



## **COOPERATIVE EDUCATION REPORT**

**Experiential Report on Guest Service Agent and Guest Relations Officer**

**Roles at Le Méridien Phuket Beach Resort under Marriott International**

Written By

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**Title** : Experiential Report on Guest Service Agent and Guest Relations  
Officer Roles at Le Méridien Phuket Beach Resort under Marriott  
International

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## Abstract

The report entitled ‘Experiential Report on Guest Service Agent and Guest Relations Officer Roles at Le Méridien Phuket Beach Resort under Marriott International’, examines how Marriott International, through its Le Méridien brand, implements and develops brand strategies by engaging in a range of tasks and initiatives that reinforce its market positioning and brand identity. This cooperative education report has the working experience of different tasks carried out as an executive intern. The report summarizes my four-month internship at Le Méridien Phuket Beach Resort, as a guest service agent and guest relation officer under the Front Office Department.

The objectives of this internship include: (1) to apply the theoretical knowledge gained during academic studies, (2) to develop a deeper understanding of the hospitality industry through hands-on experience, and (3) to observe and contribute to the standards and activities related to hotel branding and guest satisfaction. As a Guest Service Agent trainee, my responsibilities included assisting with check-in and check-out procedures, managing guest inquiries, and coordinating with other departments to ensure seamless service delivery. In addition, as a Guest Relation Officer trainee, I was responsible for taking care of VIP guests, particularly Marriott Bonvoy members, as well as Property VIPs, and guests celebrating special occasions such as honeymoons, anniversaries, birthdays, return visits, and extended stays.

All duties and responsibilities assigned during the cooperative education program are discussed in detail in this study. Challenges encountered during the internship were addressed with the support and suggestions of team members within the company. Working for an international brand like Marriott, particularly as a Guest Service Agent, has enhanced my sense of responsibility, service mindedness, and time management skills. These experiences contribute significantly to my professional growth and development within the hospitality industry, while reinforcing the

importance of guest loyalty programs such as Marriott Bonvoy in delivering exceptional guest experiences

**Keyword:** Guest Service Agent, Marriott Bonvoy, Hospitality Industry, Guest Relation Officer, Loyalty



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The internship journey I had with Le Méridien Phuket Beach Resort was a great chance for learning and professional development of my upcoming career in hospitality industry. Therefore, I would like to express my gratitude to Siam University for providing cooperative education period.

I would like to acknowledge all those who either directly or indirectly contributed to this project. I express my deep gratefulness to **Khun PIYAPONG (NON) SOMBOON** from Learning and Development for giving me the opportunity to work with Marriott International. I would also like to express my excessive thanks to my Director of Rooms, **Khun Sermsri Chaiwirattikul (Sandra)**, Front Office Manager, **Khun Vanisa Khongsem (Kate)**, Assistant Front Office Manager, **Khun Apipu Chansupat (Tony)**, Loyalty Manager, **Khun Phathr**, Night Manager, **Khun Torsak (Tor)**, All of Duty manager(AMG), **Aye Myint Myah Thein (Ameko)**, **Suriya Intong (Aodzi)**, **Sakolwan Chimwan (Namwa)**, Supervisors, **Khun Chananyapak Saelim (Frame)**, **Khun Chaline Boonnak (Cha)**, Room Control Supervisors, **Sawarose Jitbun (Bonus)**, **Juksiripong Chaisri (Kevin)**, Learning Buddy (Senior) **Jitinan Tohpong (Nook)** and all team members of Le Méridien Phuket Beach Resort for their excellent support, and proper guidance throughout my internship period

I believe that the experiences and knowledge gained from this internship will serve as a valuable foundation for my career development after graduation. I would like to express my sincere gratitude to all lecturers at Siam University for sharing their expertise and providing a solid understanding of the principles and concepts of the Hospitality and Tourism Industry. I hope that the combination of academic knowledge acquired at the university and the practical skills and experiences gained during my internship at Le Méridien Phuket Beach Resort will support me in achieving my career aspirations in the hospitality industry in the future.

Thank you.

Sincerely,

Yu Ya Maung Maung

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## List Of Abbreviations

- GSA: Guest Service Agent
- GRO: Guest Relation Officer
- GXP: Guest Experience Platform
- VIP: Very Important Person
- PMS: Property Management System
- AI: Artificial intelligence
- DM: Duty Manager
- FIT: Free Independent Traveller

## Chapter 1: Introduction

### 1. Company Profile

Marriott International, Inc., founded in 1927 by J. Willard and Alice Marriott, is a global leader in hospitality with over 8,900 properties in 141 countries. Known for its diverse brand portfolio—including The Ritz-Carlton, St. Regis, W Hotels, Courtyard by Marriott, and Le Méridien —Marriott caters to a wide range of travelers, from luxury to extended-stay guests.

Le Méridien Phuket Beach Resort is located on the tranquil shores of Relax Bay, Karon Beach, Phuket, located along soft white beaches and crystal-clear waters, surrounded by rich greenery, providing a calm, restful, and private escape. It is only 5 minutes from Patong Beach, allowing you to travel around Patong city conveniently. This 5-star resort offers 414 rooms, 54 luxury suites, and a full range of facilities including 3 large swimming pools, a children's pool for all ages, 7 restaurants and bars serving a variety of cuisines prepared by professional chefs, as well as a spa, fitness center, kids' club, and different activities for different ages of family.



Figure:1 The Front of the Resort



Figure:2 The Drone View of the Resort

## 1.1 Mission of the company

Le Méridien's mission is to inspire and engage the curious and creative-minded traveler by offering unexpected and enriching experiences that unlock the destination whilst creating a unique and memorable stay by combining European elegance with local culture. Le Méridien's mission is to provide guests with the brand emphasizes creativity, culture, and discovery, encouraging guests to explore destinations in a stylish and meaningful way. Programs such as "Unlock Art" reflect this mission by offering cultural experiences and creative spaces that enhance the overall guest experience. Rooted in the 1960s era of glamorous travel, Le Méridien remains a gathering place for people to savor the good life and delight in the discovery of destinations worldwide. Through this philosophy, Le Méridien aims to deliver exceptional hospitality that goes beyond traditional lodging, creating enriching and engaging experiences for travelers worldwide.

## 1.2 Version of the Company

Le Meridien Phuket Beach Resorts is the premium collection of Marriott International, which runs under various brands to serve different market segments and customer preferences.

Here are some key “versions” or brand tiers under the Marriott umbrella:

- 1) **Luxury Collection:** Includes brands such as The Ritz-Carlton, St. Regis, W Hotels, and JW Marriott. These properties focus on high-end, luxury experiences with personalized service.
- 2) **Premium Collection:** Encompasses Marriott Hotels, Sheraton, Westin, Le Méridien, and Renaissance Hotels. This segment offers a premium experience for business and leisure travelers.
- 3) **Select Collection:** Features brands like Courtyard by Marriott, SpringHill Suites, Fairfield by Marriott, and Four Points by Sheraton. These properties offer comfortable and functional accommodations, often catering to business travelers and budget-conscious guests.
- 4) **Extended Stay Collection:** Includes Residence Inn by Marriott, Towneplace Suites, and Element by Westin. These hotels are designed for longer stays and offer amenities like in-room kitchens and workspaces.

Each “version” or tier serves a unique demographic with tailored services and amenities, allowing Marriott to appeal to a broad spectrum of travelers around the world.

### 1.3 The Strategies of the Company

Marriott Hotels and Resorts employ several key strategies to maintain its position as a leading hotel brand. Here is an overview:

#### 1. Diversification and brand expansion:

Marriott has built a diverse portfolio of brands across luxury, upscale, select, and extended stay segments to attract a wide range of travelers. By continuously expanding into new markets and regions, Marriott strengthens its global presence and appeals to a variety of customer demographics.

#### 2. Customer experience focused:

The company emphasizes high-quality service and guest satisfaction. Personalized experiences, modern amenities, and brand-specific features help Marriott exceed guest expectations and build loyalty.

#### 3 Digital Innovation:

The company invests heavily in digital tools, including the Marriott Bonvoy app, to streamline direct booking, enable mobile check-in and check-out, mobile key for convenience and facilitate real-time communication with hotel staff. Additionally, Marriott leverages AI and data analytics to anticipate guest needs and enhance operational efficiency.

#### 4. Loyalty Program - Marriott Bonvoy:

Marriott Bonvoy plays a central role in fostering customer loyalty. The program rewards members with points, exclusive offers, and unique experiences, encouraging repeat stays and longterm engagement with the brand. This also allows the guests to redeem points and turn them into rewards and upgraded rooms

#### 5. Sustainability and Corporate Responsibility:

Through its “Serve 360” initiative, Marriott has set ambitious sustainability targets, focusing on reducing carbon emissions, conserving water, and supporting local communities. These efforts resonate with environmentally conscious travelers and reinforce the brand’s reputation.

#### 6. Talent Development and Employee Engagement:

Marriott invests in comprehensive training and development programs to attract and retain top talent, promoting a culture of inclusion and professional growth. High employee engagement contributes to superior service and consistent brand standards.

#### 7. Strategic Alliances and Partnerships:

Marriott collaborates with airlines, credit card companies, and other brands to expand its reach and offer added value to customers. These partnerships enhance brand visibility and enable Marriott to access new customer segments.

#### 8. Focus on Resilience and Adaptability:

Marriott adapts to evolving market conditions by implementing flexible operating strategies, such as health and safety protocols in response to the pandemic and redesigning room layouts for longer stays. These initiatives help deliver memorable guest experiences, build up loyalty, and maintain a competitive edge in the dynamic hospitality industry.

### 1.4 Marriott International’s Brands



Figure:3 Marriott’s Brands

## 2. Organizational Structure

Marriott operates under a matrix and functional organizational structure that includes geographic elements. This matrix combines functional and divisional configurations, allowing for global consistency and local adaptation. Regional leaders oversee regions such as Greater China, the Caribbean, Latin America, and Asia Pacific, while each region has its own functional divisions and individual properties that manage their own structures. This approach allows Marriott brands and locations to adapt to diverse markets around the world with flexibility and independence.

### 2.1 Diagram of the organizational structure



Front Office Organizational Chart

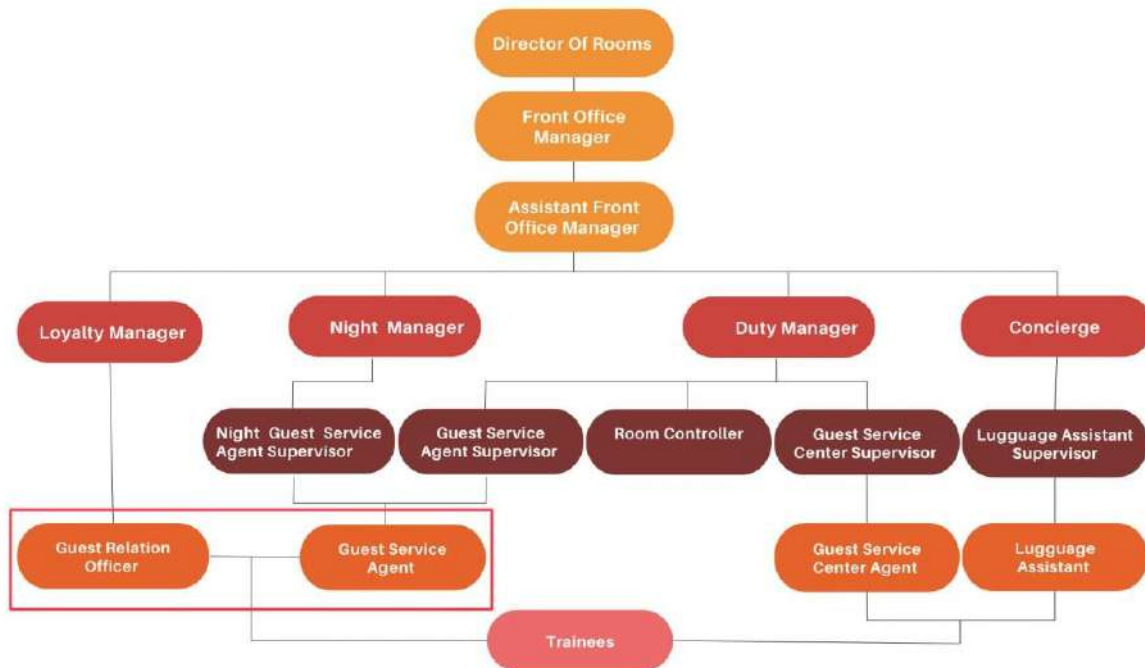


Figure:4 Organization Charts

## 2.3 My job position or my responsibilities

My job position was a guest service agent to take care of guests, checking in and checking out guests, handling the billings, and taking care of guest inquiries. As I also worked as a guest relation officer (GRO) for my last month of the internship, in GRO role, I am also responsible for Elite members and special guests such as property VIPs (returning guests) for the Loyalty Section which is under the Front Office Department. Marriott Bonvoy is a global loyalty program that rewards members for stays at over 8,000 Marriott hotels. Members earn points redeemable for free nights, flights, and exclusive experiences, with tiered benefits like room upgrades and late checkout to enhance their travel experience.

My responsibilities were as follows:

- To check the list of arrivals guests in advanced including VIPs
- To separate and prepare the folders for arrival guests (FIT & VIP)
- Issuing keycards for different guests according to their status (VIP, Regular FIT, Groups)

- To update the information in the devices that we use to explain the guests (iPad)
- To help the guest's check-in, check out and explain the resort's information
- To escort the guests to the assigned rooms
- To handle the guest's complain and solve the problem
- To order gifts and amenities for VIP guests
- To order and set up amenities in each of VIPs' rooms that Room Controller assigned
- To make guests feel satisfied for their occasions such as Birthday and Honeymoon
- Prepare and serve the welcome drink and cold towels

### 3. My Intention and Motivation

There are many reasons why I chose Le Méridien Phuket Beach Resort as an internship. As Le Méridien is under Marriott International and Marriott is one of the top leading companies in the Hospitality Industry and offers several compelling advantages, especially for someone aiming to build a career in hospitality. The following are some intentions and motivations:

#### 1) Global Reputation, Industrial Leadership and Strong Career Pathways

During my internship at Le Méridien, I had the opportunity to experience a workplace renowned for its high standards, innovative guest services, and dedication to quality. What I particularly value is the chance to expand my professional network both locally and internationally. With Marriott's extensive portfolio of brands across multiple countries, employees have the flexibility to transfer between properties, gaining diverse experiences without having to restart their careers.

#### 2) Structured Learning and Professional Development

Marriott is committed to nurturing talent through well-organized internship programs that emphasize hands-on experience, skill development, and mentorship. Each shift begins with a brief for all associates and trainees, which provides guidance, updates, and learning opportunities. Additionally, role-plays and targeted training sessions reinforce new skills and prepare us for upcoming tasks.

### **3) Experience with Global Standards and Cross-Cultural Exposure**

As an internationally recognized brand, Marriott serves guests from diverse cultural backgrounds. This exposure helps interns develop cultural awareness, adaptability, and strong interpersonal skills. It also enhances emotional intelligence, enabling me to handle challenging situations effectively and preparing me for future professional responsibilities.

## **4. Strategic analysis of the company (SWOT Analysis)**

### **Strengths - Core Advantages**

#### **1. Renowned Global Reputation:**

Le Méridien, part of Marriott International, is recognized worldwide for premium service, distinctive guest experiences, and luxury accommodations, fostering strong customer loyalty. This reputation also attracts high-profile events, international conferences, and repeat leisure travelers who value consistency and quality.

#### **2. Loyalty Program Benefits:**

Integration with Marriott Bonvoy encourages repeat stays and builds long-term relationships through rewards, exclusive offers, and personalized experiences. The program also strengthens guest engagement by providing members access to unique experiences and promotions, creating a sense of belonging and brand advocacy.

#### **3. Outstanding Service and Strategic Beachfront Advantage:**

Le Méridien Phuket Beach Resort seamlessly combines exceptional service standards with a prime beachfront location, creating an immersive and memorable guest experience. Guests benefit from luxury dining, private beachfront access, and a wide range of recreational activities, all supported by well-designed facilities such as multiple restaurants, swimming pools, and wellness centers. This integration of operational excellence with a unique location not only enhances guest satisfaction but also strengthens the resort's position as a leading luxury destination in Phuket.

### **Weaknesses - Internal Challenges**

#### **1. High Operating Complexity:**

Managing a luxury resort with diverse facilities and services requires intricate coordination across multiple departments, which can occasionally slow decision-making and reduce operational efficiency. Complex workflows may also increase the risk of miscommunication or service delays during peak periods.

## 2. Dependency on Tourism Seasons:

The resort's performance heavily relies on high tourist seasons, making revenue and staffing less stable during off-peak months. Seasonal fluctuations can also affect the availability of suppliers and limit the variety of services offered at certain times of the year.

## 3. High Expectations for Guest Satisfaction:

Maintaining consistently exceptional service in every department is challenging due to the variety of guest preferences and international standards. High expectations can put pressure on staff, especially during peak periods or when handling VIP guests, requiring continuous training and oversight.

## **Opportunities - Growth Potential**

### 1. Expansion in Emerging Destinations:

Rising demand for luxury resorts in Southeast Asia provides opportunities for new properties and market growth in Phuket. Expanding into emerging destinations also allows the brand to tap into new customer segments and strengthen its regional presence.

### 2. Technology-Driven Enhancements:

Digital tools such as mobile check-ins, AI personalization, and app-based services can improve guest convenience and satisfaction. Integrating technology also provides data insights that help anticipate guest needs and optimize operational efficiency.

### 3. Alternative Stay Options:

Offering extended-stay suites, private villas, or luxury residences could help compete with other competitors and meet evolving traveler preferences. It also allows the resort to diversify its offerings and appeal to travelers seeking privacy, exclusivity, or longer-term accommodations.

## **Threats - External Risks**

### 1.Competitive Pressure:

The resort faces competition from other luxury brands, as well as alternative lodging platforms, which can affect occupancy and profitability. Increased competition may also require more aggressive marketing, promotional offers, and service innovation to retain market share.

### 2.Environmental Challenges:

Phuket's tropical climate, including heavy rains, high tides, and storms, may disrupt outdoor activities and affect guest satisfaction. Natural events can also damage property and facilities, requiring additional maintenance and contingency planning.

### 3.Labor Market Constraints:

Changes in workforce expectations, long working hours, and limited pay could lead to staffing shortages; inadequate technological substitutes may further affect service quality. Additionally, attracting skilled personnel may become more challenging as competitors may offer better compensation, flexible schedules, or enhanced career development programs.

## 5. Objectives of the Co-operative Studies

Many people perceive working in the hospitality industry as simple, assuming it requires minimal skills or knowledge. In reality, dealing with guests from diverse backgrounds and unfamiliar cultures requires adaptability, patience, and a wide range of professional competencies. The following are the main objectives for choosing this position and pursuing cooperative education in the hospitality field.

1. To understand how front office department works
2. To handle the complains
3. To enhance multitask skills
4. To learn how to use Property Management System
5. To know the hidden and unknown skills that I have
6. To improve teamwork and communication skills
7. To learn and build up my future career
8. To get to know working culture in an international brand
9. To understand people
10. To handle the different and unknown situations

## Chapter 2: CO-OP STUDY ACTIVITIES

### 1. My Job Description

My job position is a guest service agent and guest relation officer in the Loyalty Section which is a part of the Front Office department. As a GSA, I have to handle the guest check in, checkout and billings. As a GRO, I have to take care of VIP guests including guests who are property members of Marriott Bonvoy, birthday guests, anniversary guests, honeymoon guests, returning guests, long-stay guests and guests who use the transportation service of the resort. As per loyalty program, we provide Elite welcome gifts and other benefits to make the VIP feel satisfactory. Moreover, we need to take care of them from the day of arrival till departure from the resort making their entire stay pleasurable.

### 2. My Job Responsibilities

There are four shifts in our section which are 8 AM, 10 AM, 12 PM and 2 PM. As a GSA trainee, I mainly work 8 AM and 2 PM shift, as a GRO trainee, I work 10AM and 2 PM shifts.

While working as a GSA trainee, I need to check the arrivals of the guests for the next day by using Opera, which is a hotel management program. After knowing the list of guests, I have to prepare the registration cards and billings for both FIT guests and VIP guests, separate VIP guests' forms and put them in the files by different folders.

As A GRO Trainee, the first thing is to do is order amenities for them through the program of GXP. For the members of Marriott Bonvoy, we order fruit baskets, different types of wine, branded T-shirts and beach bags, chocolate platters, cakes for honeymoon, anniversary, and birthday guests, and more.

To make the guests feel satisfaction, we always check the guest preferences or reason of the visit since they made the reservations. For instance, we set up balloons and birthday cake before the birthday guest arrives at the resort, offer chocolate platter and bed decoration for honeymoon and anniversary guests or even a simple bed decoration such as folded towel animal figures to surprise them. This is the best way to receive positive feedback in Elite appreciation forums or other platforms.

I also help other associates for the check-in process. I serve cold towel and welcome drink for arrival guests and explain the information of the resort. Then, I escort the guests to the rooms. Sometimes, my seniors willingly teach me how to check-in and even give me the opportunity to handle the guest check-in and inquires under their supervision.

As a duty of standing at the front desk, I was inquired all the time regarding room keys, the location of the facilities, the activities, local recommendations, etc. Moreover, I also need to listen to the guests' complaints and solve them as possible as I can. I sometimes have to present as a Lobby Ambassador to control and guide the guests during check-in and check-out time, moving the amenities, handling lost and found items in housekeeping department, and so on.

### 3. Activities in Coordination with Co-Workers

There are two associates, one supervisor and one or more trainees during my internship. Every person has their own responsibilities, and the seniors assign us what to do for the entire day. If there is a special highlight guest of the day, the associate will inform me to prepare the special alert to check guest preference when I worked as a GSA trainee, or also as a GRO trainee, I check and order amenities, special gifts, transportation and more, under seniors supervision.

### 4. Contributions as a Co-op student in the company

As an intern or co-op student, I used my knowledge and skills to contribute to many aspects to the company. The following are some of my contributions:

#### **1) Team Support**

Working with strong teamwork can save time and can avoid mistakes in every workplace. I support other associates by helping with the inquiries and serving welcoming drinks and cold towels of arrivals during the check-in period. And also helping with the small inquires such as room keys having problem or any minimal serious inquires such as directions or recommendations.

#### **2) Communication Skills**

The overall staffs can speak very well English but sometimes the guest from different background have different accents which can be difficult sometimes for associates to understand

as they are also handling important documents, so I often stand by them to help with the inquiries.

### **3) Analysis Skills**

The seniors that I worked with are open to comments and improvements even for the management positions which I was surprised, we get to share our experiences and many of the skills from each other.

### **4) Diversity**

Working with different people from different backgrounds and countries can help us a lot. It will boost the productivity of the staff, and we can learn from each other, including working culture and mutual respect. It is not strictly on working but about communicating and cultural sharing.

### **5) Suggestions**

I am the second earliest trainee of the batch the period, so I also get to know most of the challenges and scenarios of the workload, when new trainees joined the seniors also gave me the opportunity to teach them which refreshes my memories and also improve on my skills, leadership ,how to accept comments, how to find new ways to teach someone better(as in some of the work parts,I was taught by different seniors and different people have different style of working things around) so I get to pick the best possible ways for a new trainees to understand. I also helped create the files for trainees and even for seniors regarding information, how to(s).

## Chapter 3: Learning Process

This chapter discusses my learning experiences during the internship at Le Meridien Phuket Beach Resort, focusing on the challenges I observed, how I responded to them, and their relation to my academic background. It is divided into 6 main parts as follows.

### 1. Problems or Issues of the Company

**1.Operational and Service Challenges:** During my internship, one of the major issues I noticed was staff shortages, especially during high-demand periods. This often-caused increased workloads, slower service delivery, and occasional inconsistencies in guest satisfaction.

Another challenge was managing guest expectations, as luxury guests often expect flawless service. Negative feedback on online platforms could easily impact the resort's reputation and guest trust.

**2.Environmental and Infrastructure Concerns:** As a beachfront property, the resort faced environmental challenges such as marine pollution, beach erosion, and the long-term effects of climate change. These not only affected the appearance of the resort but also posed sustainability concerns.

In addition, maintaining a large-scale property required constant upkeep. Regular maintenance, facility wear-and-tear, and unexpected technical issues created both financial and operational difficulties.

**3.Market and Industry Competition:** Phuket is a popular tourist destination filled with many luxury resorts offering similar services. This intense competition made it challenging for the Resort to stand out. Continuous innovation and strong branding were needed to maintain its leading position.

**4. Economic and Seasonal Impacts:** The seasonal nature of tourism in Phuket resulted in fluctuating guest numbers. During the rainy (low) season, the resort experienced decreased occupancy and revenue. This also affected staffing and scheduling, creating a need for flexible operational planning. Also the half of hotel and under renovation, although it didn't have overall

effect on guests stay but some of the guests complained about the areas and restaurants that they couldn't access.

## 2. How to Solve the Problem

### 1. Addressing Operational and Service Challenges

To overcome staffing shortages and ensure consistent service quality, the resort should focus on improving employee retention through recognition programs, career development opportunities, and fair benefits. Cross-training employees to handle multiple roles during peak seasons can help maintain efficiency and flexibility. Additionally, effective communication across departments is essential; implementing daily briefings and digital coordination tools would help reduce service gaps. Finally, by closely monitoring guest feedback and responding promptly to online reviews, the resort can maintain a strong reputation and continually improve service standards.

### 2. Managing Environmental and Infrastructure Concerns

The resort can address environmental challenges by implementing sustainability initiatives such as regular beach clean-ups, waste reduction campaigns, and minimizing plastic usage. Improving energy efficiency through solar panels, LED lighting, and water-saving systems would not only reduce environmental impact but also operational costs. Preventive maintenance should be scheduled regularly to detect and resolve technical issues early, avoiding major disruptions. Furthermore, adopting eco-friendly design materials during renovations can strengthen the resort's sustainable image and long-term value.

### 3. Competing in the Market

To remain competitive among other luxury resorts in Phuket, the property should create unique guest experiences that highlight local culture—such as Thai cooking classes, wellness activities, and traditional performances. Establishing loyalty programs with exclusive rewards will encourage repeat guests and strengthen brand connection. Enhancing digital marketing strategies through social media storytelling and influencer collaborations can expand visibility to international audiences. Lastly, focusing staff engagement and motivation contributes to exceptional guest experiences, which is one of the resort's most powerful competitive advantages.

### 4. Coping with Economic and Seasonal Fluctuations

The resort can manage seasonal and economic challenges by applying dynamic pricing strategies that adjust rates and promotions according to demand. Targeting domestic travelers with staycation

packages and special offers during low season can help stabilize occupancy. Flexible staffing arrangements, such as employing part-time or temporary workers, can balance labor costs effectively. Additionally, promoting events such as weddings, conferences, and wellness retreats during off-peak months will help generate consistent revenue throughout the year.

### 3. Suggestions for the Company

To enhance both guest and employee satisfaction, several improvements could be made within the resort. Firstly, **recruiting skilled and well-trained employees** would improve overall service efficiency and guest satisfaction, resulting in more genuine positive reviews. Additionally, **upgrading the lobby area with proper air conditioning** would provide comfort for guests, especially during Phuket's hot climate, creating a more welcoming atmosphere. The resort could also enhance its image by **modernizing interior areas** such as walls and escalators using creative designs, local art, or cultural motifs to showcase Thai identity.

Finally, it is recommended that the company **offer job opportunities to outstanding trainees** who demonstrate skill, responsibility, and willingness to grow within the organization. Providing career paths for interns not only benefits students but also helps the resort retain young, motivated talent, which I learned during my period that they implement this idea.

### 4. Things that I learned during my internship period

During my internship, I experienced significant personal and professional growth. I improved my **communication skills**, learning to use formal hospitality language when speaking with guests and colleagues. I also developed techniques on **handling complaints** effectively through active listening, showing empathy, and maintaining professionalism under pressure.

Moreover, I learned how to **manage time efficiently**, completing tasks within deadlines and ensuring operations ran smoothly. **Preparation** became an essential skill, as being ready for each shift increased my confidence and productivity. Most importantly, I discovered the value of **emotional intelligence**—understanding and managing my emotions helped me interact better with guests and coworkers, maintaining harmony in the workplace.

## 5. Applying Academic Knowledge to Real Work

The internship allowed me to apply theoretical knowledge from my coursework to practical situations in the hotel environment. Through Hospitality Concepts, I realized that real-world hospitality involves more than what textbooks describe—it requires adaptability, cultural awareness, and emotional control. The subject Organizational Management helped me understand workplace structures, rules, leadership styles, and the importance of collaboration among departments.

In Service Psychology, I observed how guests' behavior and satisfaction differ based on personality and expectations, reinforcing the need for personalized service. Finally, Marketing knowledge proved vital, as I learned how the resort applies creative promotions and digital strategies to attract guests and maintain competitiveness in Phuket's tourism market.

## 6. Skills and Knowledge Gained

During my cooperative education, I gained a wide range of abilities that will greatly support my future career in hospitality. My **communication skills** improved significantly through daily interactions with guests, allowing me to use professional English with confidence. I also strengthened my **management and organizational abilities** by handling documents, tools, and coordinating tasks efficiently. Working closely with different departments enhanced my **teamwork** and taught me the importance of collaboration in achieving common goals.

Through direct guest service, I developed strong **customer relations skills**, learning how to identify and respond to guest needs and emotions effectively. I became more familiar with **digital systems**, especially using *Opera PMS* and *Microsoft Office* for hotel operations. Moreover, I improved my **interpersonal skills** and **emotional intelligence**, which helped me stay composed, responsible, and positive in various situations. Finally, this internship sharpened my **critical thinking** and **problem-solving** abilities, encouraging me to make sound decisions under pressure, while also enhancing my **creativity and multitasking skills** to handle several duties at once with flexibility and efficiency.

## Chapter 4: Conclusion

This chapter sums up my co-op experience, sharing what I learned, how I felt about my work, and my thoughts about the overall program. I also include a short recommendation for Le Méridien Phuket Beach Resort at the end.

### 1. Summary of Highlights from the Co-op Studies

This report shows what it's like to work as a Guest Service Agent in the Front Office Department and how my time at **Le Méridien Phuket Beach Resort** helped me grow, learn, and gain real work experience in hospitality.

First, I learned how important it is to understand the Front Office environment and daily tasks. Knowing how everything works and how to use the tools and systems made my job much easier. Working in hospitality fits people who enjoy helping others and communicating because we deal with guests from many different countries and backgrounds.

Next, I realized how much energy and effort it takes to work in this field. It's important to be both physically and mentally ready before starting a career in hospitality. The long hours can be tiring, but they also help build patience, teamwork, and confidence.

Being part of an international hotel brand like **Le Méridien Phuket Beach Resort** was a great experience. The resort always supports and recognizes staff who do their best, which motivated me to keep improving. Many people think working in a hotel is simple, but there's actually a lot of responsibility and hard work behind the scenes.

In conclusion, this experience taught me more than just job skills. It helped me understand the importance of respect, empathy, and good communication. These values are not only important in hospitality but also in daily life. I'm truly thankful for my time at **Le Méridien Phuket Beach Resort**, as it helped me grow both personally and professionally.

## 2. Evaluation of the Work Experience

### Self-Assessment and Career Development

After finishing my internship at **Le Méridien Phuket Beach Resort**, I can say that I've grown a lot both personally and professionally. One of my main strengths was my ability to learn quickly and adapt to new tasks. I always kept a positive attitude, enjoyed helping guests, and was willing to take on extra responsibilities when needed. My time management also improved. I learned how to handle several tasks at once while still keeping the quality of service high.

#### Customer Service Skills:

I learned the real meaning of great customer service. From greeting guests to handling check-ins and check-outs or simply answering their questions, I focused on communicating clearly and politely. I believe I made a positive impact on guests' experiences through friendly service and problem-solving.

#### Administrative Tasks:

I helped with various administrative duties such as checking room and billing details, processing payments, and keeping records accurate. These tasks helped me build strong attention to detail and become more organized.

#### Handling Problems and Challenges:

During my internship, I faced situations like guest complaints, room changes, and booking errors. These moments taught me how to stay calm, think fast, and find solutions that made guests happy. Still, I know there are areas I can improve. I want to get better at handling more complicated guest issues that involve coordination with other departments. I'm also interested in learning more about hotel marketing and revenue management to understand the business side of hospitality better.

Overall, I feel confident that the skills and experiences I gained during my internship will help me in my future career. I'm truly thankful for the opportunity to learn and grow at **Le Méridien Phuket Beach Resort**, and I look forward to applying what I've learned in the next steps of my journey.

### 3. Limitation of the Co-op Studies

During the internship, the trainees do not have a chance to have their accounts, so we need to use other associates' accounts to check the guest list and order amenities in the system. In this case I had a designated training buddy's account, but we don't have freely access to another platforms such as GXP which as a GRO it's important to note down the upcoming guest preferences, discomforts during last stay at Marriott property which are later shared to the team for special care for the demanding VIPs. Moreover, we are not allowed to make refunds, billing disputes and other financial problems of the hotel, which are concerned with hotel policy and liabilities.

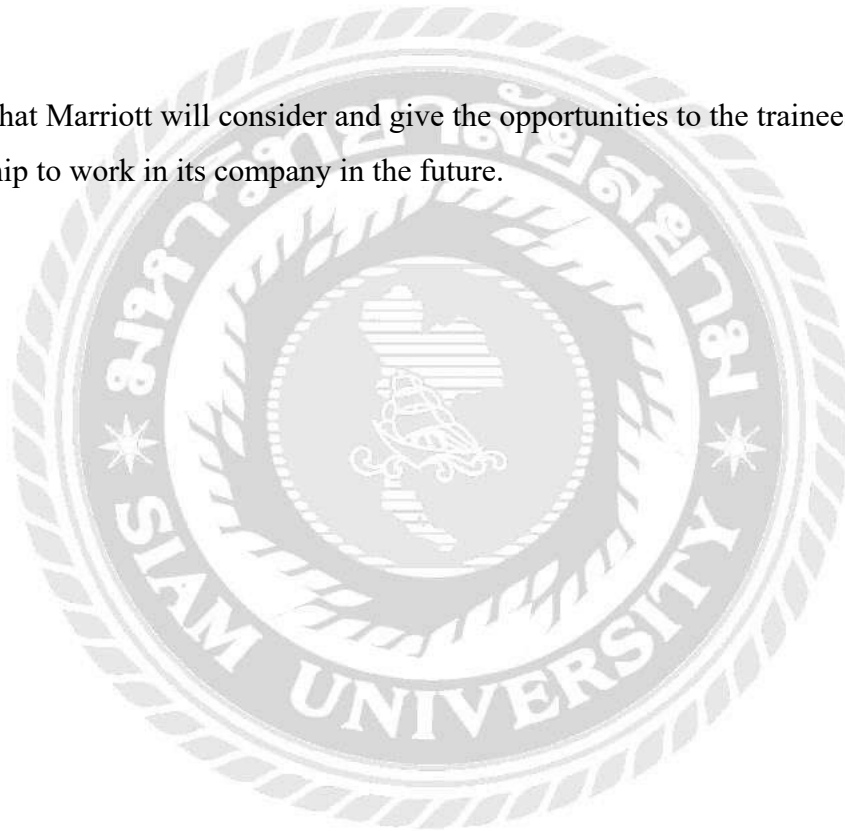
The rest, compared to another properties, Le Meridien and the management team allows trainees to fully develop and learn as much as we can while still following the company protocol and flexible to the max. I am grateful that I get to learn everything possible not only from my learning buddy but also from every senior including the management levels, guiding me through different scenarios.

### 4. Recommendations of the Company

- The accommodation that the hotel provided is compacted with limited facilities, but still I'm lucky that I was not assigned with anyone else which would make the experience more unpleasant.
- When I started working, for first two weeks it was a-bit difficult because maybe it was my first time working in hospitality industry but also the learning process was confusing at first, but I got caught up on eventually.
- Training interns as other associates can boost productivity, and it will help the work be done quickly. Some interns might have difficulties learning and completing things, but the management also should look into that and improve together. In this case I see many management personals put in efforts to help us carry through the internship.
- The company should offer small incentives for trainees, such as career development programs, more trainings, cross trainings, various seminars and meetings, health benefits,

and outdoor activities. Happy, motivated trainees are more likely to deliver excellent service, leading to positive guest experiences.

- As an international brand, the company should arrange the fellowship ceremony properly, I saw previous trainees got a medium proper celebration of the completion by having a meal with the General Manager and upper management positions, having certificate awarding ceremony. But for my case I didn't have anything scheduled from the hotel management, the certificate wasn't ready even almost a week after completion. But I am always thankful that I got a opportunity to work in this particular company and in department.
- I hope that Marriott will consider and give the opportunities to the trainees who joined the internship to work in its company in the future.



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<https://www.marriott.com/en-us/hotels/hktmp-le-meridien-phuket-beach-resort/>



## APPENDICES

### MY ROUTINE AS A GSA-GRO TRAINEE



Figure:5 Routine As a GSA-GRO Trainee

| DAILY ACTIVITIES                   |                                       |  |                                       |                                       |                                       |  |                                       |
|------------------------------------|---------------------------------------|--|---------------------------------------|---------------------------------------|---------------------------------------|--|---------------------------------------|
| Le MERIDIEN<br>PHUKET BEACH RESORT |                                       |  |                                       |                                       |                                       |  |                                       |
| DATE<br>TIME                       | MONDAY                                | TUESDAY                                | WEDNESDAY                             | THURSDAY                              | FRIDAY                                | SATURDAY                               | SUNDAY                                |
| 08:00                              | BEGINNER YOGA<br>FITNESS CENTRE       | STRETCH & ABDOMINAL<br>FITNESS CENTRE  | BEGINNER YOGA<br>FITNESS CENTRE       | STRETCH & ABDOMINAL<br>FITNESS CENTRE | BEGINNER YOGA<br>MALI WING            | RELAX & STRETCH<br>FITNESS CENTRE      | STRETCH & ABDOMINAL<br>FITNESS CENTRE |
| 09:00                              | MINI GOLF & ARCHERY<br>KIDS CLUB LAWN | MINI GOLF & ARCHERY<br>KIDS CLUB LAWN  | MINI GOLF & ARCHERY<br>KIDS CLUB LAWN | MINI GOLF & ARCHERY<br>KIDS CLUB LAWN | MINI GOLF & ARCHERY<br>KIDS CLUB LAWN | MINI GOLF & ARCHERY<br>KIDS CLUB LAWN  | MINI GOLF & ARCHERY<br>KIDS CLUB LAWN |
| 11:00                              | AQUA AEROBICS<br>SWIMMING POOL        | AQUA AEROBICS<br>SWIMMING POOL         | AQUA AEROBICS<br>SWIMMING POOL        | AQUA AEROBICS<br>SWIMMING POOL        | AQUA AEROBICS<br>SWIMMING POOL        | AQUA AEROBICS<br>SWIMMING POOL         | AQUA AEROBICS<br>SWIMMING POOL        |
| 11:45                              | WATER BASKETBALL<br>SWIMMING POOL     | WATER VOLLEY BALL<br>SWIMMING POOL     | WATER BASKETBALL<br>SWIMMING POOL     | WATER VOLLEY BALL<br>SWIMMING POOL    | WATER BASKETBALL<br>SWIMMING POOL     | WATER VOLLEY BALL<br>SWIMMING POOL     | WATER BASKETBALL<br>SWIMMING POOL     |
| 14:30                              | PING PONG TOURNAMENT<br>LE PATONG     | MINI-GOLF TOURNAMENT<br>KIDS CLUB LAWN | ARCHERY TOURNAMENT<br>KIDS CLUB LAWN  | SQUASH TOURNAMENT<br>TENNIS COURSE    | PING PONG TOURNAMENT<br>LE PATONG     | MINI-GOLF TOURNAMENT<br>KIDS CLUB LAWN | PING PONG TOURNAMENT<br>LE PATONG     |
| 15:00                              | THAI BOXING CLASS<br>FITNESS CENTRE   | AEROBIC DANCE<br>FITNESS CENTRE        | THAI BOXING CLASS<br>FITNESS CENTRE   | PILATES MAT<br>FITNESS CENTRE         | THAI BOXING CLASS<br>FITNESS CENTRE   | AEROBIC DANCE<br>FITNESS CENTRE        | THAI BOXING CLASS<br>FITNESS CENTRE   |
| 17:00                              | BEACH SOCCER / VOLLEYBALL<br>BEACH    | BEACH SOCCER / VOLLEYBALL<br>BEACH     | BEACH SOCCER / VOLLEYBALL<br>BEACH    | BEACH SOCCER / VOLLEYBALL<br>BEACH    | BEACH SOCCER / VOLLEYBALL<br>BEACH    | BEACH SOCCER / VOLLEYBALL<br>BEACH     | BEACH SOCCER / VOLLEYBALL<br>BEACH    |

#GIVE IT A GO

For more information, please contact our Sports & Recreation Team on EXT. 8413

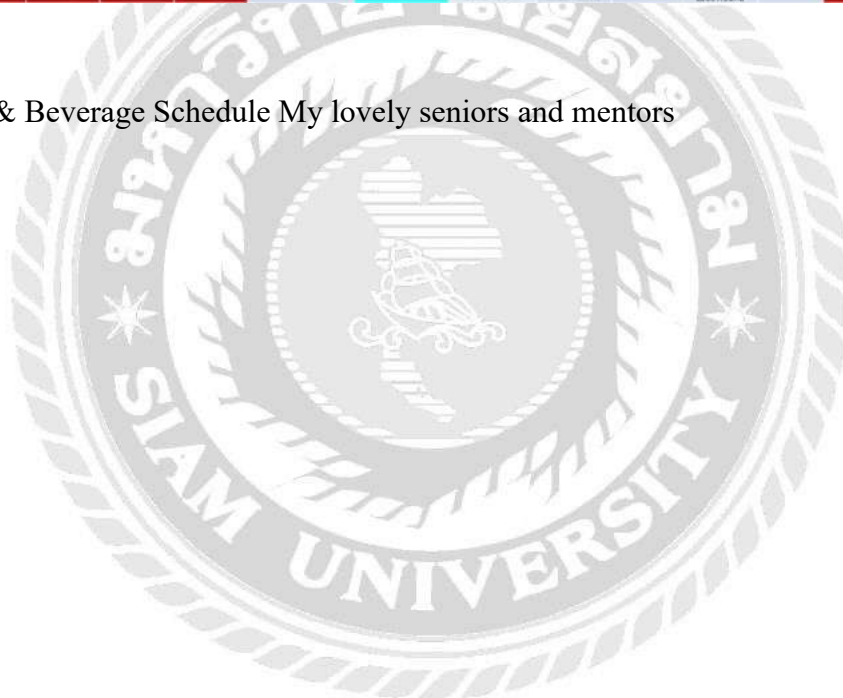
Figure:6 Resort's Activities



**DINING (29 SEPTEMBER-5 OCTOBER 2025)**

| RESTAURANTS OPERATION   | LATEST RECIPE BREAKFAST | LATEST RECIPE LUNCH AND DINNER | PAKARANG BREAKFAST      | PAKARANG DINNER         | TONSON, SIMILAN BREAKFAST             | TONSON, SIMILAN LUNCH AND DINNER         | BEACH BBQ LUNCH                      | BEACH BBQ DINNER                     | LA FIANNA LUNCH            | SUNSET BAR                                  | 24 HOURS               | ARIAKE DINNER           | PORTOFINO DINNER        |
|-------------------------|-------------------------|--------------------------------|-------------------------|-------------------------|---------------------------------------|--|--------------------------------------|--------------------------------------|----------------------------|---|------------------------|-------------------------|-------------------------|
| MONDAY<br>29 SEPTEMBER  | CLOSED UNDER RENOVATION | CLOSED UNDER RENOVATION        | CLOSED UNDER RENOVATION | CLOSED UNDER RENOVATION | BREAKFAST BUFFET<br>08.30-11.00 HOURS | TASTE OF TEPPANYAKI<br>18.30-22.00 HOURS | A LA CARTE<br>LAST ORDER 22.30 HOURS | A LA CARTE<br>LAST ORDER 22.30 HOURS | PIZZA<br>12.00-23.00 HOURS | 11.00-23.00 HOURS<br>LAST ORDER 22.30 HOURS | A LA CARTE<br>24 HOURS | CLOSED UNDER RENOVATION | CLOSED UNDER RENOVATION |
| TUESDAY<br>30 SEPTEMBER | CLOSED UNDER RENOVATION | CLOSED UNDER RENOVATION        | CLOSED UNDER RENOVATION | CLOSED UNDER RENOVATION | BREAKFAST BUFFET<br>08.30-11.00 HOURS | TASTE OF TEPPANYAKI<br>18.30-22.00 HOURS | A LA CARTE<br>LAST ORDER 22.30 HOURS | A LA CARTE<br>LAST ORDER 22.30 HOURS | PIZZA<br>12.00-23.00 HOURS | 11.00-23.00 HOURS<br>LAST ORDER 22.30 HOURS | A LA CARTE<br>24 HOURS | CLOSED UNDER RENOVATION | CLOSED UNDER RENOVATION |
| WEDNESDAY<br>01 OCTOBER | CLOSED UNDER RENOVATION | CLOSED UNDER RENOVATION        | CLOSED UNDER RENOVATION | CLOSED UNDER RENOVATION | BREAKFAST BUFFET<br>08.30-11.00 HOURS | TASTE OF TEPPANYAKI<br>18.30-22.00 HOURS | A LA CARTE<br>LAST ORDER 22.30 HOURS | A LA CARTE<br>LAST ORDER 22.30 HOURS | PIZZA<br>12.00-23.00 HOURS | 11.00-23.00 HOURS<br>LAST ORDER 22.30 HOURS | A LA CARTE<br>24 HOURS | CLOSED UNDER RENOVATION | CLOSED UNDER RENOVATION |
| THURSDAY<br>02 OCTOBER  | CLOSED UNDER RENOVATION | CLOSED UNDER RENOVATION        | CLOSED UNDER RENOVATION | CLOSED UNDER RENOVATION | BREAKFAST BUFFET<br>08.30-11.00 HOURS | TASTE OF INDIA<br>18.30-22.00 HOURS      | A LA CARTE<br>LAST ORDER 22.30 HOURS | A LA CARTE<br>LAST ORDER 22.30 HOURS | PIZZA<br>12.00-23.00 HOURS | 11.00-23.00 HOURS<br>LAST ORDER 22.30 HOURS | A LA CARTE<br>24 HOURS | CLOSED UNDER RENOVATION | CLOSED UNDER RENOVATION |
| FRIDAY<br>03 OCTOBER    | CLOSED UNDER RENOVATION | CLOSED UNDER RENOVATION        | CLOSED UNDER RENOVATION | CLOSED UNDER RENOVATION | BREAKFAST BUFFET<br>08.30-11.00 HOURS | TASTE OF INDIA<br>18.30-22.00 HOURS      | A LA CARTE<br>LAST ORDER 22.30 HOURS | A LA CARTE<br>LAST ORDER 22.30 HOURS | PIZZA<br>12.00-23.00 HOURS | 11.00-23.00 HOURS<br>LAST ORDER 22.30 HOURS | A LA CARTE<br>24 HOURS | CLOSED UNDER RENOVATION | CLOSED UNDER RENOVATION |
| SATURDAY<br>04 OCTOBER  | CLOSED UNDER RENOVATION | CLOSED UNDER RENOVATION        | CLOSED UNDER RENOVATION | CLOSED UNDER RENOVATION | BREAKFAST BUFFET<br>08.30-11.00 HOURS | SURF & TURF<br>18.30-22.00 HOURS         | A LA CARTE<br>LAST ORDER 22.30 HOURS | A LA CARTE<br>LAST ORDER 22.30 HOURS | PIZZA<br>12.00-23.00 HOURS | 11.00-23.00 HOURS<br>LAST ORDER 22.30 HOURS | A LA CARTE<br>24 HOURS | CLOSED UNDER RENOVATION | CLOSED UNDER RENOVATION |
| SUNDAY<br>05 OCTOBER    | CLOSED UNDER RENOVATION | CLOSED UNDER RENOVATION        | CLOSED UNDER RENOVATION | CLOSED UNDER RENOVATION | BREAKFAST BUFFET<br>08.30-11.00 HOURS | SURF & TURF<br>18.30-22.00 HOURS         | A LA CARTE<br>LAST ORDER 22.30 HOURS | A LA CARTE<br>LAST ORDER 22.30 HOURS | PIZZA<br>12.00-23.00 HOURS | 11.00-23.00 HOURS<br>LAST ORDER 22.30 HOURS | A LA CARTE<br>24 HOURS | CLOSED UNDER RENOVATION | CLOSED UNDER RENOVATION |

Figure:7 Food & Beverage Schedule My lovely seniors and mentors



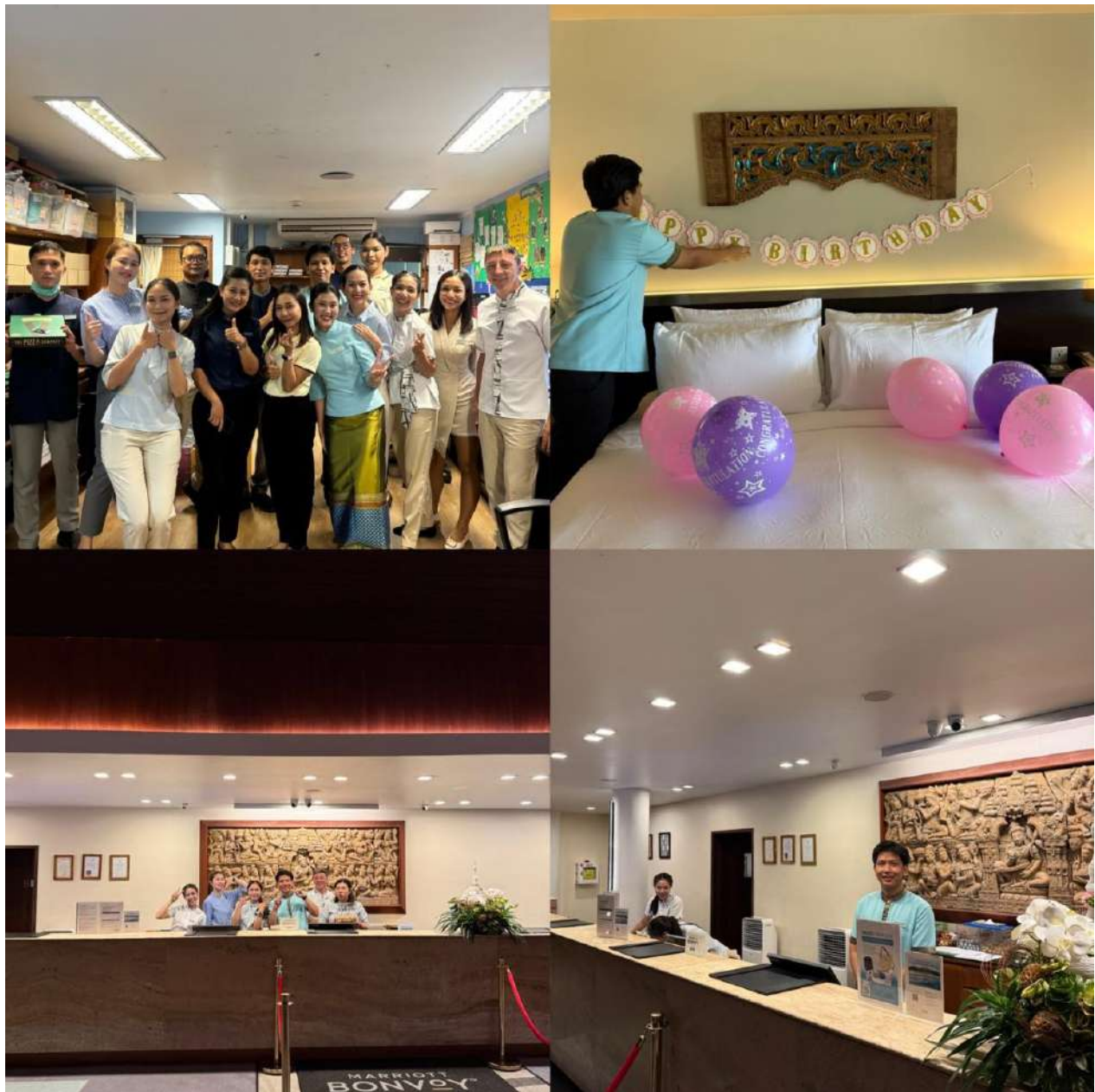


Figure:8 Team members of Front Office Certificate of Completion

# CERTIFICATE OF ACHIEVEMENT

MARRIOTT INTERNATIONAL

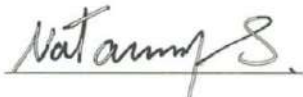
takes great pleasure in awarding this certificate to

**YU YA MAUNG MAUNG**

in recognition of your successful completion of

**marriott**ternship

Front Office Department at Le Meridien Phuket Beach Resort  
from 1 June 2025 to 30 September 2025



Natarujar Sukkharat  
Learning and Development Manager



Julian Lowry  
General Manager

*Le* **MERIDIEN**  
PHUKET BEACH RESORT

MARRIOTT  
**BONVOY**

**HOTEL**  
INTERNSHIP PROGRAM

Figure:9 My certificate of Completion