



## **COOPERATIVE EDUCATION REPORT**

### **Experiential Learning in Hospitality and Marketing at Centara Grand Beach Resort & Villas Hua Hin**

**Written by**

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This report is submitted in partial fulfillment of the requirements for Cooperative Education, Faculty of Business Administration, Academic Semester 2/2024, Siam University.

**Project Title:** Experiential Learning in Hospitality and Marketing at Centara Grand Beach  
Resort & Villas Hua Hin


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We have approved this cooperative report as partial fulfillment of the cooperative education program Semester 2/2024.

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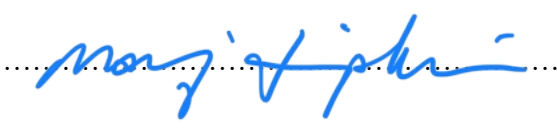
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**Project Title:** Experiential Learning in Hospitality and Marketing at Centara Grand Beach Resort & Villas Hua Hin  
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## Abstract

This Cooperative Education Report titled “Experiential Learning in Hospitality and Marketing at Centara Grand Beach Resort & Villas Hua Hin” captures a journey of learning, growth, and transformation over a four-month internship. As a management trainee, I was immersed in the hotel’s professional environment, first through the Marketing and Digital Communication department and later in the Food and Beverage department. This report elaborates on key learnings, challenges faced, departmental processes, and how these experiences shaped my understanding of the hospitality industry. The internship was divided into two phases. For the first two months, I worked under the supervision of Ms. Nongyao Suatong, who oversees graphics, marketing, and social media for the hotel. The hands-on experience I gained from her mentorship taught me valuable insights into digital branding, creative content planning, and audience engagement. Over the following two months, I transitioned to the Food and Beverage department, where I was supervised by Ms. Monrudee Boonmanum. I actively participated in guest service, event hosting, and operational tasks. The exposure helped me understand hospitality on a deeper level while working alongside professionals and other student trainees. The key objectives of the internship were: 1) To apply theoretical knowledge in real-world hospitality and marketing settings; 2) To explore the structure and operational functions of a five-star hotel; 3) To gain cross-functional skills in digital media and food and beverage services; 4) To grow personally and professionally through teamwork, communication, and mentorship.

This report shares not only technical aspects of the internship but also the emotional journey of adapting, learning, and growing within the prestigious setting of Centara Grand Beach resort & Villas Hua Hin.

**Keywords:** hospitality, marketing, guest experience, digital media, food and beverage



## **Acknowledgment**

I would like to extend my heartfelt gratitude to Siam University and Centara Grand Beach Resort & Villas Hua Hin for the opportunity to undertake this enriching cooperative education experience. This journey has been both a professional and personal milestone.

I sincerely thank my academic advisor, Michael Slater, whose encouragement and support guided me throughout the internship. I am deeply grateful to my job supervisor Khun Nongyao Suatong (Ning), whose expertise in marketing, graphics, and social media became the foundation of my learning during the first half of my internship. Her patience and insights inspired me to think creatively and execute tasks with confidence.

Special appreciation goes to the Food and Beverage department at Centara Grand Beach Resort & Villas Hua Hin for welcoming me during the latter part of my internship. In food and beverage, as I started with assisting during breakfast, my supervisor was Khun Monrudee Boonmanum (Mon). Working with her, I got to see and learn what a true leader looks like and what impact it has on fellow subordinates. I had the honor of hosting events, assisting in operations, and learning the essence of true hospitality from dedicated professionals and fellow student trainees. Each day was a lesson in humility, service, and excellence.

I would also like to thank Ms. Maria Shrestha, Vice Principal at KCM, for her support and belief in my capabilities. Her mentorship has been invaluable.

Lastly, I am forever grateful to my family and friends for their unconditional love, patience, and motivation throughout this experience.

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## ACRONYMS

**BBA:** Bachelors in Business Administration

**KCM:** Kathmandu College of Management

**F&B:** Food and Beverage

**GM:** General Manager

**HR:** Human Resources

**CSR:** Corporate Social Responsibility

## CHAPTER 1: INTRODUCTION

### 1. Company's Profile

Centara Grand Beach Resort & Villas Hua Hin is a prestigious five-star resort, renowned for its rich history, exceptional service, and luxurious amenities. Operated by Central Plaza Hotel Public Company Limited, a part of the globally recognized Centara Hotels & Resorts group, the property stands as one of the company's flagship establishments. Since its inception in the 1920s, initially known as the Railway Hotel, the resort has undergone significant transformations while maintaining its timeless charm and cultural heritage. It is a hallmark of classic Thai elegance, providing both local and international visitors with an unparalleled experience steeped in tradition.

The resort's architectural design features elements of colonial-style grandeur, blending seamlessly with the surrounding natural beauty of Hua Hin. Visitors are welcomed by lush, immaculately landscaped gardens and stunning views of the beachfront, offering a perfect blend of tranquility and luxury. The building's vintage charm, with its iconic white-washed walls and red-tiled roofs, creates a striking contrast against the expansive, modern luxury amenities the resort offers.

Centara Grand Beach Resort & Villas Hua Hin is strategically located in the heart of Hua Hin, a town renowned for its royal heritage and serene coastal scenery. This prime location provides easy access to both local attractions and the serene beauty of the Gulf of Thailand, making it an attractive destination for both international and domestic tourists. Guests can enjoy a wide range of world-class services, including luxurious accommodations, diverse food and beverage outlets, meeting and conference facilities, wellness amenities such as spas and fitness centers, and a variety of event hosting options. Whether visiting for business or leisure, the resort caters to every need, providing customized experiences designed to deliver excellence and comfort.

As part of Centara Hotels & Resorts, which is a subsidiary of the Central Group, one of Thailand's largest and most diverse conglomerates, the resort aligns with the Group's values of delivering exceptional service and continuously innovating to meet the ever-changing needs of modern travelers. Centara Grand Beach Resort & Villas Hua Hin strives to uphold international hospitality standards while celebrating Thailand's cultural heritage, ensuring that every guest



receives personalized care. Its reputation for blending tradition with contemporary luxury has made it a sought-after destination for travelers worldwide.

Moreover, the resort emphasizes sustainability and eco-friendly practices, integrating them into its operations to minimize its environmental impact. Centara's commitment to sustainability is evident in its initiatives aimed at reducing waste, conserving energy, and promoting responsible tourism, making it a pioneer in the hospitality industry when it comes to green practices.

Overall, Centara Grand Beach Resort & Villas Hua Hin offers a unique combination of historical significance, luxury, personalized services, and sustainable practices, making it a leader in the Thai hospitality sector and an iconic destination for global travelers.

### **1.1 Mission of the Company**

The mission of Centara Grand Beach Resort & Villas Hua Hin is to provide world-class Thai hospitality that reflects the elegance of its heritage while innovating continuously to satisfy the dynamic needs of modern travelers. The resort seeks to ensure guest satisfaction through warm service, attention to detail, and operational excellence.

### **1.2 Vision of the Company**

Centara's vision is to be a leading international hospitality group offering distinct experiences and exceptional service across its diverse portfolio. At Centara Grand Beach Resort and Villas Hua Hin, the goal is to remain a benchmark for heritage hospitality in Thailand.

## 1.3 Strategies of the Company

### 1. **Personalized Guest Experience**

Centara places great importance on providing a personalized experience to every guest. This means tailoring services to individual preferences, from room arrangements to dining and activity recommendations. Staff are trained to remember guest preferences and deliver service with genuine warmth. The goal is to create memorable moments that encourage repeat visits. By focusing on details, Centara builds emotional connections with its guests.

### 2. **Investment in Employee Training and Development**

The company believes that well-trained employees are key to consistent service excellence. Regular training programs are conducted to enhance both technical and interpersonal skills. Employees are encouraged to grow within the organization through mentorship and upskilling opportunities. This not only boosts morale but also reduces staff turnover. A knowledgeable and motivated team has a direct impact on guest satisfaction.

### 3. **Integration of Digital Marketing and Social Media**

Centara leverages digital platforms to promote its brand and communicate with current and potential guests. Through engaging content, promotions, and interactive posts, the hotel remains relevant in the fast-paced digital world. Social media also enables real-time feedback and facilitates better customer relationship management. Targeted campaigns enable more efficient reach of various demographics. This strategy supports both branding and direct bookings.

### 4. **Sustainable Practices and Environmental Care**

Environmental responsibility is embedded into Centara's operational approach. Initiatives include reducing plastic usage, managing waste responsibly, and conserving energy and water. The resort also supports community-based programs and local sourcing. These practices appeal to eco-conscious travelers and align with global hospitality trends. Sustainability at Centara is not just a value but an ongoing commitment.

### 5. **Expanding Market Reach via Strategic Promotions and Loyalty Programs**

To attract a broader customer base, Centara runs targeted promotions during peak and off-peak seasons. These offers are designed to appeal to families, couples, and business

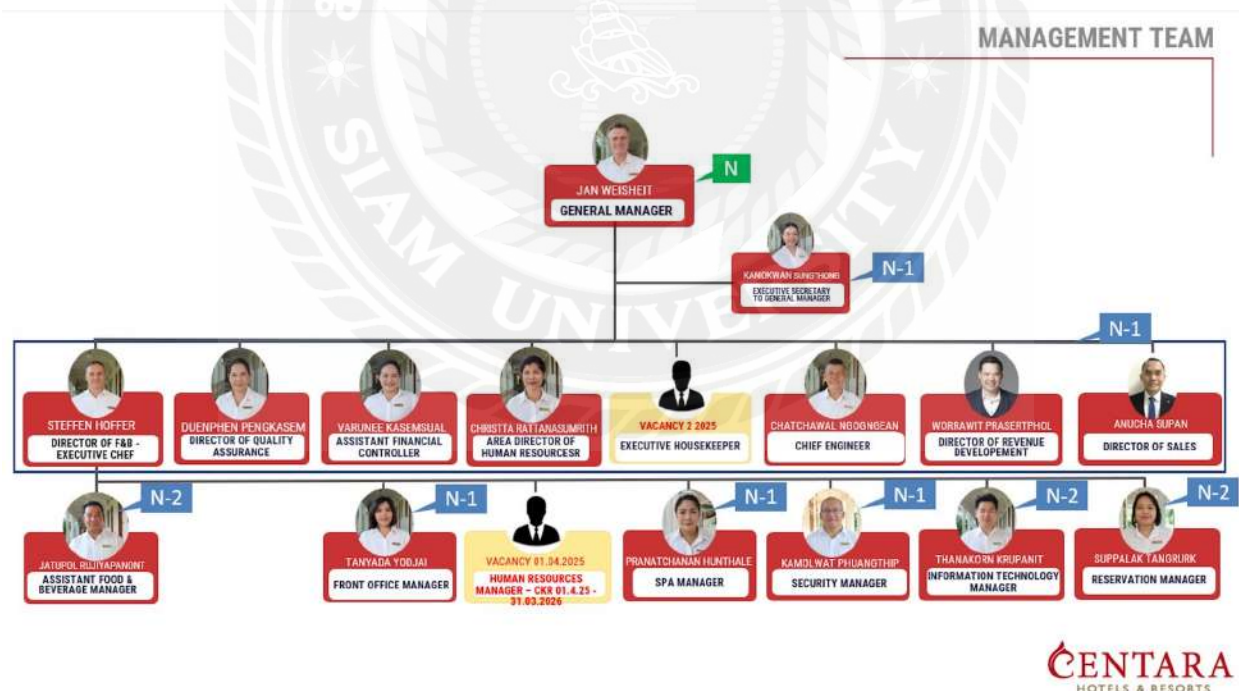
travelers alike. The loyalty program, CentaraThe1, rewards repeat guests with exclusive benefits and personalized offers. This builds long-term relationships with customers and increases brand engagement. By combining marketing efforts with reward systems, Centara strengthens its market presence.

## 2. Organizational Structure

Centara Grand Beach Resort & Villas Hua Hin operates under a well-defined structure that supports both administrative and operational functions. The key departments include Front Office, Food & Beverage, Marketing and Communications, PR, Human Resources, Finance, Engineering, and Housekeeping.

Each department has a dedicated leadership team that works closely with the General Manager to ensure smooth daily operations and maintain guest satisfaction.

### 2.1 Organizational Structure Diagram



**Figure 1:** Organizational Chart of Centara Grand Beach Resort & Villas Hua Hin

## **2.2 My Job Position**

I joined Centara Grand Beach Resort & Villas Hua Hin as a Management Trainee under the Cooperative Education Program. My four-month internship was thoughtfully structured to provide well-rounded exposure to the hospitality industry, with particular emphasis on two key departments: Marketing and Digital Communication and Food and Beverage (F&B).

During the first two months, I was placed in the Marketing and Digital Communication department under the supervision of Khun Ning. In this role, I contributed to content creation for social media platforms, supported digital campaigns, designed visual communications, and assisted in crafting targeted messages for guest engagement. This period enabled me to apply my academic knowledge of business and marketing in a real-world setting and gain insight into the creative and strategic aspects of hotel branding.

For the remaining two months, I transitioned into the Food and Beverage Department under the supervision of Khun Mon, where I gained insight into the operational heart of the hospitality business. I participated in service delivery, buffet preparation, event coordination, and daily guest interactions, particularly during peak service hours. Working closely with the F&B team helped me develop my interpersonal skills, adaptability, and a deep respect for front-line hospitality roles.

Beyond these two core placements, I was also allowed to observe and briefly support activities in other departments such as Front Office, Housekeeping, Human Resources, and Engineering. Although my involvement in these areas was limited in duration, it provided me with a broader understanding of how different departments interconnect to deliver a seamless guest experience.

## **2.3 Job Position in the Company's Organizational Structure**

As a trainee, I was integrated into the company's operational flow under the guidance of department heads. In the Marketing and Digital Communication team, I reported directly to my supervisor and during my F&B rotation, I was supervised by the F&B Restaurant Manager. While my role was non-managerial, I was actively involved in team activities and was treated as a

contributing member of the department. And I could also talk directly to the GM if I had anything to Question or when needed answers, which really helped me during my internship period.

Although my responsibilities varied, I was given the opportunity to participate in actual projects, provide creative input, and assist with real-time guest service. My position within the structure was that of a learning support function, bridging theoretical knowledge with practice while absorbing the professional standards maintained by a five-star property.

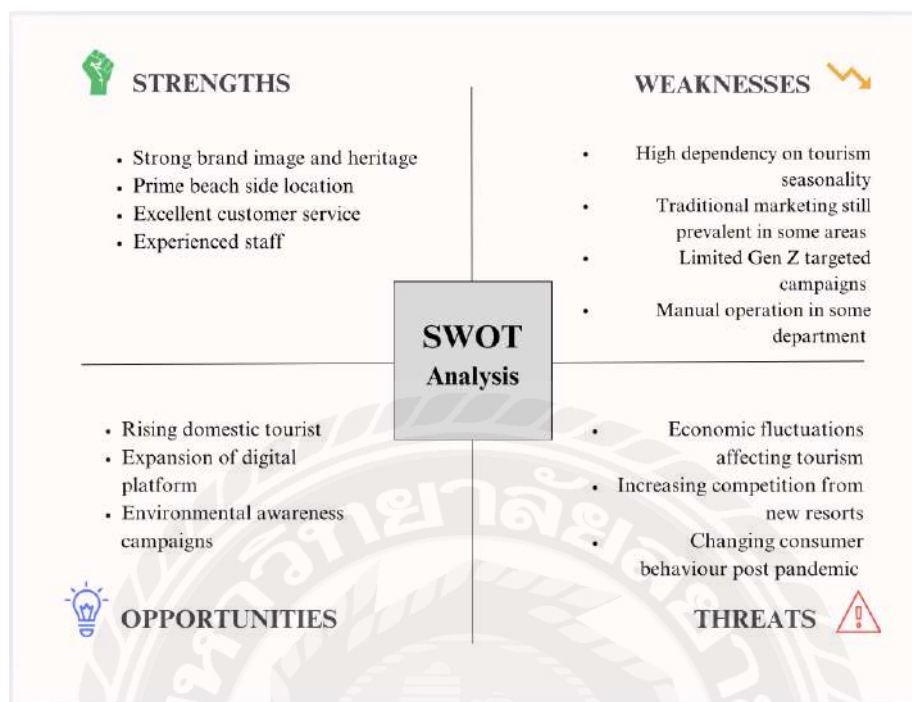
## **2.4 Intention and Motivation**

My motivation to join Centara Grand beach resort & Villas Hua Hin stemmed from a desire to connect classroom knowledge with practical application in a reputable hospitality environment. As a Business Administration student, I was eager to learn how a globally recognized brand operates on the ground, both behind the scenes and on the front lines.

Though I entered with no prior background in hospitality, I saw this as an opportunity to challenge myself, step outside my comfort zone, and gain cross-functional exposure. The elegant heritage of Centara combined with its reputation for service excellence, made it an ideal place to begin my professional journey. I was particularly drawn to the opportunity to enhance my soft skills, gain insight into customer behavior, learn to thrive in fast-paced environments, and experience diverse workplace cultures within a single organization.

By the end of the internship, I not only improved my understanding of marketing and service operations but also gained valuable insights into teamwork, communication, time management, and leadership all of which I know will benefit me throughout my career.

### 3. Strategic Analysis of the Company (SWOT Analysis)



**Table 1:** SWOT Analysis of Centara Grand Beach Resort & Villas Hua Hin

Centara Grand Beach Resort & Villas Hua Hin possesses several notable strengths that set it apart in the hospitality industry. Its strong brand image and historical legacy dating back to its origins as the Railway Hotel give it a distinctive charm that attracts both local and international guests. The resort's prime location in the heart of Hua Hin, with direct beach access, adds to its appeal as a leisure destination. Furthermore, its high service standards, maintained by well-trained and experienced staff, ensure consistent guest satisfaction. The wide range of offerings, including luxury accommodations, dining outlets, wellness facilities, and event spaces, provides a comprehensive guest experience under one roof.

However, like any business, the resort faces certain weaknesses. Its dependency on seasonal tourism means there can be significant fluctuations in occupancy and revenue throughout the year. Some departments still rely on traditional operational systems, which can limit efficiency and slow down adaptation to modern service expectations. Additionally, the resort's brand image

and marketing approach, while elegant and classic, could be better tailored to younger generations such as Gen Z, who are drawn to more contemporary and digitally immersive experiences.

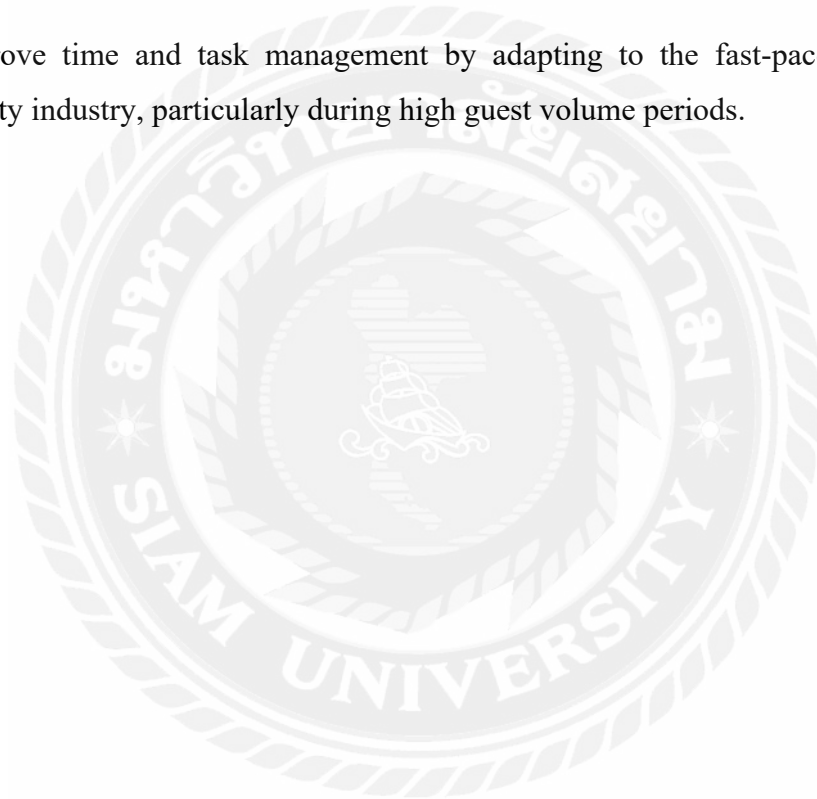
There are several opportunities that Centara Grand Beach Resort & Villas Hua Hin can leverage to further its growth. The rising trend of domestic tourism in Thailand presents an opportunity to strengthen its local customer base through targeted campaigns and packages. Growing environmental awareness also presents an opportunity to showcase the hotel's commitment to sustainability through eco-friendly initiatives, which are increasingly valued by today's travelers. Moreover, the continued expansion of digital platforms provides new channels to engage with audiences through social media, influencer marketing, and tech-driven guest services.

At the same time, the hotel must remain aware of potential threats. Economic uncertainties and global events such as pandemics or shifts in travel regulations can heavily impact international arrivals and overall business stability. The rise of new resorts and boutique hotels in Hua Hin also means increased competition, especially as newer properties often come with modern aesthetics and aggressive pricing strategies. Lastly, changing consumer behavior, particularly the demand for personalized and tech-enhanced experiences, requires Centara to continuously innovate to stay aligned with guest expectations.

#### **4. Objectives of the Cooperative Study**

- To bridge academic learning in Business Administration with hands-on experience in a professional, five-star hospitality environment.
- To observe and understand how Centara's core values and service standards are implemented across departments in real-time operations.
- To gain in-depth exposure to the workflows, communication, and coordination within key departments such as Marketing and Food & Beverage.

- To develop practical skills in guest service, brand communication, and teamwork under the supervision of experienced industry professionals.
- To strengthen professional behavior, including punctuality, accountability, initiative, and adaptability in a high-standard work setting.
- To understand how Centara delivers its brand promise of Thai hospitality through personalized guest experiences and detailed service delivery.
- To improve time and task management by adapting to the fast-paced nature of the hospitality industry, particularly during high guest volume periods.





## **CHAPTER 2: COOPERATIVE STUDY ACTIVITIES**

### **1. Job Description**

During my internship at Centara Grand Beach Resort & Villas Hua Hin, I joined as a Management Trainee to gain practical exposure to the hospitality industry. My role involved rotating through various departments, allowing me to gain insights into the workings of both the front end and backend operations of a luxury resort. This internship allowed me to understand the dynamics of hotel operations, service delivery, and marketing in real-time, blending theoretical knowledge with hands-on experience.

In the first phase of my internship, I worked closely with the marketing team, gaining experience in guest engagement, communication, and digital content management. During the second phase, I worked in the food and beverage department, where I observed the guest service side of the hospitality industry and participated in event coordination. The exposure across different areas helped me appreciate how integral each department is to creating a seamless guest experience.

### **2. Job Responsibilities and Work Duties**

My responsibilities were dynamic and evolved as I gained more experience in each department. In the marketing department, my tasks primarily involved assisting in content creation, digital engagement, and analyzing social media performance. I also contributed to brainstorming sessions for marketing campaigns and supported the team in executing ideas that aligned with the resort's goals. While I was in the marketing team it was more of a learning process and as my supervisor was the sole person that looked into marketing and graphic I got to learn a lot of things from her.

When I transitioned to the food and beverage department, my focus shifted towards guest service and operational support. My duties included assisting in daily operations, ensuring that service standards were upheld, and working closely with team members to manage event preparations. In both departments, I was encouraged to take on tasks that fostered my personal

growth and development, allowing me to understand the importance of adaptability, teamwork, and communication in a hospitality setting.

### **3. Activities in Coordinating with Coworkers**

Working at Centara Grand Beach Resort & Villas Hua Hin was a highly collaborative experience. In both departments, I had the opportunity to coordinate with various teams, contributing to a unified effort in delivering excellent service and maintaining high standards. In the marketing department, I worked alongside creative professionals, learning the value of teamwork in content creation and campaign execution. The teamwork environment encouraged me to communicate my ideas, ask questions, and support colleagues in their tasks.

In the food and beverage department, I collaborated with chefs, servers, and event planners, learning the critical role that communication plays in ensuring smooth service. My experiences in both departments taught me the importance of fostering strong relationships with colleagues, communicating effectively, and working towards common goals. The opportunity to work with a diverse range of people enhanced my understanding of how teamwork and mutual support contribute to the success of a hospitality operation.

### **4. Job Process Diagram**

The process I followed during my internship often varied depending on the department I was placed in, but over time, I began to notice a common workflow that helped me stay organized and productive across different roles. This process became a kind of personal framework that I applied throughout the internship to ensure I was doing my best while also learning effectively.

#### **1. Understanding the objectives:**

Before starting any task, I made it a priority to fully understand what was expected.

Whether I was helping create marketing content or preparing for a service shift in the food and beverage department, I always asked questions and made sure I was clear about the objectives. Knowing the “why” behind a task helped me connect with it more meaningfully and ensured that I was aligned with the team’s priorities.

**2. Preparation:**

Once I understood the goal, I would begin preparing. This could mean brainstorming for social media content, learning about a certain dish or service setup, or simply organizing tools and materials. I found that proper preparation often made the actual task much smoother. It also gave me confidence and reduced mistakes, especially in unfamiliar situations.

**3. Execution:**

This was the part where I really got to be hands-on. Depending on the department, it could mean assisting in event coordination, capturing content, interacting with guests, or working behind the scenes to support daily operations. No matter what I was doing, I tried to stay focused and manage my time well. I learned quickly that multitasking, being detail-oriented, and staying calm under pressure were essential in this industry.

**4. Feedback and adjustment:**

After every major task or shift, I made it a habit to reflect on how things went. I would either receive direct feedback from supervisors or ask for it myself. I learned to take criticism constructively and used it as a way to improve. Over time, this helped me grow more confident, refine my approach, and better understand what professionalism looks like in a hospitality setting.

Following this process helped me get a clear picture of how things operate in a hotel environment. More importantly, it taught me that adaptability, preparation, and open communication are key in any department. By applying this workflow consistently, I was able to learn more deeply, contribute meaningfully, and build habits that I believe will stay with me well beyond this internship.

**5. Contribution as a Cooperative Student to the Company**

As a cooperative education student, I truly did my best to contribute wherever I could. Even though I was still learning, I approached each day with a mindset of being helpful, open, and ready to take initiative. I knew I wasn't expected to know everything, but I wanted to show that I was

dependable and willing to grow. Whether it was helping with daily routines or sharing ideas during team discussions, I tried to be someone the team could count on.

There were moments when things got busy or unpredictable, and I stepped in to support my colleagues however I could. Sometimes that meant handling basic tasks that kept the flow going, and other times it meant observing closely and giving thoughtful input. I tried to maintain a positive attitude and made sure I was always approachable and respectful with everyone from full-time staff to other interns.

I also took the opportunity to ask questions, listen carefully, and learn from feedback. I wasn't afraid to admit when I didn't know something in fact, those were often the moments I learned the most. I found that by showing genuine interest and taking initiative, I could understand how different departments worked and how people supported each other in achieving the bigger goals.

Even though my role was that of a trainee, I didn't want to just "do my time" I wanted to be part of the team and contribute in ways that mattered, even in small ways. Looking back, I believe I brought value by being enthusiastic, flexible, and eager to help. More importantly, I left with a strong appreciation for collaboration, mutual respect, and the impact of showing up with a learning mindset.

## CHAPTER 3: LEARNING PROCESS

### 1. Problems Faced

Before starting my internship at Centara Grand Beach Resort & Villas Hua Hin, I honestly didn't know what to expect. Coming from a business background with no hands-on experience in hospitality, everything felt new and a little intimidating. One of the first things I struggled with was the fast pace of the hotel environment. Guests come first, always, and that meant I had to learn quickly how to stay focused, stay calm, and handle situations with care, even when I felt unsure. I realized that even the smallest gestures mattered, and that every detail could impact someone's experience. That pressure felt heavy at times, but it also pushed me to grow.

When I moved into the marketing and communication role, I thought it might be a little easier but that came with its own set of challenges. Creating content that truly matched the hotel's classy, refined brand wasn't simple at all. I had to think critically, be creative, and most importantly, be open to feedback. I made mistakes, had to redo posts, and sometimes doubted if I had what it takes. But over time, I learned how to improve, how to express ideas better, and how to trust my instincts a little more. Looking back, I'm proud of how far I came in that short time.

Later, during my time in the Food & Beverage department, I found myself on the frontline directly interacting with guests during busy breakfasts, events, and so on. It was exciting, but also exhausting. There were moments I felt overwhelmed, especially when I wasn't sure what to do or felt like I was slowing others down. But my team was supportive, and I slowly built up more confidence. I started anticipating guest needs, helping where I could, and feeling more like a part of the team. I realized that every challenge I faced helped me learn something not just about the job, but about myself.

This internship wasn't always easy, but it was incredibly rewarding. It taught me resilience, self-awareness, and how important it is to stay curious and keep learning.

## **2. Problem Solving**

What really helped me get through the tough parts of this internship was the constant support I received from my supervisors and team members. In the beginning, I was hesitant to ask questions because I didn't want to seem inexperienced but they made it clear that learning was part of the process. They encouraged me to try, make mistakes, and keep improving. That made a huge difference. It gave me space to grow without the fear of being judged.

Slowly, I started to find my pace. I began to understand the flow of the hotel, how guests behaved, what they expected and more importantly, how to be present and respond with confidence. One thing that really helped was keeping a personal log. Every day, I would jot down what I did, what I learned, and what I could've done better. Over time, it showed me how much I was improving even on days when I felt stuck.

I also made it a point to watch how the experienced staff worked. They had this calm, natural way of handling things, even during peak hours. Just by observing, I picked up little habits like reading body language, greeting with the right tone, or preparing things before they're even asked for. These small things made a big impact.

There were definitely stressful moments, especially during big events or busy service hours. I had to remind myself to take a breath, reset my thoughts, and stay focused. Communicating more openly with my team also helped. I stopped trying to figure everything out on my own, and instead leaned on the people around me. That not only cleared up confusion but made me feel like I was really part of the team.

## **3. Recommendation to the Company**

While my internship at Centara Grand Beach resort & Villas Hua Hin was an incredibly valuable experience, I believe there are a few small improvements that could make it even better for future interns. To begin with, having a more structured orientation during the first week would really help students settle in and understand how things work across departments. Everything moves quite fast in hospitality, so a clear introduction to expectations, routines, and key contacts could make a big difference early on. Another helpful addition would be regular mentorship check-ins, maybe weekly or bi-weekly sessions with a supervisor just to talk about progress, ask

questions, and get feedback. It would provide more direction and also help interns feel seen and supported. Lastly, creating more opportunities for informal learning like short talks, team-sharing sessions, or exposure to how different roles contribute to the hotel's success could offer a wider understanding without needing formal cross-department shifts. These simple steps, in my view, could make the internship journey even more well-rounded and fulfilling.

#### **4. Learnings**

This internship gave me far more than just a glimpse into the hospitality industry, it truly reshaped the way I understand responsibility, collaboration, and service. Every day at Centara Grand Beach Resort & Villas Hua Hin, I saw how small efforts come together to create meaningful guest experiences, and I slowly began to realize that excellence isn't just about doing your own job well, it's about how smoothly you fit into the bigger picture. I became more patient and careful, not just for the sake of being efficient, but because I saw how even a tiny oversight could ripple down the line and impact the team or the guest.

In the marketing department, I learned how much thought and planning goes into even a single social media post or campaign. And during my time in Food & Beverage, I experienced the intensity and rhythm of real-time service. These contrasts taught me that whether it's strategic planning or on-the-spot problem-solving, success in hospitality is all about being prepared, staying consistent, and remaining adaptable. But perhaps the most important lesson I learned was about humility. I made mistakes, of course everyone does but what mattered most was how I responded to them. Each time I reflected, asked questions, and tried again, I saw myself grow.

This experience reminded me that learning doesn't always come from textbooks or formal lessons. Sometimes, it comes from being present, listening, and being open to change. I walk away from this internship with not just new skills, but a deeper appreciation for what it takes to create warm, memorable, and high-quality service and the quiet pride that comes from being part of that.

## 5. Application of Coursework Knowledge to Real Working Situation

My academic background in Business Administration proved quite relevant throughout the internship. Theories related to service marketing, consumer behavior, and team management became very real when I applied them on the job.

For example, concepts like the customer journey map helped me understand guest experiences from check-in to check-out. Likewise, understanding brand positioning made it easier to contribute ideas during the content planning process. Even time management principles learned in class became essential during multitasking moments in the food and beverage (F&B) industry.

Overall, this internship was an ideal opportunity to transform theoretical learning into hands-on, practical knowledge.

## 6. Special Skills and New Knowledge Learnt

During my internship, I had the opportunity to develop and refine several key skills that are invaluable in both professional and personal contexts:

1. **Professional communication:** I learned that communication isn't just about what you say, but how you say it. Whether interacting with guests, team members, or supervisors, I had to ensure my words were clear, respectful, and tailored to the audience. Whether through emails, meetings, or face-to-face interactions, I learned to communicate with a purpose to inform, clarify, or build connections. This skill has greatly improved my confidence in professional settings.
2. **Team coordination:** Working alongside colleagues from different departments taught me the importance of teamwork and coordination. I learned to adapt to various team dynamics, delegate tasks effectively, and support my colleagues when needed. Whether it was brainstorming ideas, managing event details, or ensuring smooth service, I learned that a team works best when everyone understands their role and works in sync. I became more aware of how my actions influenced the group and developed a collaborative mindset.
3. **Attention to detail:** One of the biggest lessons I took from this experience was how much the small things matter. Whether setting a table, creating content, or responding to guest requests, I came to appreciate that the little things like the way a room is arranged, the tone



of a social media post, or even the timing of a response contribute to the overall quality of service. I became more detail-oriented and developed a mindset of always checking my work to ensure it met the highest standards.

4. **Emotional intelligence:** I quickly realized that working in hospitality isn't just about the technical skills but also about understanding people both guests and colleagues. I learned to recognize and manage my own emotions, particularly in stressful or high-pressure situations, which helped me stay calm and make better decisions. Additionally, I learned to read the cues of guests, noticing subtle changes in their behavior, which allowed me to anticipate their needs and provide a more personalized experience.
5. **Adaptability:** In a fast-paced, ever-changing environment like the hospitality industry, I learned that flexibility is key. Tasks, schedules, and even priorities would change at a moment's notice, and I had to be prepared to pivot. Whether it was stepping in to help a team member or adapting to unexpected challenges, I became more comfortable with uncertainty and developed a proactive approach to problem-solving. I now value this adaptability as an essential skill for thriving in any environment.

These skills have been invaluable in shaping my professional identity and will undoubtedly serve me well in my future career. They've not only made me a better intern but also a more well-rounded individual, capable of handling both challenges and opportunities with a positive, constructive approach.

## **CHAPTER 4: CONCLUSION**

### **4.1 Summary**

Looking back at my four-month internship at Centara Grand Beach resort & Villas Hua Hin, it's hard to put into words just how much it has shaped both my professional and personal growth. When I first started, I was a student with little to no industry experience, unsure of how I would fit into such a fast-paced, guest-focused environment. But as the weeks went by, I slowly began to evolve into someone more confident, skilled, and self-aware. The experience has been transformative in ways I never imagined. Not only did I bridge the gap between classroom theory and real-world practice, but I also discovered strengths I didn't know I had. Every day brought new challenges, opportunities to learn, and moments that pushed me out of my comfort zone. Through the guidance of my supervisors and the support of my colleagues, I've gained a deep sense of gratitude for this internship and the lessons it taught me, both in my career and as a person.

### **4.2 Evaluation of the Work Experience**

I can confidently say that this internship gave me a full spectrum of insight into how a luxury hospitality brand operates. Working at Centara Grand Beach Resort & Villas Hua Hin, I was exposed to an environment that was both structured and flexible, where I was trusted with real responsibilities but also given the freedom to explore my interests. From content creation in the marketing department to hands-on experiences in food and beverage, each department taught me valuable lessons. The mentors I had throughout this journey were always available for guidance, whether to answer a quick question or provide

feedback on my progress. This openness, combined with the warm and welcoming team culture, made the experience feel like more than just an internship. I felt like a true part of the team, which boosted my motivation and helped me grow at my own pace. Now, as I reflect on this journey, I feel equipped and excited to delve deeper into hospitality in the future, with a newfound sense of direction and purpose.

### **4.3 Limitation of Cooperative Studies**

While the internship was undoubtedly rewarding, I encountered a few limitations that I encountered. For one, the four-month duration felt a bit short, especially when there was so much to learn. It was only in the final weeks that I started to feel like I was truly understanding the ins and outs of the hotel's operations. Additionally, as a trainee, I didn't have the same breadth of responsibility as a full-time employee, which meant I didn't get to dive as deeply into certain areas. There were some processes and roles that remained a bit out of reach. Seasonality was also a factor, the timing of my internship didn't coincide with peak season or special events, so I wasn't able to witness the full impact of those high-pressure periods or larger guest events. This limited my exposure to some of the hotel's peak operations, but I still gained invaluable insights into its day-to-day functioning.

### **4.4 Recommendation for the Company in terms of Cooperative Studies**

Even though my experience was incredibly positive, there are a few areas where I think Centara Grand Beach Resort & Villas Hua Hin could refine the internship program. First and foremost, a more structured onboarding process would be incredibly helpful for new interns. Having a formal induction at the start could give interns a clearer understanding of the hotel's objectives and how they fit into the bigger picture. Another suggestion is to introduce regular mentorship check-ins throughout the internship. These sessions would offer a great opportunity for interns to receive more focused feedback, discuss challenges, and refine their skills. Finally, I think more flexibility for interns to explore different departments would enrich the overall experience. Having the chance to observe or briefly participate in other teams would help broaden our understanding of the hotel's

full operations. These suggestions would enhance the internship program and help future interns maximize their learning potential.

In summary, my time at Centara Grand Beach Resort & Villas Hua Hin has been one of the most fulfilling experiences of my life. It's not just about the skills I've gained, but also about the personal growth that has come with overcoming challenges, learning from mistakes, and building relationships with an incredible team. I'm truly grateful for the opportunity, and I'll carry these lessons with me as I move forward in my career



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## ANNEXURE



Organizing team for Cuban Night



Picture with the owner family, a few of the HODs, and the general manager of Centara Grand Beach Resort & Villas during Songkran.



Aerial View of Centara Grand Beach Resort & Villas Hua Hin



Internship Completion Certification



## Daily report: 16 Weeks-Monday–Sunday

10/2/25 -Orientation Day -Introduced to all department heads and also got introduced to my supervisor.	11/2/25 -Continued orientation -Observed front office operation. -Introduced to other key staff members of the hotel	12/2/25 - Housekeeping rotation. -learned about room preparation, cleanliness standard	13/2/25 -F&B rotation -I got introduced to all restaurant managers and how they operate.	14/2/25 -Marketing introduction -I got to learn and understand what and how they are doing it.	15/2/25 Day off	16/2/25 Day off
17/2/25 -Breakfast Support -Analyzed all the previous social media posts.	18/2/25 -Breakfast support -Drafted content.	19/2/25 -Breakfast support -Prepared promotional Content	20/2/25 -Breakfast Support -Organized media assets	21/2/25 -Breakfast Support -Took Pictures for social media	22/2/25 Day off	23/2/25 Day Off
24/2/25 -Breakfast Support -Helped with photoshoot	25/2/25 -Breakfast Support -Assisted with caption for social media	26/2/25 -Breakfast Support -prepared content for social media	27/2/25 -Breakfast Support -Assisted with promotional photo shoot	28/2/25 -Breakfast Support -Reviewed previous social media posts	1/3/25 Day off	2/3/25 Day off
3/3/25 -Breakfast Support - Participated in content planning	4/3/25 -Breakfast Support -planned women day post	5/3/25 -Breakfast Support -looked at competitor analysis	6/3/25 -Breakfast Support -Assisted with event planning	7/3/25 -Breakfast Support -Sample caption for few of the posts	8/3/25 Day off	9/3/25 Day off
10/3/25 -Breakfast Support - Participated in F&B meeting	11/3/25 -Breakfast Support -Drafted campaign for upcoming event	12/3/25 -Breakfast Support -Event coordination	13/3/25 -Breakfast Support -Worked on social media content	14/3/25 -Breakfast Support -Updated on all upcoming events	15/3/25 Day off	16/3/25 Day off



17/3/25 -Breakfast Support -looked at marketing plan	18/3/25 -Breakfast Support -Assisted with content planning	19/3/25 -Breakfast Support -Looked at the graphic designs and gave some suggestions	20/3/25 -Breakfast Support -Looked at content trends	21/3/25 -Breakfast Support -Finalized content plans	22/3/25 Day off	23/3/25 Day off
24/3/25 -Breakfast Support -Photo selection process	25/3/25 -Breakfast Support -Assisted with social media planning	26/3/25 -Breakfast Support -Helped housekeeping	27/3/25 -Breakfast Support -Assisted with content for April	28/3/25 -Breakfast Support -Looked at the marketing plan	29/3/25 Day off	30/3/25 Day off
31/3/25 -Breakfast Support - Coordinated with F&B with content planning	1/4/25 -Breakfast Support -Assisted in outlet operation and room service	2/4/25 -Breakfast Support -Assisted in outlet operation and room service	3/4/25 -Breakfast Support -Assisted in outlet operation and room service	4/4/25 -Breakfast Support -Assisted in outlet operation and room service	5/4/25 Day off	6/4/25 Day off
7/4/25 -Breakfast Support -Assisted in outlet operation and room service	8/4/25 -Breakfast Support -Assisted in outlet operation and room service	9/4/25 -Breakfast Support -Assisted in outlet operation and room service	10/4/25 -Breakfast Support -Cuban night preparation	11/4/25/- Breakfast Support -Cuban	12/4/25 -Helped with Songkran preparation	13/4/25 -Songkran day -Helped with event execution
14/4/25 Day off	15/4/25 Day off	16/4/25 Songkran day off	17/4/25 Songkran day off	18/4/25 -Breakfast Support -Assisted in outlet operation and room service	19/4/25 Day off	20/4/25 Day off
21/4/25 -Breakfast Support -Assisted in outlet operation	22/4/25 -Breakfast Support -Assisted in outlet operation	23/4/25 -Breakfast Support -Assisted in outlet operation and room service	24/4/25 -Breakfast Support -Assisted in outlet operation	25/4/25 -Breakfast Support -Assisted in outlet operation	26/4/25 Day off	27/4/25 Day off

and room service	and room service		and room service	and room service		
28/4/25 -Breakfast Support -Assisted in outlet operation and room service	29/4/25 -Breakfast Support -Assisted in outlet operation and room service	30/4/25 -Breakfast Support -Assisted in outlet operation and room service	1/5/25 -Breakfast Support -Assisted in outlet operation and room service	2/5/25 -Breakfast Support -Assisted in outlet operation and room service	3/5/25  Day off	4/5/25  Day off
5/5/25 - Breakfast Support -Assisted with F&B office for record filing	6/5/25 - Breakfast Support -Assisted with F&B office for record filing	7/5/25 - Breakfast Support -Assisted with F&B office for record filing	8/5/25 - Breakfast Support -Assisted with F&B office for record filing	9/5/25 - Breakfast Support - Assisted with F&B office for record filing	10/5/25  Day off	11/5/25  Day off
12/5/25 - Breakfast Support -Assisted with wedding planning	13/5/25 - Breakfast Support -Assisted with wedding planning	14/5/25 - Breakfast Support -Assisted with wedding planning	15/5/25 - Breakfast Support -Assisted with F&B office	16/5/25 - Breakfast Support -Assisted with F&B office	17/5/25  Day off	18/5/25  Day off
19/5/25  Public holiday (May 1)	20/5/25  Public holiday (May 5)	21/5/25 -Breakfast Support -Assisted with F&B office	22/5/25 -Breakfast Support -Assisted with F&B office	23/5/25 -Breakfast Support -Assisted with F&B office	24/5/25  Day off	25/5/25  Day off
26/5/25 -Breakfast Support -Assisted with F&B office	27/5/25 -Breakfast Support -Assisted with F&B office	28/5/25 -Breakfast Support -Assisted with F&B office	29/5/25 -Breakfast Support -Assisted with F&B office	30/5/25  -last Day	31/5/25  Day off	