subsequent revisions ensure that the design meets the desired tone and clarity. This iterative process is key to refining content based on feedback, similar to a marketing research loop, improving the poster's alignment with our promotional goals. Their positive response to the final output confirmed the success of the revisions.

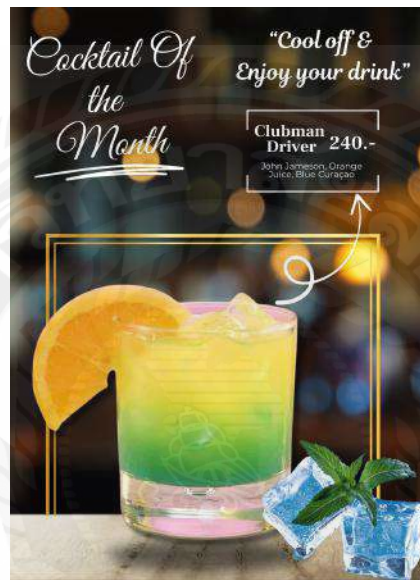


Figure 17 Final Cocktail of the Month Design (November)

5. Contributions as a Co-Op Student

My contributions significantly enhanced the resort's marketing efforts:

- **Strengthened In-House Marketing:**

My designs were strategically placed, capturing guest attention and driving interest in F&B promotions. My promotional materials placement were across high-traffic areas in the resort, such as the lobby, restaurant entrances, and poolside. This ensured that guests consistently encountered engaging F&B promotions and event reminders. By using vibrant colors and clear messaging, It captured attention and reinforced the resort's brand identity. These placements effectively drove interest in dining options, boosting foot traffic to the resort's bars and restaurants.

- **Improved Social Media Presence:**

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By creating engaging content, including YouTube Shorts videos, I helped increase the resort's online visibility and attract a wider audience get notified regarding what our Beverages looks like and what do we offer in the online platform.

- **Increased Guest Engagement:**

My promotional materials for events such as the Euro Cup 2024 and Krathong Festival were crafted to highlight the excitement and unique experiences associated with these occasions. I strategically placed these materials throughout the resort to ensure maximum guest engagement. This increased awareness encouraged more guests to participate in the events, leading to higher attendance and boosting revenue from F&B sales. As a result, the events not only enhanced the guest experience but also contributed to improved customer satisfaction and a lively resort atmosphere.

- **Innovative Ideas:**

I pitched new promotional concepts like the "Cheers and Chill Happy Hour," focusing on creating an inviting and relaxing atmosphere for guests. This idea aligned with the resort's goal of enhancing guest experiences by offering exclusive deals on drinks during prime relaxation hours. The concept encouraged guests to socialize and enjoy the resort's amenities, driving increased foot traffic to the bar and boosting overall guest satisfaction.

In conclusion, the internship at Cholchan Pattaya Beach Resort allowed me to apply my marketing knowledge in a dynamic environment. Through designing in-house and digital marketing materials, pitching innovative ideas, and collaborating with the F&B team, I contributed to the resort's goal of delivering exceptional guest experiences. These activities not only supported the resort's operations but also enriched my skills in marketing, design, and communication.

Chapter 3: LEARNING PROCESS

Literature Review on Marketing Strategies for Enhancing Food and Beverage Services at Cholchan Pattaya Beach Resort

In the competitive hospitality landscape, food and beverage (F&B) services are pivotal for enhancing guest satisfaction, differentiating brand offerings, and driving profitability. At Cholchan Pattaya Beach Resort, an effective F&B strategy is essential to attract both hotel guests and local visitors, strengthening the resort's reputation as a premier destination in Pattaya. This literature review synthesizes current research on F&B marketing strategies, examining customer experience, digital marketing, personalization, local cultural elements, sustainability, loyalty programs, influencer marketing, and wellness trends.

1. Importance of Marketing in Food and Beverage Services

Effective marketing within the hospitality sector focuses on understanding and meeting customer needs. According to Kotler et al. (2017), aligning F&B services with customer preferences and expectations enhances brand loyalty and repeat business. For Cholchan Pattaya Beach Resort, a strategic approach that considers local tastes and international appeal can broaden its market reach and appeal.

2. Customer Experience as a Differentiator

Customer experience is a defining factor in hospitality marketing. Berry et al. (2002) highlight that creating unique, memorable experiences can lead to customer loyalty and positive word-of-mouth. Pine and Gilmore's (1998) "experience economy" concept emphasizes that customers seek immersive experiences rather than mere products. For Cholchan Pattaya Beach Resort, this could mean offering thematic dining, exclusive local flavors, and interactive cooking sessions to enrich the guest experience.

3. Digital Marketing and Social Media Influence

The shift to digital marketing has transformed engagement tactics. Kim and Ko (2012) observe that visual platforms such as Instagram and Facebook are crucial in F&B marketing, as high-quality visuals and user-generated content draw audiences and enhance brand credibility. The

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resort can leverage visually appealing posts, guest testimonials, and partnerships with influencers to attract attention and encourage visits.

4. Personalized Marketing Approaches

Personalized marketing is effective in building stronger customer connections. Schmitt (2003) suggests that personalization allows brands to meet individual preferences and increase engagement. Customizable dining options, personalized experiences, and targeted promotions could differentiate Cholchan Pattaya Beach Resort's F&B services, enhancing guest satisfaction.

5. Incorporation of Local Flavor and Cultural Elements

Research indicates that incorporating local culture into F&B services can improve authenticity and appeal. Lu and Fine (1995) note that integrating regional flavors and cultural experiences enhances the guest experience, catering to tourists seeking unique cultural immersion. Cholchan Pattaya Beach Resort might use this strategy by promoting authentic Thai cuisine, hosting themed nights, or introducing fusion dishes.

6. Sustainability and Eco-Friendly Practices

Modern consumers increasingly value sustainability. Peattie and Charter (2003) found that sustainable marketing strategies not only attract environmentally conscious customers but also enhance brand reputation. Cholchan Pattaya Beach Resort could adopt sustainable practices such as sourcing local ingredients, minimizing food waste, and using eco-friendly packaging, appealing to guests who prioritize eco-responsibility.

7. Loyalty Programs and Customer Retention

Loyalty programs are a proven strategy for retaining customers. Kumar and Shah (2004) emphasize that such programs encourage repeat business and increase spending. A dedicated loyalty program for F&B services at Cholchan Pattaya Beach Resort, offering discounts or exclusive events, could foster customer loyalty and incentivize return visits.

8. Influence of Social Media and Influencer Marketing

Influencer marketing is a powerful tool in attracting digital-savvy consumers, who often trust peer recommendations over traditional ads. De Veirman et al. (2017) found that influencer

endorsements increase credibility, especially among younger demographics. By collaborating with food bloggers and influencers, the resort can gain visibility and attract a larger audience.

9. Partnerships with Local Attractions

Cross-promotions with local attractions create mutually beneficial opportunities. Dev et al. (2007) indicate that partnerships with nearby businesses can enhance guest experiences and expand reach. By collaborating with local attractions, Cholchan Pattaya Beach Resort could offer packages that include dining discounts, attracting tourists interested in both the resort and nearby experiences.

For Cholchan Pattaya Beach Resort, a well-rounded F&B strategy that incorporates digital marketing, personalization, local cultural elements, sustainability, and loyalty programs provides a strong framework to enhance guest experience and differentiate the resort in a competitive market. By aligning these strategies with evolving guest expectations, the resort can strengthen brand reputation, drive revenue, and build a loyal customer base.

3.1 Problems/Issues of the Company

During my internship at Cholchan Pattaya Beach Resort, I observed and analyzed multiple challenges within the resort's Food and Beverage (F&B) services that impacted customer experience and revenue generation. These challenges are outlined below:

1. Distance from City Center:

Many guests noted that the resort's location was relatively far from central Pattaya, making accessibility difficult. This limited the appeal for local visitors and required additional considerations to encourage repeat visits or longer stays.

2. Staff Engagement and Language Barriers:

Customer feedback highlighted issues with staff engagement, with guests expressing concerns over limited staff interaction, lack of smiles, and difficulty communicating in English. These barriers affected the customer experience, particularly for international guests.

3. Limited Marketing Initiatives for F&B Services:

Marketing Strategies to Enhancing F&B Services at Cholchan Pattaya Beach Resort

Although the resort offers several unique F&B options, such as the beach bar, wave pool bar, and patisserie, there was limited visibility on social media and other digital platforms. This lack of promotion meant that potential customers, particularly those interested in local dining experiences, were often unaware of these offerings.

4. Absence of a Distinctive Loyalty Program:

Repeat guests did not receive any specific incentives related to F&B services. This missed opportunity to increase customer retention and engagement directly affected return rates and overall sales.

5. Sustainability and Eco-Friendly Practices:

Increasingly, customers prefer eco-conscious businesses, yet the resort had not implemented significant eco-friendly practices, such as sustainable sourcing or waste reduction efforts. This area could enhance the resort's reputation among environmentally conscious consumers.

3.2 How to Solve the Problems

Based on my internship observations and supported by relevant research, I propose the following solutions for the identified issues at Cholchan Pattaya Beach Resort:

1. Implement Shuttle Services or Scooter Rentals: Addressing the accessibility challenge by offering convenient transportation options, such as shuttle services to popular destinations or in-house scooter rentals, could make it easier for guests to explore the area and return to the resort. This service would cater to guests' convenience, boosting overall satisfaction and encouraging longer stays.

2. Staff Training and Basic English Language Courses: To enhance staff engagement and reduce language barriers, implementing regular training on guest interaction and communication skills is essential. Basic English language courses for frontline staff could also significantly improve communication with international guests, making them feel more welcome and understood.

3. Enhanced Digital Marketing Strategy: Expanding the resort's digital presence through social media campaigns and collaborations with local influencers would improve visibility for its F&B services. A targeted approach to showcasing unique dining experiences, special offers, and themed nights could attract a wider audience and boost engagement, driving foot traffic to the F&B outlets.

4. Develop a Tiered Loyalty Program: A loyalty program that offers rewards based on dining frequency or spending levels would encourage guests to return to the resort's dining facilities. Benefits such as exclusive discounts, access to special events, or early reservations would provide added value, fostering customer loyalty and enhancing the guest experience.

5. Adopt Sustainable Practices in F&B Operations: Integrating sustainable sourcing, reducing waste, and offering eco-friendly packaging can appeal to environmentally conscious guests and improve the resort's brand image. Using local suppliers and minimizing plastic could resonate with the growing number of travelers prioritizing sustainable tourism.

3.3 Reasons for Solving These Problems

1. Leverage Local Cultural Experiences:

Hosting themed dinners or cultural nights showcasing authentic Thai cuisine and entertainment would attract guests interested in a unique, immersive experience.

2. Implement Real-Time Marketing for F&B Promotions:

Offering situational promotions based on factors like weather (e.g., discounts on rainy days) can encourage spontaneous visits. This adaptive approach can increase F&B sales by catering to guests' immediate needs.

3. Enhance Visual Appeal through Social Media:

Consistent, high-quality visuals of the resort's F&B offerings posted on platforms like Instagram and Facebook can attract attention and increase engagement. Partnering with local influencers to showcase unique dining options would create social proof and credibility.

4. Promote Health-Conscious Options in the Menu:

Adding wellness-oriented menu items, such as plant-based or organic dishes, aligns with the rising trend in health-conscious dining. These offerings could appeal to guests seeking a balance between indulgence and wellness, further broadening the F&B target market.

3.4 What I Learned During the Co-Op Studies

During my internship at Cholchan Pattaya Beach Resort, I gained significant insights into the operational aspects of hospitality marketing, particularly in F&B services. Here are some key learning outcomes:

1. Practical Application of Marketing Theories:

The experience reinforced the importance of customer-focused marketing and the need for alignment between product offerings and customer preferences. This applied knowledge was instrumental in proposing actionable recommendations.

2. Problem-Solving and Adaptability:

Addressing the accessibility issue with practical solutions like scooter rentals highlighted the importance of problem-solving skills. Identifying and adapting solutions to unique customer needs became a valuable aspect of my experience.

3. Communication and Collaboration Skills:

Working closely with the F&B team and other departments improved my interpersonal skills and taught me the value of collaboration. Coordinating efforts with various teams demonstrated the impact of cohesive teamwork in achieving common goals.

4. Content Creation and Digital Marketing:

Developing content for social media, including posters and short videos, honed my skills in digital marketing, which is essential for attracting today's digitally inclined audiences. This experience improved my ability to create appealing visual content that aligns with brand identity.

3.5 How I Applied Knowledge from Coursework to the Real Working Situation

Application of Coursework Knowledge in Real Working Situations During my internship, I drew extensively on the principles and strategies I learned through my marketing coursework to address real-world challenges and opportunities at Cholchan Pattaya

Beach Resort. Specifically, the marketing theories related to customer segmentation, digital engagement, and promotional strategies played crucial roles in shaping my approach to F&B marketing projects. Here's how I applied these academic insights in practical scenarios:

1. Customer Segmentation and Personalization:

Using knowledge from consumer behavior classes, I contributed to creating targeted promotions, such as the “Cheers and Chill Happy Hour” and monthly drink specials that aimed to attract specific audience segments like young travelers and social groups. I tailored content to reflect customer preferences based on data insights, ensuring that the offerings appealed to both hotel guests and local residents, aligning with segmentation strategies covered in my courses.

2. Digital and Social Media Marketing:

My coursework on digital marketing emphasized the importance of visually appealing content, which I applied by creating in-house marketing materials i.e. Posters Designing, Digital screen Designs as a part of in-house marketing which mainly showcased the promotions for F&B (cocktail and mocktail of the month, discounts and offers), YouTube Shorts videos highlighting the resort's amenities and nearby attractions. I focused on eye-catching visuals highlighting the services and amenities, which were effective for engaging the digital-savvy audience, as I learned about the influence of social media on brand awareness and customer engagement.

3. Promotional and Pricing Strategies:

Lessons on price bundling and value propositions informed my contributions to the coffee and cake combo deal. I utilized bundling principles to offer an attractive price point, which encouraged sales and provided guests with added value. This was particularly effective in positioning the Patisserie's offerings as affordable indulgences for resort visitors and locals alike.

4. Data-Driven Insights:

My understanding of data analytics and customer feedbacks taken from the Online travel agencies (OTA's) review sections helped me address specific service issues noted in customer reviews, such as the distance from the city and language barriers. By proposing solutions like scooter rentals and basic English classes, I was able to provide data-backed recommendations for improving guest satisfaction and overall brand perception. These applications reflect how the theoretical frameworks and strategic principles from my coursework were effectively translated into actionable insights at Cholchan Pattaya Beach Resort, enabling me to contribute meaningfully to the resort's F&B marketing efforts.

3.6 Special Skills and New Knowledge Gained from the Co-Op Studies

During my cooperative education at Cholchan Pattaya Beach Resort, I gained valuable skills and knowledge that expanded my understanding of practical marketing, hospitality, and guest service management. This experience allowed me to apply my academic background in a real-world setting and acquire new insights specific to the hospitality industry. Here are some of the key skills and knowledge I developed:

1. Digital Content Creation and Editing: I enhanced my skills in digital content creation, including video editing and graphic design, while producing promotional material for platforms like YouTube Shorts and TikTok. Using tools like Cap Cut, Canva. I learned the importance of selecting licensed music, editing for quick engagement, and aligning content with the brand's image to capture the audience's attention effectively. This experience sharpened my ability to create engaging, platform-specific content that drives engagement.

2. Social Media Marketing and Analytics: I gained hands-on experience in managing social media marketing, focusing on crafting posts that resonate with specific target audiences. I also became familiar with analyzing social media metrics to assess the effectiveness of campaigns, which was invaluable in adjusting strategies to increase reach and engagement. This practical

knowledge complemented my coursework in digital marketing, showing me how theoretical principles apply in a dynamic, fast-paced environment.

3. Customer Experience and Service Skills: Working directly with guests at Chaba during breakfast service enhanced my interpersonal and communication skills. I learned the importance of attentiveness, quick problem-solving, and cross-cultural communication in creating a welcoming environment for guests from diverse backgrounds. This direct exposure to guest interaction provided insights into how customer experience can impact brand perception and loyalty.

4. Promotional Campaign Development: Collaborating with the F&B Manager on monthly promotions, such as the “Cocktail of the Month” and “Mocktail of the Month,” which started from September this allowed me to gain experience in end-to-end campaign planning. From conceptualizing ideas to designing posters and coordinating execution, I learned how to create promotions that align with seasonal trends and customer preferences. This strengthened my ability to develop targeted, timely marketing campaigns that effectively promote F&B services.

5. Insight into Hospitality-Specific Marketing: Working in the F&B sector of a resort broadened my understanding of hospitality-specific marketing tactics. I learned about strategies like price bundling, loyalty program incentives, and themed event promotions, all tailored to attract both tourists and local residents. This industry-specific knowledge highlighted how hospitality marketing differs from other sectors and emphasized the importance of personalized, experience-driven marketing in creating memorable guest interactions.

6. Collaborative and Integrated Work Education (CWIE) Skills: Participating in CWIE taught me the importance of collaboration and adaptability within a professional team setting. I gained a deeper understanding of how departments within a resort work together to create seamless guest experiences, which improved my ability to communicate effectively and support team goals.

7. Problem-Solving and Operational Efficiency: I learned how to approach and solve real-world business problems. For instance, addressing customer concerns about the resort’s distance from

Marketing Strategies to Enhancing F&B Services at Cholchan Pattaya Beach Resort

the city led me to propose solutions such as a scooter rental service and improved staff language skills. This experience taught me how to approach feedback critically, propose solutions that address operational constraints, and enhance overall guest satisfaction.

This cooperative education experience gave me a deeper understanding of marketing principles and service dynamics in the hospitality industry. It equipped me with special skills and new knowledge that I can carry forward into future roles in marketing and customer experience.



Chapter 4: Conclusion

This chapter serves as the concluding chapter of this report, summarizing the overall internship experience at Cholchan Pattaya Beach Resort. It provides insights into the key achievements, challenges, and learning outcomes from the co-op program. Furthermore, this chapter includes recommendations for the resort based on my observations and contributions, as well as personal reflections on how the internship has prepared me for future career opportunities.

4.1 Summary of Highlights from My Co-Op Studies at Cholchan Pattaya Beach Resort

My cooperative education experience at Cholchan Pattaya Beach Resort has provided an invaluable opportunity to apply theoretical marketing knowledge in a real-world hospitality setting. As a BBA Marketing student from Siam University, my internship journey was part of the Collaborative and Integrated Work Education (CWIE) program, which focuses on bridging classroom learning with hands-on experience. Joining Cholchan Pattaya Beach Resort working closely with the Sales Manager who is my Job Supervisor Mr. Rakchart Kamsukpium and F&B Manager Mr. Komain Kandari allowed me to work across departments within the Food and Beverage sector, including the Chaba, Beach Bar, and Wave Pool Bar. This experience enriched my understanding of marketing and equipped me with skills critical for success in the hospitality industry.

The following is the summary highlights from “My Cooperative Education at Cholchan Pattaya Beach Resort”

1. Hands-On Marketing Experience: I was actively involved in in-house marketing, creating promotional campaigns such as “Cocktail of the Month,” “Mocktail of the Month,” and “combo offers”. These initiatives not only strengthened my skills in designing and executing marketing strategies but also taught me about the importance of customer-centric promotion planning in hospitality-industry.

2. Digital Content Creation: I created social media content for platforms like YouTube Shorts and TikTok, focusing on guest engagement and brand consistency. Through this, I gained practical skills in video editing with Cap Cut, Canva and learned about music licensing, enhancing my proficiency in digital content creation.

3. Customer Interaction and Service Skills: Working at Chaba during breakfast service provided valuable experience in guest relations. Taking room numbers and addressing guest needs sharpened my interpersonal skills and gave me insight into enhancing the guest experience.

4. Real-World Problem Solving: Based on guest feedback, I contributed innovative ideas, such as a scooter rental service for city access and language training for staff to bridge communication gaps. These experiences emphasized the importance of addressing customer concerns and adapting services to improve satisfaction.

6. Enhanced Collaborative Skills: As part of the CWIE program, I learned to work effectively within a team, communicate clearly, and support the resort's shared objectives, fostering a collaborative approach essential in hospitality.

This cooperative education experience allowed me to blend academic knowledge with practical applications, develop new skills, and gain a holistic view of hospitality marketing. It was an invaluable step toward preparing for a successful career in marketing within the hospitality industry.

4.2 Evaluation of the Work Experience

My internship at Cholchan Pattaya Beach Resort has been an enriching and transformative experience that provided a unique insight into the hospitality industry's marketing and customer service aspects. Reflecting on this journey, I can evaluate my experience across several key dimensions and they are listed below:

1. Application of Theoretical Knowledge: My academic background in marketing, particularly in areas like customer experience, digital marketing, and promotional strategy, proved highly

applicable. Being able to apply concepts learned in the classroom—such as personalized marketing and brand positioning—allowed me to see firsthand how marketing theories translate into real-world results. This application deepened my understanding of marketing as a dynamic and practical discipline.

2. Skill Development: The cooperative education program helped me gain a broad set of practical skills, ranging from digital content creation and video editing to in-person customer service. Working on campaigns such as “Cocktail of the Month”/ “Mocktail of the Month” and creating “Cheers and Chill Happy Hour” required creativity and an understanding of customer preferences, which enhanced my marketing skill set. Additionally, taking on responsibilities like creating Digital design using AIDA model and YouTube content developed my digital skills, which are essential in modern marketing.

3. Enhanced Problem-Solving Abilities: Addressing real challenges, such as guest feedback on the resort’s distance from the city and language barriers, helped me develop my problem-solving abilities. Brainstorming and proposing solutions—like the scooter rental service and language training for staff—taught me to identify issues proactively and suggest constructive changes that could improve the guest experience.

4. Teamwork and Collaboration: Working closely with the Food and Beverage Manager and other team members gave me valuable insights into collaboration and effective communication within a team environment. I learned to take feedback positively and work toward shared goals, which fostered a strong sense of teamwork. This collaborative experience is especially important in the hospitality sector, where coordination between departments is crucial to ensure seamless service delivery.

5. Professional Growth: Interacting with guests and being part of daily operations, particularly during my breakfast shift at Chaba, contributed to my professional growth. I gained confidence in handling guest inquiries, managing billing, and delivering high-quality service, which has sharpened my customer service skills and prepared me for future roles that require direct customer interaction.

6. Understanding of Hospitality-Specific Marketing: Working within the hospitality context taught me the importance of creating experiences rather than just selling products. My involvement in event-based marketing, themed promotions, and loyalty initiatives highlighted the unique needs of the hospitality sector, where personalized guest experiences are central to building brand loyalty and driving repeat visits.

In summary, this work experience has been instrumental in enhancing my marketing and customer service skills, developing my problem-solving abilities, and providing a comprehensive view of hospitality marketing. It has been a crucial step in my professional journey, preparing me for future roles in the industry and setting a solid foundation for my career in marketing.

4.3 Limitations of the Co-Op Studies

1. Limited Scope of Tasks:

While I was able to gain hands-on experience in areas like F&B marketing and customer interaction, the scope of tasks was sometimes restricted. Many responsibilities were limited to assisting or observing rather than leading projects independently, which limited the depth of practical knowledge I could apply.

2. Time Constraints:

Given the duration of the internship, there were time limitations in fully exploring and implementing some of the strategies learned. Some tasks required extended observation and iteration, which was challenging to manage within the internship period. This limited my ability to see certain projects through to completion and evaluate their outcomes.

3. Limited Access to Decision-Making Processes:

Due to my position as an intern, I had limited involvement in high-level decision-making meetings and strategic discussions. This restricted my insight into the overall business strategy and decision-making processes within the resort. Greater access to these areas could have provided a more comprehensive understanding of how marketing decisions are made at a strategic level.

4. Insufficient Marketing Structure:

The resort lacks a dedicated marketing team, which meant that most marketing activities were handled directly by the management or operational staff. This structure sometimes made it challenging to maintain a coordinated approach to promotional campaigns and limited my ability to collaborate with experienced marketers.

5. Resource Limitations for Marketing Campaigns:

Working in a hospitality setting with budgetary constraints meant that certain creative ideas for marketing, especially digital campaigns or extensive promotional events, could not always be implemented as intended. This limited my exposure to the full potential of executing a well-funded campaign.

6. Language and Communication Barriers:

Working in an international resort, I encountered language and communication challenges with both staff (as they don't understand English and vice versa) and guests (as 90% of the guests are Chinese). This occasionally restricted my ability to fully understand customer feedback or collaborate effectively with team members, highlighting the importance of multilingual proficiency in the hospitality sector.

These limitations provided learning experiences that highlighted real-world challenges within the hospitality industry, and I adapted my approach accordingly. Overcoming these limitations would require more resources, a structured marketing team, and a broader role in strategic planning, which could significantly enhance the internship experience.

4.4 Recommendations for the Company

Based on my experiences and observations during my co-op at Cholchan Pattaya Beach Resort, I have identified several recommendations that could enhance the resort's operations, particularly in its food and beverage services, marketing efforts, and overall guest experience:

1. Enhance Digital Marketing Strategies:

- Cholchan Pattaya Beach Resort can expand its digital presence by investing more in targeted social media campaigns, influencer collaborations, and user-generated content. Engaging with

both local and international audiences through platforms like Instagram, Facebook, and TikTok can increase brand visibility. The resort could also consider using paid advertising on these platforms to boost awareness of its promotions, events, and services.

- A more structured and frequent blog or newsletter focusing on local events, travel tips, and resort highlights could also engage guests and build loyalty.

2. Expand Customer Personalization:

- Implement a more personalized approach to guest engagement, especially in the food and beverage sector. This could include offering tailored dining experiences based on guest preferences, dietary needs, or past choices. Collecting data from customer interactions and leveraging CRM (Customer Relationship Management) systems would enable the resort to create more targeted promotions, such as birthday discounts, loyalty rewards, or exclusive meal offerings.

3. Sustainability Initiatives:

- As sustainability is becoming a significant factor in consumer choices, the resort could strengthen its eco-friendly practices. This could include sourcing ingredients locally, minimizing food waste, and using sustainable packaging for take-out orders. Promoting these practices in the resort's marketing materials could attract environmentally conscious travelers and set Cholchan Pattaya Beach Resort apart from competitors.

4. Improve Guest Feedback Channels:

- While the resort gathers feedback through informal channels i.e. OTA platforms, though they do have their own website rather than comment reviews rather they have video reviews in their official pages, whereas OTA focus on written and data driven rating. It would be better in creating a more structured and accessible feedback mechanism would allow for quicker responses to guest concerns and more data-driven insights into areas for improvement. For example, setting up an easy-to-use mobile feedback system or post-stay surveys could help the management quickly identify issues and areas where the guest experience could be enhanced.

5. Diversify Food and Beverage Offerings:

- To cater a wider range of tastes and dietary preferences, expanding the menu to include more diverse and health-conscious options, such as plant-based or gluten-free dishes, would appeal to modern travelers. Additionally, organizing regular themed dining events or special food nights that

showcase Thai cuisine or international flavors could offer guests a unique and engaging experience.

6. Implement Tiered Loyalty Programs:

- Cholchan Pattaya Beach Resort could introduce a tiered loyalty program that rewards guests based on the frequency of their visits or total spend. Benefits such as exclusive dining privileges, early check-ins, or access to special events would encourage repeat visits and increase customer retention.

7. Enhance Technology Integration:

- Integrating more advanced technology into the resort's operations could improve guest satisfaction. Implementing mobile ordering for the food and beverage services, digital menus, and contactless payments would make the dining experience more efficient and aligned with guests' growing expectations for convenience and hygiene.

8. Embrace Innovation to Elevate Guest Experience:

Being a hotel industry in Pattaya's Hotel Industry which mainly is a Red Ocean having many competitors. Introducing innovative experiences can help in gaining POD (Point of Difference) and differentiate Cholchan Pattaya Beach Resort from competitors and create unique guest memories. Here are several ideas to consider:

- Immersive Culinary Experiences: Offer a "Taste of Thailand" series, featuring rotating local chefs or themed dinners that showcase regional specialties. These events could be paired with storytelling elements, live cooking demonstrations, or interactive components, creating an authentic experience for guests.
- Augmented Reality (AR) Experiences: Develop an AR guide that guests can use to learn more about the resort, nearby attractions, or even local cultural insights by scanning codes around the property. This could be particularly engaging for younger guests and tech-savvy travelers.
- Pop-Up Events and Seasonal Installations: Hosting seasonal pop-up events—like beach bar pop-ups during peak seasons or holiday-themed installations would help in attracting guests to stay at the hotel and enjoy the ambiance. These temporary experiences create excitement, provide unique photo opportunities, and encourage repeat visits from locals and tourists.

Marketing Strategies to Enhancing F&B Services at Cholchan Pattaya Beach Resort

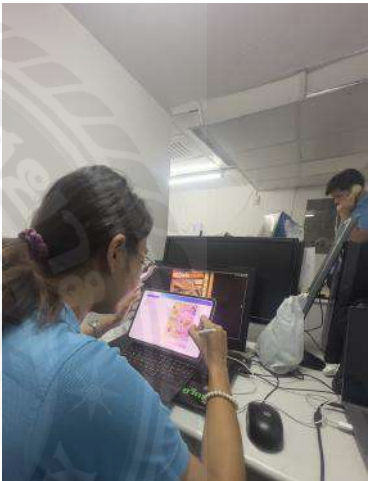
Cholchan Pattaya Beach Resort has a solid foundation for providing excellent service and guest experiences. By focusing on enhancing its digital marketing presence, personalizing guest interactions, promoting sustainability, and expanding its partnerships and offerings, the resort can further differentiate itself in a competitive hospitality market. These strategies will not only improve guest satisfaction but also drive long-term customer loyalty and growth for the resort. This six-month internship has been a valuable experience that will undoubtedly contribute to my future career. None of this would have been possible without the support of Siam University and the CWIE program. I would like to take this opportunity to express my sincere gratitude to all the faculty members and supervisors for their continuous feedback and guidance, which have greatly contributed to my personal and professional development.

In conclusion, my internship at Cholchan Pattaya Beach Resort was a transformative experience, offering valuable exposure to real-world marketing operations. The skills I developed in communication, creativity, and teamwork have strengthened my readiness for a professional career. My recommendations for the resort aim to enhance its operational efficiency and customer engagement. Overall, this internship has been a crucial step in bridging the gap between academic learning and professional practice.

Annexures



Marketing Strategies to Enhancing F&B Services at Cholchan Pattaya Beach Resort



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