



COOPERATIVE EDUCATION REPORT

Developing Professional Guest Service Competence through Internship at The Sukhothai Hotel Bangkok

Written By

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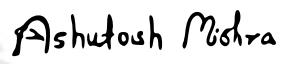
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Abstract

This internship report summarizes my four-month cooperative training experience at The Sukhothai Bangkok, where I worked in two main departments: the Health Club (Gym) and the Front Office. The primary aim of the internship was to develop practical skills, gain industry knowledge, and strengthen professional abilities in the hospitality sector. During the first two months in the Health Club Department, I engaged in various operational and guest service tasks, including greeting guests, managing check-in and check-out records, answering phone calls, explaining gym programs, arranging towels, coordinating laundry services, checking locker room amenities, and maintaining cleanliness in the gym and pool areas. I also participated in technical duties such as measuring pool chlorine and pH levels and performing deep cleaning, which enhanced my attention to detail and understanding of facility management.

In the subsequent two months in the Front Office Department, I transitioned to a guest-facing role, which allowed me to gain hands-on experience in luxury service delivery. My responsibilities included welcoming guests with drinks and towels, arranging registration documents, escorting guests to their rooms, assisting with daily preparations for check-in procedures, and supporting the overall front office workflow. This exposure improved my communication skills, problem-solving abilities, and understanding of guest satisfaction practices in a high-standard hotel environment. Overall, the internship provided me with practical experience, operational knowledge, and a comprehensive understanding of how departmental coordination contributes to guest loyalty and smooth hotel operations.

Keywords: Guest Service, Hotel Operations, Professional Skills

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I am especially thankful to my supervisors, P'Pim, P'Breeze, and Duty Manager P'Eve, for their continuous guidance, support, and encouragement. Your mentorship helped me build confidence, perform my duties professionally, and better understand the high service standards of a luxury hotel.

I would also like to sincerely thank my colleagues in the Health Club and Fitness Department. Special thanks to P'Kob for patiently guiding me and teaching me the importance of attention to detail, and to P'Ole for supporting me like an elder brother in both operational tasks and guest services. Working with you both made my first two months a memorable experience.

Finally, I would like to thank all staff members who supported me throughout my internship. This experience has been enriching and unforgettable, and I am truly grateful for all the guidance and encouragement I received.

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Sincerely,

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List of Abbreviations

PMS: Property Management System

GSA: Guest Service Agent

HC: Health Club

FO: Front Office

SKTH: Sukhothai

LUX: Luxury

MP: Membership Program

Chapter 1: Introduction

1.0 Company Profile: The Sukhothai Hotel Bangkok

The Sukhothai Bangkok is a world-renowned luxury hotel located in the heart of Bangkok, Thailand. Opened in 1991, the hotel was named after the ancient capital of Thailand, Sukhothai, which is famous for its rich history, cultural heritage, and timeless architecture. Inspired by this legacy, The Sukhothai Bangkok seamlessly blends traditional Thai aesthetics with modern elegance, offering guests an unforgettable hospitality experience.

The property is situated on six acres of landscaped gardens and lotus ponds, creating a serene oasis amidst the vibrant city. It features 210 spacious guest rooms and suites, each designed with contemporary comforts while maintaining a strong influence of Thai culture through its décor and design elements. The hotel is also well known for its award-winning restaurants, including Celadon, which specializes in authentic Thai cuisine, as well as international dining options such as La Scala and Colonnade.

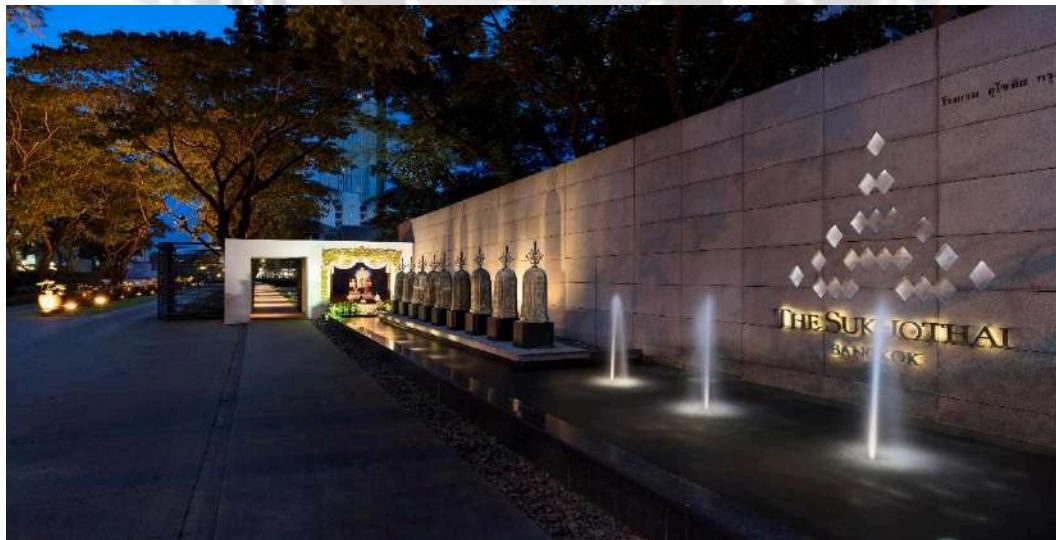


Figure 1: The Front View of The Sukhothai Hotel

In addition to its accommodation and dining, The Sukhothai Bangkok offers premium facilities such as a world-class Health Club, swimming pool, spa, and extensive meeting and

event spaces. Its reputation for exceptional service has earned the hotel numerous awards and recognition in the global hospitality industry.

Guided by its philosophy of delivering personalized and memorable experiences, The Sukhothai Bangkok continues to uphold its standard of excellence. It is not only a destination for luxury travelers but also a symbol of Thai hospitality at its finest.

1.1 Mission of The Sukhothai Hotel

The mission of The Sukhothai Hotel is to provide guests with an authentic experience of Thai hospitality, where tradition, culture, and personalized service come together to create lasting memories. The hotel is dedicated to delivering excellence in every aspect of its operations, from luxurious accommodations to exceptional dining, wellness, and guest services.

At its core, the mission emphasizes attention to detail and respect for individuality, ensuring that every guest feels valued, comfortable, and well cared for. By combining modern facilities with timeless Thai elegance, The Sukhothai Hotel aims to be more than just a place to stay—it strives to be a sanctuary of peace and warmth in the heart of the city.

The hotel is also committed to sustainability, staff development, and community responsibility, reflecting its belief that true hospitality extends beyond service to include care for people, culture, and the environment. Through this mission, The Sukhothai Hotel aspires to uphold its reputation as one of the leading luxury hotels in Bangkok and to continue setting benchmarks for the global hospitality industry.

1.2 Vision of The Sukhothai Hotel

The vision of The Sukhothai Hotel is to be recognized as one of the world's leading luxury hotels that truly represents the essence of Thai hospitality. The hotel aims to deliver exceptional service, preserve cultural values, and create meaningful experiences for every guest. Its long-term vision can be described through the following key points:

- To embody timeless Thai elegance by combining cultural heritage with modern sophistication in all aspects of service and design.

- To deliver world-class hospitality standards that exceed guest expectations and set benchmarks within the luxury hotel industry.
- To create a serene sanctuary in the heart of Bangkok, offering peace, comfort, and personalized attention to every guest.
- To promote sustainability and community responsibility, ensuring that operations support environmental care and local development.
- To nurture professional growth among staff, empowering employees to uphold service excellence and hospitality passion.

Through this vision, The Sukhothai Hotel strives to remain a symbol of Thai charm, integrity, and world-class hospitality—continuously inspiring trust, loyalty, and admiration among guests from around the globe.

1.3 Strategies of the SKTH Hotel

The Sukhothai Hotel adopts several strategic approaches to maintain its position as one of Bangkok's most prestigious luxury hotels. These strategies focus on enhancing guest satisfaction, ensuring operational excellence, and promoting sustainable growth while preserving the essence of Thai culture. The key strategies are as follows:

- **Guest-Centered Service Strategy:**

The hotel places guests at the heart of every decision. Personalized service, attention to detail, and anticipating guest needs are essential components of its strategy to ensure memorable and satisfying experiences.

- **Quality and Consistency:**

The Sukhothai Hotel maintains strict quality control standards across all departments. Regular training programs, service evaluations, and staff development ensure consistent excellence in hospitality delivery.

- **Employee Development and Engagement:**

The hotel believes that motivated employees lead to satisfied guests. Therefore, it invests in staff training, skill enhancement programs, and leadership development to build a passionate and professional workforce.

- **Sustainability and Environmental Responsibility:**

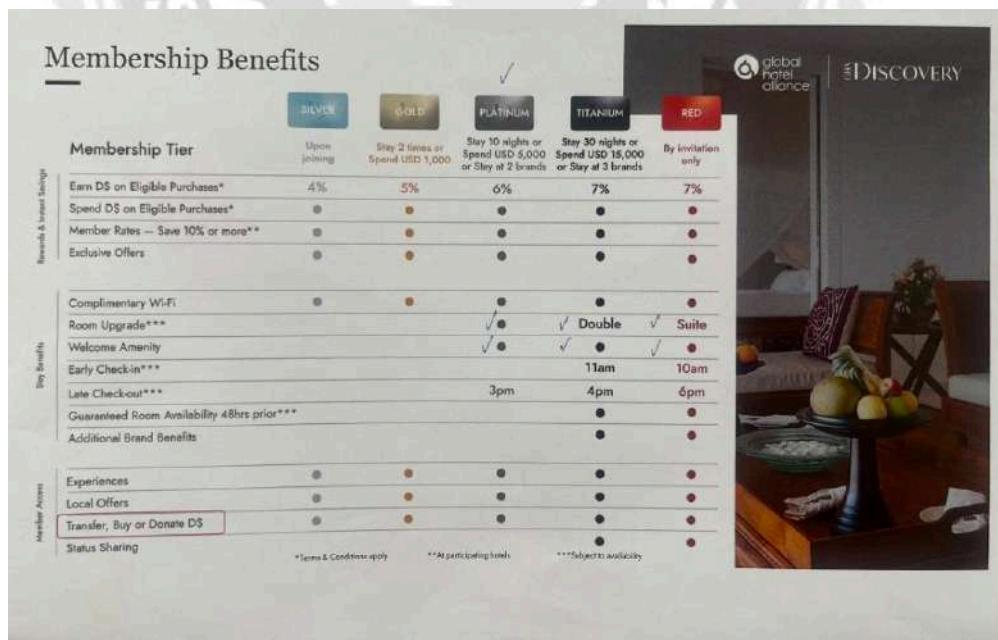
The Sukhothai Hotel integrates eco-friendly practices into daily operations, such as energy conservation, waste reduction, and water management. This approach aligns with the hotel's mission to support sustainable tourism in Thailand.

- **Innovation and Digitalization:**

To stay competitive in the modern hospitality market, the hotel continuously upgrades its technology. This includes digital booking systems, customer relationship management, and online engagement to improve efficiency and convenience.

- **Brand Positioning and Marketing:**

The hotel strengthens its brand image through luxury positioning, emphasizing Thai elegance and world-class service. Marketing strategies include collaboration with travel agencies, social media promotion, and loyalty programs to attract repeat guests.



Membership Benefits

Membership Tier	Upon joining	Stay 2 nights or Spend USD 1,000	Stay 10 nights or Spend USD 5,000 or Stay at 2 brands	Stay 30 nights or Spend USD 15,000 or Stay at 3 brands	By invitation only
Earn D\$ on Eligible Purchases*	4%	5%	6%	7%	7%
Spending D\$ on Eligible Purchases*	●	●	●	●	●
Member Rates – Save 10% or more**	●	●	●	●	●
Exclusive Offers	●	●	●	●	●
Complimentary Wi-Fi	●	●	●	●	●
Room Upgrade***		✓	✓	✓ Double	✓ Suite
Welcome Amenity	✓	●	✓	●	●
Early Check-in***				11am	10am
Late Check-out***			3pm	4pm	6pm
Guaranteed Room Availability 48hrs prior***				●	●
Additional Brand Benefits				●	●
Experiences	●	●	●	●	●
Local Offers	●	●	●	●	●
Transfer, Buy or Donate D\$	●	●	●	●	●
Status Sharing				●	●

*Terms & Conditions apply **At participating hotels ***Subject to availability

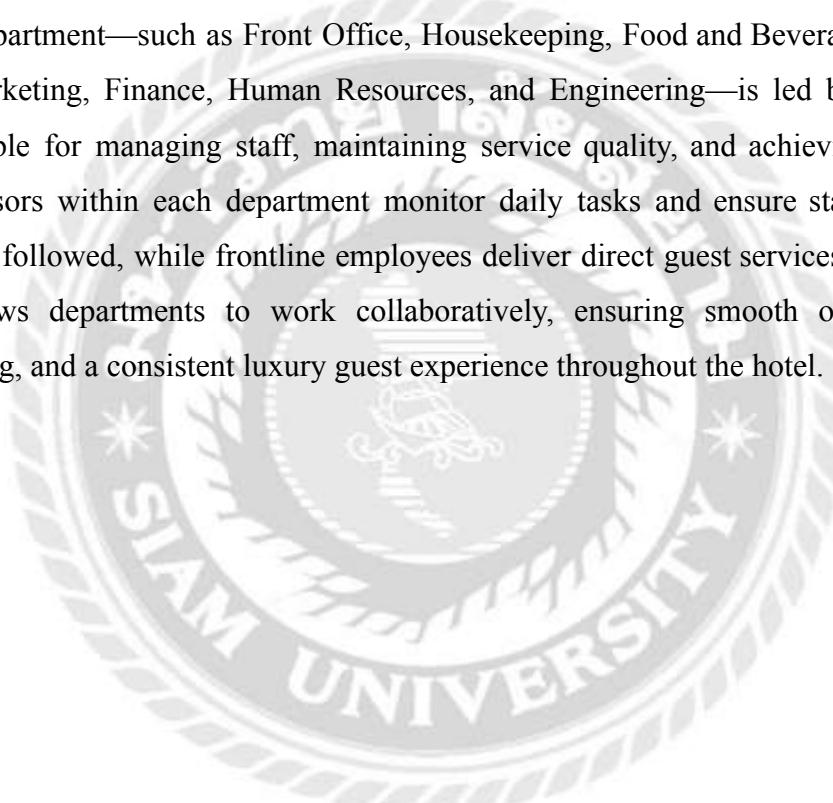
Figure 2: Membership Program of The SKTH Hotel

- **Health, Wellness, and Lifestyle Focus:**

Recognizing the growing demand for wellness tourism, The Sukhothai Hotel enhances its Health Club, spa, and fitness programs to offer guests a balanced lifestyle experience.

2.0 Organizational Structure

The organizational structure of The Sukhothai Bangkok is designed to ensure efficient operations, clear communication, and high service standards across all departments. At the top, the General Manager oversees the overall hotel performance, strategic planning, and guest satisfaction, supported by the Executive Assistant Manager who coordinates daily operations. Each major department—such as Front Office, Housekeeping, Food and Beverage, Health Club, Sales and Marketing, Finance, Human Resources, and Engineering—is led by a Department Head responsible for managing staff, maintaining service quality, and achieving departmental goals. Supervisors within each department monitor daily tasks and ensure standard operating procedures are followed, while frontline employees deliver direct guest services. This structured hierarchy allows departments to work collaboratively, ensuring smooth operations, quick problem-solving, and a consistent luxury guest experience throughout the hotel.



2.1 Diagram of the Organizational Structure

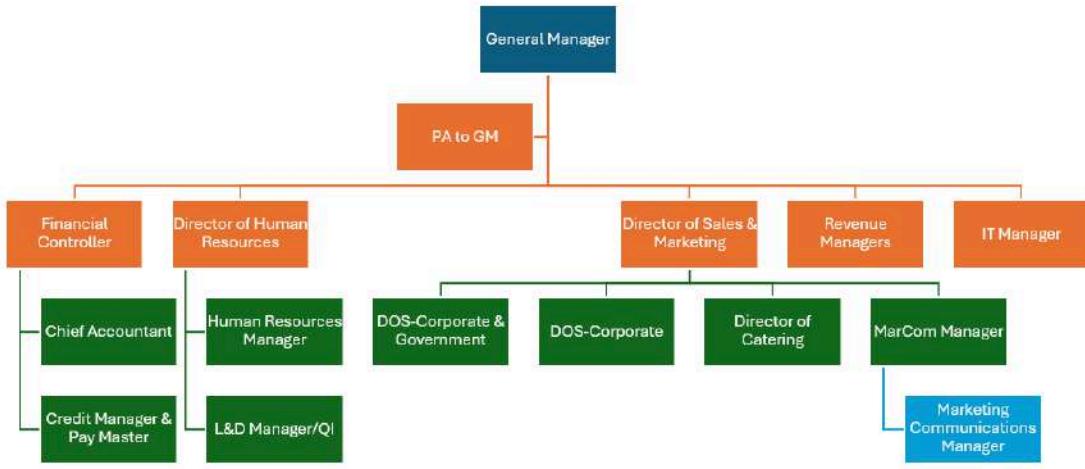


Figure 3: Diagram of the Organizational Structure

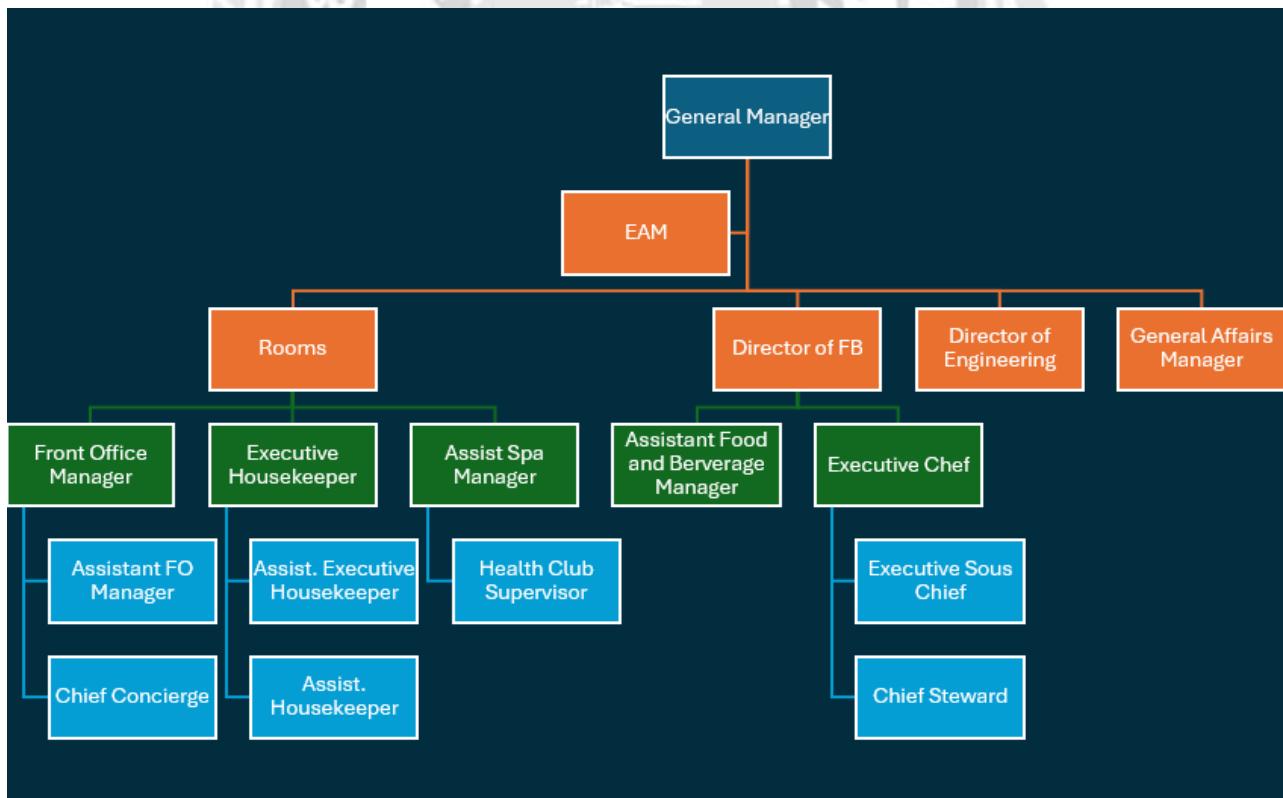


Figure 4 : Diagram of the Organizational Structure

2.2 My Job Position and My Responsibilities

During my internship at The Sukhothai Bangkok, I was assigned to work in two key operational departments: the Fitness (Health Club) Department and the Front Office Department. This rotation allowed me to gain practical experience in both guest wellness services and core hotel operations, while developing strong customer service, communication, and system-handling skills in a luxury hotel environment.

1. Fitness Health Club Department

My first departmental assignment was in the Fitness (HC) Department, where I focused on delivering high-quality wellness services while maintaining the hotel's five-star standards. I played an active role in daily operations, guest interaction, and membership services, ensuring that both hotel guests and members received a professional, welcoming, and well-organized experience.

- Provided a professional and welcoming first impression for fitness center guests and members.
- Conducted daily member check-ins and check-outs using Opera PMS and ClassPass, ensuring accurate membership tracking and visit records.
- Managed ClassPass bookings, prepared daily reservation reports, and handled email correspondence efficiently.
- Promoted gym membership programs by clearly explaining benefits, class offerings, and service features to guests; supported member loyalty and assisted in attracting new customers to join.
- Monitored guest and member areas to ensure continuous availability of amenities and maintained five-star service standards; coordinated with laundry and support teams to anticipate and fulfill guest needs.



Figure 5 : Fitness of The Sukhothai Hotel

2. Front Office Department

My second departmental placement was in the Front Office Department, where I was directly involved in guest arrival, departure, and service coordination processes. This role strengthened my operational knowledge of hotel systems and enhanced my interpersonal skills by engaging with guests from diverse cultural backgrounds in a luxury hospitality setting.

- Delivered luxury-standard guest welcomes, offering refreshments and personalized interaction to create a memorable first impression and elevate guest satisfaction.
- Escorted guests to rooms, providing clear property information, facility details, and service recommendations to support a smooth and informed guest experience.
- Performed efficient check-in procedures using Opera PMS, engaged guests with friendly communication.
- Supported upselling and revenue enhancement by recommending suitable room types and hotel facilities, while conducting room inspections and preparing reports to maintain five-star standards.

2.3 Position You Help Fit into The Overall Company Organization

My job position as an Intern fit into the organizational structure of the company by supporting daily operations at the departmental level while learning professional standards and procedures. Although the position is entry-level, it plays an important role in assisting frontline teams who interact directly with guests and members. By handling operational tasks under supervision, my role helped ensure that services were delivered smoothly and efficiently.

In the Fitness (HC) Department, I worked under the guidance of the HC Supervisors. My responsibilities supported frontline operations such as guest reception, membership check-ins, and facility monitoring. By managing systems like Opera PMS and ClassPass, as well as maintaining service readiness in guest areas, I helped reduce the workload of permanent staff and ensured that service standards were consistently met.

In the Front Office Department, my position supported the FO Manager, Duty Manager, and Guest Service Agents (GSA). As the Front Office is a key point of contact between the hotel and guests, my role contributed to smooth check-in processes, document preparation, and guest assistance.

Overall, my position functioned as a supporting link between management and frontline staff, contributing to service efficiency and guest satisfaction. Through my involvement in two departments, I gained a broader understanding of how different units collaborate within the organizational structure to achieve the hotel's overall goals of service excellence, operational efficiency, and brand consistency.

3.0 My Intention and Motivation

My intention in joining the hospitality industry is driven by a strong passion for service, people, and cultural interaction. Through my academic background in Tourism Management and my internship experience at The Sukhothai Bangkok, I have developed a deep appreciation for how professional service, attention to detail, and genuine care can create meaningful guest experiences. Working in both the Fitness and FO departments has strengthened my confidence and confirmed my interest in building a long-term career in luxury hospitality.

My motivation comes from the satisfaction of helping guests feel welcomed, comfortable, and valued. Interacting with guests from different nationalities has improved my communication skills and taught me the importance of empathy, patience, and adaptability. I am particularly motivated by environments where teamwork and service excellence are emphasized, as these values align closely with my personal strengths and professional goals.

For my future career, I plan to continue developing my operational skills in the Front Office and Guest Services area, as it is the heart of hotel operations and guest interaction. I aim to gain deeper knowledge of hotel systems, service recovery techniques, and leadership responsibilities, with the long-term goal of progressing into a supervisory or management position. Continuous learning, professional training, and real-world experience will be key elements of my career development plan.

Ultimately, my goal is to become a hospitality professional who not only delivers high service standards but also contributes positively to team performance and guest satisfaction. I aspire to work in reputable international hotels where I can grow, take on greater responsibilities, and make a meaningful impact in the hospitality industry.

4.0 Strategic Analysis of The SKTH Bangkok: Four Corners Analysis

The Four Corners Analysis is a strategic tool used to understand a company's future strategies by analyzing its Drivers, Current Strategy, Assumptions, and Capabilities. This analysis helps predict how The Sukhothai Bangkok (SKTH) positions itself in the luxury hospitality market and responds to competitive pressures.

1. Drivers

The primary drivers of SKTH include maintaining its reputation as a small luxury (LUX) heritage hotel, achieving high Guest Satisfaction, and sustaining long-term Revenue Growth. The hotel is strongly driven by brand prestige, personalized service excellence, and repeat business through Membership Programs such as HC memberships. Additionally, Brand Loyalty and positive Online Reputation Management are key motivators that influence strategic decisions.

2. Current Strategy

SKTH's current strategy focuses on Service Differentiation rather than price competition. The hotel emphasizes High-Touch Service, wellness-oriented offerings, and cultural elegance to distinguish itself from competitors. Operational efficiency is enhanced through technology adoption, including Opera PMS, CRM systems, and ClassPass, supporting accurate guest data management and personalized experiences. The hotel also applies Revenue Management techniques through upselling, premium room positioning, and value-added services.

3.Assumptions

SKTH assumes that luxury travelers prioritize Quality, privacy, and personalized experiences over cost. It also assumes continued growth in Wellness Tourism and sustained demand for exclusive fitness and spa facilities. Furthermore, management assumes that well-trained employees (HRD – Human Resource Development) and strong service culture will remain a key competitive advantage in the luxury segment.

4.Capabilities

SKTH's core capabilities include a highly trained Frontline Staff, strong Service Culture, and integrated wellness facilities. The hotel's ability to manage guest data efficiently through IT systems, maintain cross-departmental coordination, and operate a successful Membership Program (MP) enhances customer retention. These capabilities enable SKTH to deliver consistent five-star experiences while adapting to evolving guest expectations.

Overall, the Four Corners Analysis shows that The Sukhothai Bangkok leverages its strong brand, service excellence, and wellness-focused capabilities to sustain competitive advantage in the luxury hospitality market.

5.0 Objectives of This Co-operative Studies

This co-operative studies report documents and analyzes my internship experience at The SKTH Bangkok, linking academic knowledge with practical experience in the hospitality industry. It focuses on hotel operations, service standards, and departmental coordination, particularly within the Fitness and FO departments, to understand their impact on guest satisfaction and hotel performance. I am interested in this topic as it supports my career development in hospitality management by strengthening both my operational and guest service perspectives. The objectives of the report are:

1. To understand the practical application of hospitality theories in real hotel operations.
2. To analyze FO and Fitness Department workflows and their impact on guest satisfaction.
3. To examine the use of hotel systems (Opera PMS, ClassPass) in supporting service efficiency.
4. To identify skills and competencies developed during the internship period.
5. To evaluate service quality standards in a five-star luxury hotel setting.
6. To recognize challenges and problem-solving methods encountered during daily operations.
7. To provide recommendations for operational improvement based on firsthand experience.



Chapter 2: Co-op Study Activities

1. My Job Description

My job description as an intern at The Sukhothai Bangkok involved supporting daily operations in both the HC Department and the FO Department. I was responsible for assisting with guest and member services, handling check-in and check-out procedures using Opera PMS and ClassPass, preparing and organizing registration documents, and ensuring facilities met five-star service standards. Additionally, I assisted with guest welcomes, room escorts, membership services, system data entry, and coordination with other departments to ensure smooth operations and high levels of guest satisfaction.

2. My Job Responsibilities

My job responsibilities included a range of daily operational tasks and additional duties beyond the standard intern role, allowing me to actively support both departmental efficiency and guest satisfaction. On a day-to-day basis, I assisted with guest and member reception, conducted check-ins and check-outs using Opera PMS and ClassPass, updated guest profiles, recorded deposits, and prepared daily operational reports. I regularly handled phone calls and email correspondence, especially related to ClassPass bookings and member inquiries.

In the Fitness Department, my daily activities involved

- Monitoring gym, locker room, and pool areas to ensure cleanliness, safety, and readiness.
- I arranged towels and amenities, checked sauna, steam room, and jacuzzi conditions, measured pool chlorine and pH levels, and coordinated with laundry and support teams.
- Beyond routine duties, I supported **membership promotion**, explained benefits to guests, assisted in maintaining loyalty programs, and performed deep cleaning and final inspections during closing shifts.

In the Front Office Department,

- I was responsible for welcoming guests, offering refreshments, escorting guests to their rooms, and providing hotel and facility information.
- I supported the check-in process, prepared and organized registration documents, scanned and copied guest passports, and assisted with showing suitable room types and hotel facilities.
- I also conducted room inspections and prepared reports to maintain luxury service standards.
- Beyond standard responsibilities, I took initiative by double-checking records for accuracy, assisting other team members during peak periods, and ensuring smooth communication between departments.

These additional duties helped strengthen teamwork, improve operational flow, and enhance the overall guest experience while contributing positively to daily hotel operations.

3. Activities in Coordinating with Co-Workers

During my internship, coordinating with co-workers was an essential part of my daily activities in both the Fitness and Front Office departments. I regularly communicated with supervisors and team members to receive task updates, clarify procedures, and ensure service standards were consistently met. In the Fitness Department, I worked closely with colleagues, to ensure towels, amenities, and facilities were always ready for guests and members. This teamwork helped maintain smooth operations and a clean, well-organized environment.

In the Front Office Department, coordination with co-workers was crucial to delivering efficient guest service. I frequently communicated with Duty Managers, GSAs, and manage check-in flow, and handle guest requests promptly. By sharing accurate information and supporting team members during peak periods, I contributed to seamless inter-departmental cooperation and a positive guest experience.

4. My Job Process Diagrams

FITNESS DEPARTMENT		
Process Stage	Core Activities	Key Responsibilities
1. OPENING SHIFT Preparation	<ul style="list-style-type: none"> • Monitor gym, locker room, and pool areas • Ensure cleanliness, safety, and readiness • Arrange towels and amenities 	Quality Control Safety Compliance Guest Comfort
2. FACILITY Inspection	<ul style="list-style-type: none"> • Check sauna conditions • Check steam room conditions • Check jacuzzi conditions • Measure pool chlorine levels • Measure pool pH levels 	Health & Safety Standards Equipment Monitoring Water Quality Control
3. COORDINATION & Support	<ul style="list-style-type: none"> • Coordinate with laundry team • Coordinate with support teams • Ensure continuous supply of amenities 	Cross-Department Communication Resource Management Operational Efficiency
4. GUEST Engagement	<ul style="list-style-type: none"> • Support membership promotion • Explain membership benefits to guests • Assist in maintaining loyalty programs 	Sales Support Customer Relationship Retention Strategy
5. CLOSING SHIFT Procedures	<ul style="list-style-type: none"> • Perform deep cleaning • Conduct final inspections • Ensure all areas secured 	Quality Assurance Safety Protocols Next-Day Readiness

Figure 6 : Job Process Diagram in Fitness

FRONT OFFICE DEPARTMENT		
Process Stage	Core Activities	Key Responsibilities
1. GUEST Arrival	<ul style="list-style-type: none"> • Welcome guests warmly • Offer refreshments • Create positive first impression 	Hospitality Excellence Guest Comfort Brand Representation
2. GUEST Escort	<ul style="list-style-type: none"> • Escort guests to their rooms • Provide hotel information • Explain facility features and amenities 	Personalized Service Information Delivery Guest Orientation
3. CHECK-IN Support	<ul style="list-style-type: none"> • Support the check-in process • Prepare registration documents • Organize documentation • Scan guest passports • Copy guest passports 	Administrative Accuracy Document Management Process Efficiency
4. ROOM Presentation	<ul style="list-style-type: none"> • Show suitable room types • Demonstrate hotel facilities • Assist with room selection 	Sales Support Product Knowledge Guest Satisfaction
5. QUALITY Assurance	<ul style="list-style-type: none"> • Conduct room inspections • Prepare inspection reports • Maintain luxury service standards 	Quality Control Standards Compliance Continuous Improvement
6. PROACTIVE Initiatives	<ul style="list-style-type: none"> • Double-check records for accuracy • Assist team members during peak periods • Ensure smooth inter-department communication 	Attention to Detail Team Collaboration Operational Excellence

Figure 7 : Job Process Diagram in FO Department

5. Contributions As a Co-Op Student in The Company

As a co-operative education student at The Sukhothai Bangkok, I contributed to daily hotel operations by applying academic knowledge in both the HC and FO departments. My role supported service efficiency, guest satisfaction, and luxury service standards through accurate operations, proactive service, and teamwork.

1. Guest Service Support

I contributed to delivering a high standard of guest service by welcoming guests, offering refreshments, escorting them to rooms, and providing clear information about

hotel facilities and services. In the Health Club, I ensured guests and members experienced a professional and well-organized wellness environment, which supported positive impressions and repeat visits.

2. Operational Efficiency

I supported operational efficiency by accurately handling guest data, preparing registration documents, managing daily reports, and using systems such as Opera PMS and ClassPass. My attention to detail helped reduce errors in check-in processes, membership tracking, and reporting, contributing to smooth daily operations in both departments.

3. Membership and Loyalty Enhancement

In the Health Club Department, I assisted in promoting membership programs by explaining benefits and services to guests and members. This contribution supported customer retention, encouraged loyalty, and helped strengthen the hotel's long-term relationship with its wellness clients.

4. Teamwork and Inter-Departmental Coordination

I worked closely with supervisors, frontline staff, laundry, and support teams to ensure facilities were always guest ready. By communicating effectively and assisting colleagues during peak periods, I contributed to seamless teamwork and improved service flow across departments.

5. Quality Control and Service Standards

I contributed to maintaining five-star standards by monitoring cleanliness, conducting room and facility inspections, performing deep cleaning during closing shifts, and double-checking records for accuracy. These efforts supported consistent service quality and reinforced the hotel's luxury brand image.

Chapter 3: Learning Process

This chapter presents my observations and experiences during the internship, including the challenges encountered and how they were addressed. It also explains how these experiences are connected to the theories and knowledge gained from my academic studies.

1. Problem or Issues of The Company

Based on my internship experience in the Health Club and Front Office departments at The Sukhothai Bangkok, several operational and service-related issues were observed. These problems are directly related to my job process and loyalty process diagrams, as they affect service flow, guest satisfaction, and long-term customer loyalty.

1. Operational and Service Flow Challenges

One key issue observed was workload pressure during peak periods, especially at guest arrival times and busy hours in the Health Club. Limited staff availability sometimes caused delays in check-in support, facility readiness, and guest assistance. As shown in the job process diagram, delays at early service stages can disrupt service flow and reduce overall guest satisfaction.

2. Service Quality and Consistency Pressure

Luxury guests often have high expectations for flawless and personalized service. During busy periods, maintaining consistent service standards across departments was challenging. Any inconsistency—such as delayed room readiness or incomplete facility preparation—could reduce guest satisfaction and weaken the loyalty process highlighted in the diagram.

3. Inter-Departmental Coordination Challenges

Effective coordination between the Front Office, Housekeeping, Health Club, and laundry teams was critical but sometimes challenging due to time constraints and workload. Delays in communication could affect room readiness, facility cleanliness, or service response time. As reflected in the job loyalty process diagram, smooth communication is essential to ensure seamless service delivery, guest trust, and repeat visits.

2. How to Solve the Problem

1. Improving Operational Efficiency through Staffing and Scheduling

According to Service Operations Management theory, service quality is strongly influenced by appropriate staffing levels during peak demand. Research suggests that flexible scheduling and the use of part-time or cross-trained staff can reduce workload pressure and service delays. Based on industry best practices, cross-training employees across Front Office and Health Club support functions can enhance flexibility and ensure smoother service flow during high-demand periods.

2. Strengthening Service Quality and Consistency

The SERVQUAL model highlights reliability, responsiveness, and assurance as key dimensions of service quality. Applying this model, the hotel can improve service consistency by reinforcing SOPs, conducting refresher training, and using guest feedback to identify service gaps. Previous practices in luxury hotels show that consistent service recovery training helps staff respond effectively to guest concerns and protect brand reputation.

3. Improving Iner-Departmental Communication

According to Total Quality Management principles, effective communication and teamwork are essential for service excellence. Regular inter-departmental briefings shared digital communication tools, and clear reporting lines can reduce delays and misunderstandings. Feedback gathered from employees and guests through informal interviews and satisfaction surveys can further support continuous improvement.

3. Recommendations to the Company

Based on the problems identified during the internship, it is recommended that the company strengthen operational planning and staffing flexibility, especially during peak periods. Implementing cross-training programs between departments, improving shift scheduling, and ensuring adequate staff coverage can help reduce workload pressure and maintain consistent service quality. In addition, regular refresher training on Opera PMS, ClassPass, and standard

operating procedures (SOPs) would improve data accuracy, minimize errors, and support smoother service flow.

Furthermore, the company should enhance inter-departmental communication and service consistency by conducting regular briefings, encouraging teamwork, and actively using guest feedback for service improvement. Investing in continuous service quality training and service recovery programs will help staff manage guest expectations more effectively and protect the hotel's luxury brand image. These recommendations will support higher guest satisfaction, stronger customer loyalty, and long-term operational efficiency.

4. Things that I Learned During My Internship Period

During my internship period, I learned the importance of professional service standards, teamwork, and attention to detail in a luxury hotel environment. Working in both the Health Club and Front Office departments helped me understand how each department contributes to guest satisfaction and overall hotel performance. I also gained practical experience in using hotel systems such as Opera PMS and ClassPass, handling guest data accurately, and following standard operating procedures to ensure smooth daily operations.

In addition, I developed strong communication and problem-solving skills by interacting with guests from different cultural backgrounds and coordinating with co-workers across departments. I learned how to manage time effectively during busy periods, handle guest requests professionally, and maintain a positive attitude under pressure. These experiences not only enhanced my confidence but also prepared me for future career opportunities in the hospitality industry.

5. Applying Academic Knowledge to Real Work

During my internship, I was able to apply academic knowledge from my hospitality studies to real workplace situations. Concepts such as guest satisfaction, service quality, and operational efficiency were directly reflected in daily tasks like guest welcoming, check-in support, and facility management. This practical exposure helped me better understand how theoretical models are implemented in a luxury hotel environment.

Additionally, theories related to service management, teamwork, and customer loyalty were applied through inter-departmental coordination and personalized guest service. By handling real guest interactions and operational challenges, I was able to connect classroom learning with professional practice, strengthening both my skills and industry understanding.

6. Skills and Knowledge Gained

During my internship, I gained valuable technical and operational skills, including the use of Opera PMS and ClassPass, guest data handling, document preparation, and basic reporting. I also developed practical knowledge of Front Office and Health Club operations, service standards, and daily workflow processes within a luxury hotel environment.

In addition, I enhanced my soft skills, such as communication, teamwork, time management, and problem-solving. Interacting with guests from diverse backgrounds and coordinating with colleagues across departments improved my confidence and professionalism, preparing me for future roles in the hospitality industry.

Chapter 4: Conclusion

This chapter summarizes my overall co-operative education experience, highlighting the knowledge and skills gained, my reflections on the work performed, and my evaluation of the program. It also presents brief recommendations for The Sukhothai Bangkok based on my internship experience.

1. Summary of Highlights from The Co-Op Studies

This report highlights my internship experience at The Sukhothai Bangkok, showing how I contributed to operations in both the Health Club and Front Office departments. It also reflects on the skills and knowledge I developed, the challenges I faced, and the personal growth gained during the internship.

Understanding the work culture and daily operations of each department was essential. Learning the workflows, systems such as Opera PMS and ClassPass, and standard operating procedures improved task efficiency and prepared me to interact professionally with guests from diverse backgrounds.

The internship also taught me to manage physical and mental challenges, including multitasking, time management, and working under pressure. Collaborating with colleagues and assisting guests strengthened my problem-solving, teamwork, and interpersonal skills, which are vital for a career in hospitality.

Overall, working in a reputable luxury hotel provided exposure to high service standards and professional development opportunities. The experience enhanced my confidence, attention to detail, and understanding of guest needs, preparing me for a successful career in the hotel industry.

2. Evaluation of The Work Experience

My internship at **The Sukhothai Bangkok** has strengthened my confidence, improved my practical skills, and prepared me for a successful future career in the hospitality industry.

Self-Evaluation and Professional Growth

My internship at The Sukhothai Bangkok provided significant opportunities for personal and professional growth. I learned to adapt quickly to new tasks, manage multiple responsibilities, and maintain a positive attitude while supporting daily operations. Taking on additional duties improved my time management, organizational skills, and ability to maintain high service standards consistently.

Customer Service Proficiency

Working directly with guests in both the Health Club and Front Office departments enhanced my understanding of professional communication, friendliness, and problem-solving. Assisting with check-ins, check-outs, and inquiries allowed me to contribute to a positive guest experience while reinforcing the importance of empathy, patience, and professionalism in hospitality.

Administrative and Operational Skills

I gained hands-on experience in tasks such as guest data entry, registration preparation, deposit handling, and record maintenance, which strengthened my attention to detail and understanding of hotel operations. These practical skills are essential for a successful career in the hospitality industry.

Handling Challenges and Career Goals

Dealing with challenges such as guest complaints, room changes, and booking issues taught me to remain calm, think critically, and provide effective solutions. This experience also highlighted areas for further growth, including advanced guest issue management and knowledge of hotel marketing and revenue strategies. Overall, the internship enhanced my confidence, operational knowledge, and readiness to pursue a career in luxury hospitality.

3. Limitation of The Co-Op Studies

One of the main limitations of my co-op studies was the short duration of the internship in each department. Spending only two months in the Health Club and two months in the Front Office limited the time available to gain in-depth experience in all operational areas, such as advanced revenue management, marketing strategies, and complex guest issue handling.

Another limitation was limited exposure to strategic decision-making. As an intern, my responsibilities were focused on operational and support tasks, which meant I had minimal involvement in management-level planning, budgeting, or policy-making. This restricted my understanding of the broader managerial perspective of hotel operations.

Additionally, the internship was affected by peak and off-peak periods, which influenced the range of experiences I could gain. During quieter periods, there were fewer guest interactions and operational challenges, while busy periods sometimes limited opportunities for learning due to time constraints and high workload. Despite these limitations, the internship provided valuable practical experience and essential skills for my future career in hospitality.

4. Recommendations of The Company

Based on my co-op experience at The Sukhothai Bangkok, I would like to provide the following recommendations to improve both the internship program and hotel operations:

- Allow interns to actively participate in key operational processes, such as check-in and check-out in the Front Office, as this provides valuable hands-on experience and builds confidence.
- Provide structured training sessions on hotel systems like Opera PMS and ClassPass before starting departmental tasks, to ensure interns can work efficiently from day one.
- Assign mentors or supervisors to guide interns throughout the internship, offering regular feedback and advice to help them improve skills and understand departmental workflows.
- Enhance inter-departmental coordination by including interns in briefings or team meetings, so they understand the workflow and communication process between departments.
- Offer opportunities for interns to handle minor guest requests or problem-solving tasks under supervision, which can develop critical thinking and practical service skills.
- Provide a clear schedule of tasks and learning objectives for the internship, so interns know what skills they are expected to develop and can track their progress.

These recommendations aim to improve the internship experience for future students while also contributing to smoother operations and better staff support within the hotel.

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Weekly Responsibility Report

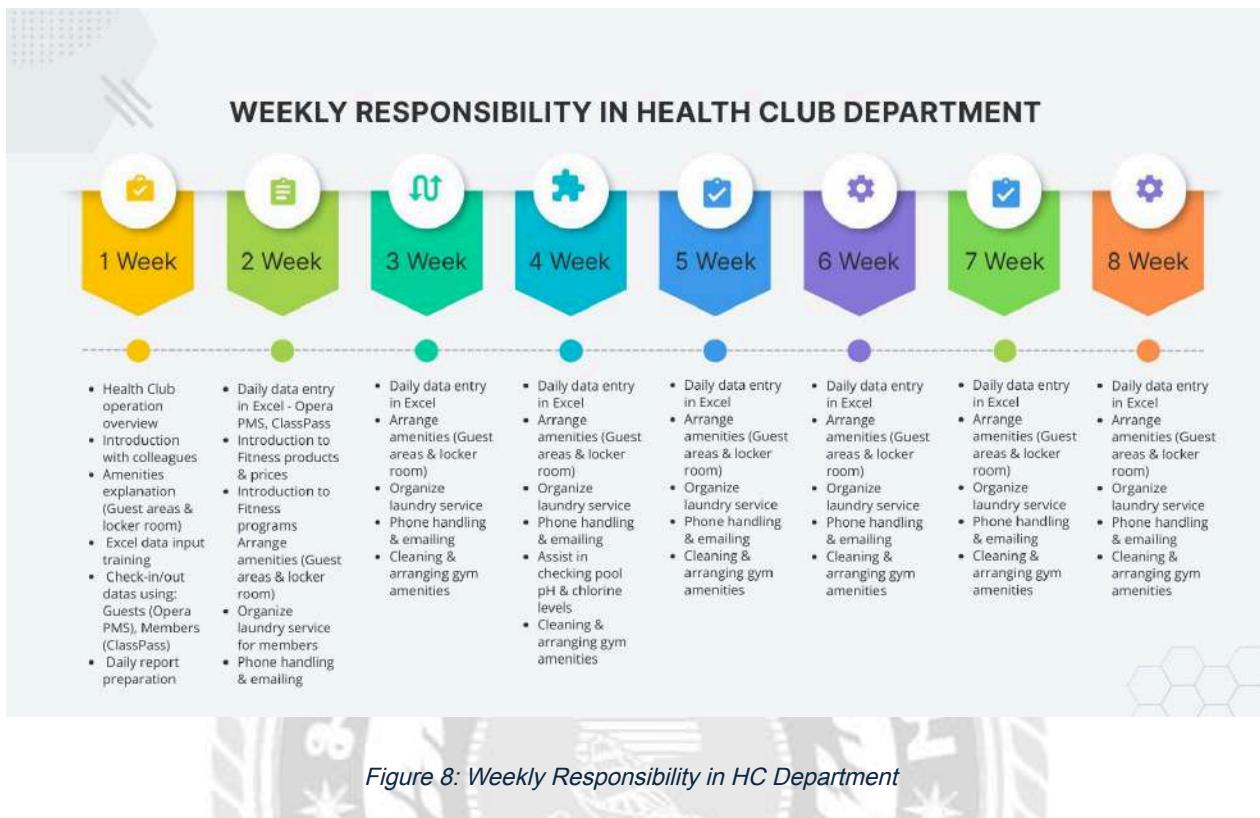


Figure 9: Weekly Responsibility in Front Office

Appendices



Figure 10: Health Club Program Info



Figure 11 : With My Colleague



Figure 12: With My Duty Manager



Figure 13: Certificate of Completion