



COOPERATIVE EDUCATION REPORT

Enhancing Guest Experience through Service as a Guest Service at Nora Beach Resort & Spa, Koh Samui

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at Nora Beach Resort & Spa, Koh Samui

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Abstract

This internship report presents my training experience at Nora Beach Resort & Spa, Koh Samui, Thailand. The purpose of the internship was to gain practical experience in the hospitality industry and apply the knowledge learned in the classroom to real-world situations. I learned about daily hotel operations, guest service procedures, and the importance of teamwork and communication in providing high-quality service. The experience allowed me to improve my professional skills, especially in customer service and problem-solving, while understanding the standards and expectations of a luxury resort environment.

During my time at Nora Beach Resort & Spa, I gained valuable insights into the importance of guest satisfaction, teamwork, and effective communication in maintaining the resort's high service standards. I observed how professional hospitality staff manage guest inquiries and complaints, ensuring that every visitor enjoys a memorable and pleasant stay. This exposure allowed me to develop and refine my customer service, problem-solving, and interpersonal skills, which are essential for a successful career in the hospitality field.

Overall, this internship provided valuable insights into the hospitality field and greatly contributed to my personal and professional development.

Keywords: Guest service, Professional skills, Problem solving

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Thank you. Sincerely,

It-Thi Rattansuwan
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List of Abbreviations

- VIP: Very Important Person
- OPERA V5: Property Management Solutions

CHAPTER 1: INTRODUCTION

1.0 Company Profile

The resort opened its doors in 2004, establishing itself as one of the luxury retreats on Koh Samui. Since its establishment, Nora Beach Resort & Spa has grown in reputation for combining traditional Thai design, cultural motifs (including the resort's name, "Nora," which refers to a mystical dance of southern Thailand), with modern amenities and service standards.

Nora Beach Resort & Spa is a distinguished luxury retreat located on Koh Samui, an island celebrated for its pristine beaches, lush tropical landscape, and vibrant cultural heritage. Situated in Chaweng Beach, Bo-phut, this resort offers a serene hillside setting overlooking a secluded bay, combining privacy and natural beauty with accessibility to key amenities.

Nora Beach Resort & Spa offers 113 beautifully appointed rooms, villas, and suites in several categories. Accommodations are designed to merge traditional Thai artistry such as teak flooring, Thai silk furnishings, and culturally inspired décor with modern amenities including flat screen televisions, in-room safes, minibars, and luxury bathing facilities. Many accommodations feature ocean or garden views, and some villas include private pools for enhanced privacy and indulgence.



Figure 1: Hotel Main Lobby

In addition to comfortable lodging, the resort provides a variety of facilities and services aimed at holistic relaxation, high-quality dining, and wellness. Guests may enjoy multiple culinary options, including the Prasuthon restaurant serving Thai and international cuisine, a beach / pool bar, and private dining experiences. The Anodas Spa offers a blend of Eastern and Western treatments within tranquil natural surroundings. Recreational amenities include a large swimming pool (with swim-up bar), fitness center, and access to beach-side relaxation.



Figure 2: Hotel Beachfront Pool Villa

1.1 The Mission of Nora Beach Resort & Spa Koh Samui

At Nora Beach Resort & Spa, our mission is to offer an authentic sanctuary of serenity, where the grace and charm of Southern Thai tradition harmonize with modern luxury. We aim to provide every guest with personalized hospitality, tranquil surroundings, and exceptional experiences — be it through lush gardens, exquisite spa treatments inspired by Eastern and Western traditions, beautiful ocean views, or culinary journeys rooted in local tastes.

We are committed to preserving Koh Samui's natural beauty and cultural richness; operating with respect for our environment, our community, and the timeless customs that define this place. Through warmth, comfort, and mindful service, we seek to make every stay a moment of renewal, leaving guests refreshed in body, spirit, and mind and also inspired by the grace of "Nora," the traditional dance for which we are named.

1.2 The Vision of the Company

At Nora Beach Resort & Spa Koh Samui, our vision is to be recognized as one of Thailand's most distinguished and inspiring tropical resorts a place where genuine Thai hospitality, cultural authenticity, and natural beauty come together to create unforgettable experiences for every guest. We aspire to be a leader in the island's hospitality industry by setting the highest standards in service excellence, environmental care, and community engagement.

We envision a resort that continues to grow not only as a business, but also as a meaningful part of the Koh Samui community one that contributes positively to local culture, traditions, and sustainable tourism. Our goal is to preserve the rich heritage and spirit of Southern Thailand while blending it with the comfort and sophistication that modern travelers seek. Through this harmony, we hope to offer a haven where guests can reconnect with themselves, nature, and the warmth of human connection.

Nora Beach Resort & Spa aims to be a destination that inspires peace, relaxation, and happiness, where every detail from the design of our surroundings to the heartfelt smiles of our staff reflects care, respect, and dedication. We believe that true hospitality goes beyond accommodation; it is about creating lasting memories, nurturing relationships, and sharing the essence of Thai culture with the world.



Figure 3: Main office

1.3 Strategies of the Company

Nora Beach Resort & Spa Koh Samui focuses on key strategies to maintain excellence and sustainability in hospitality. The resort emphasizes personalized guest service, ensuring every visitor feels valued and cared for through warm Thai hospitality. It promotes eco-friendly operations by reducing waste, saving energy, and supporting local products. Staff training and development are continuously provided to maintain high service standards and professionalism.

Additionally, the resort applies effective marketing strategies to strengthen its brand image, attract international and domestic travelers, and build customer loyalty. By combining quality service, cultural authenticity, and environmental responsibility, Nora Beach Resort & Spa aims to deliver memorable experiences while ensuring long-term growth and community engagement.

Samui's Style Wedding: Nora is proud to be the leading wedding planner on the island. We cherish the unison of two hearts that have found each other and are looking forward to spend the rest of their lives together. Nora provides the perfect venue for you and your partner to begin forever at.

You can begin your walk together as one from Thai wedding ceremony or a tropical beach wedding. The Thai wedding ceremony begins with a spiritual binding common to all Buddhist ceremonies and proceeds to the exchange of ring and prayers and blessings from monks. Experience the best day of your lives in the exotic paradise island. Sparkling wine, candle lit dinners and breath taking themes are bound to make this special day memorable and an experience of a lifetime



Figure 4: Nora's Wedding Beach

Koh Samui has earned a worldwide reputation as an idyllic Thailand wedding location besides being a boutique beach resort. Samui beach weddings truly live up to the romantic image created by brochures. Breathtaking beaches, calm azure waters, lush green landscape, and swaying coconut palms all make Samui the perfect venue for a tropical beach wedding. Samui's well-developed hospitality, industry, and gentle nature of local people all come together to create the perfect wedding destination for couples around the world.

Samui beach weddings have a magical aura complemented by the soothing sounds of the ocean waves, the soft feeling of clear white sand underneath your feet, and the vivid sight of tropical flowers all around you. Unlike your hometown wedding ceremonies, weddings in Samui are relaxing and stress-free to purely focus on your loved ones. Sit back and enjoy your wedding as it was intended to be, as Thai wedding packages are all inclusive. Services including a personal wedding coordinator to help oversee all arrangements and bring life to your dream wedding in Samui. The best part about getting married in Samui is that your special day will come at a fraction of the price of a wedding at home while truly enjoying paradise!

Anodas Spa: The Anodas Spa signature. The Anodas spa signature offers a contemporary range of both East and West spa favorites. The secrets of the Asian beauty are unveiled in an exquisite range of spa delights that is supported.



Figure 5: Anodas Spa

By tradition and modern science. Our extensive range of spa treatments from both East and West traditions will ensure that your every need is catered to. Feel your stress and strain slip away. Your complete relaxation our only aim.

Enjoy with premier spa product with world class import "Guinot" and centuries of Thai World-Class product, "Tense Chana" is an invitation to look at life a fresh, from the perspective of Thai beauty secrets. Self - indulgence is the core of the Anodas Spa Premier. Our products provide answers to radiant skin with down-to-earth solutions for those who want to maintain purity, nurture their skin and rejuvenate their souls. In the selection of our products, we commit to create a truly unique global spa experience for our guest with a discerning eye for beauty and excellence.

2.1 Diagram of Nora Beach resort & spa Organizational structure

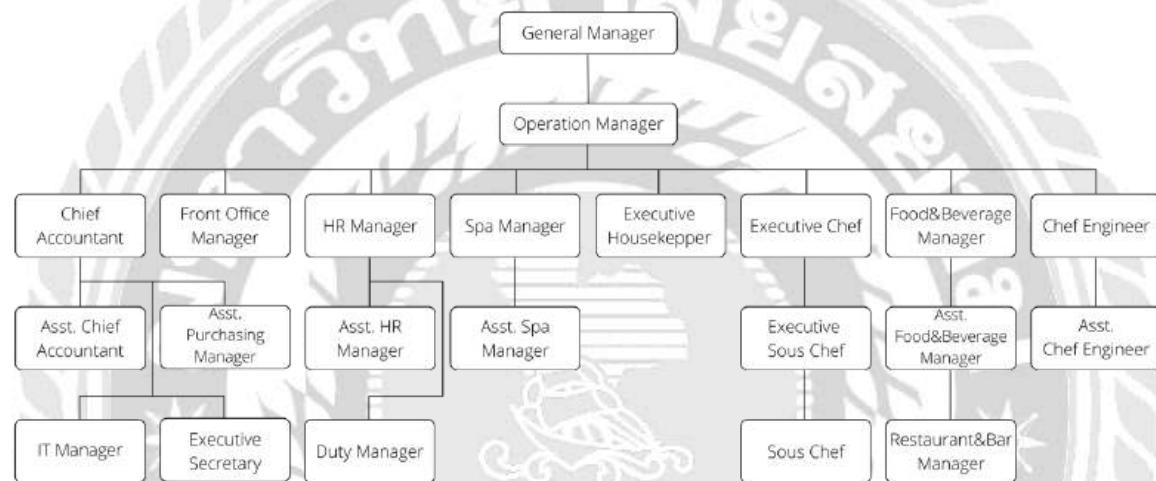


Figure 6: Diagram

2.2 My Job Position in Nora Beach Resort & spa Organizational structure

As a Guest Service Agent Trainee in the Front Office Department, I worked under the Front Office Manager and supported the reception team. My role included greeting guests, assisting with their needs, and escorting them to their rooms. This position helped me understand the front office workflow and contribute to overall guest satisfaction.

2.3 My Job Position

As a Guest Service Agent Trainee, I supported daily front office operations by using Opera Express to handle guest check-ins and check-outs efficiently. I greeted guests warmly, assisted with their needs, and ensured they felt well taken care of throughout their stay. I also escorted guests to their rooms and introduced them to the hotel's facilities, helping create a positive first impression and smooth arrival experience.

2.4 My Job Position and my responsibility

In my role as a Guest Service Agent Trainee within the Front Office Department, I was positioned under the supervision of the Front Office Manager and worked closely with the Reception and Concierge teams. My responsibilities included operating the Opera Express system for guest check-ins and check-outs, greeting and assisting guests upon arrival, and coordinating with other departments to ensure smooth service delivery. I also supported the concierge function by escorting guests to their rooms and providing essential information about hotel facilities. This position allowed me to contribute directly to guest satisfaction while learning the operational flow of the front office structure.

The following are my daily responsibilities at Nora Beach Resort & spa:

- Help with Check in and Checkouts
- Inspect rooms that have guest check in on the day
- Checking with Airlines about guests flight time and arrival
- Preparing checkout letters for the guests
- Check the Arrival and departures of the day
- Picking up the hotel phone for customer needs
- Taking care of VIP and Long stay guests
- Check booking confirmation
- Check Emails and reservation

3.0 Intentions and Motivation

The reason I chose to undertake my internship at Nora Beach Resort & Spa because I wanted to gain hands on experience in a professional and high-standard hospitality environment. My main intention was to develop a deeper understanding of front office operations, customer service practices, and the overall guest experience within a reputable resort setting.

I was motivated by the opportunity to work closely with experienced staff, interact with international guests, and apply the theoretical knowledge I learned in class to real situations. Nora Beach Resort & Spa is known for its warm service culture and strong emphasis on guest satisfaction, which inspired me to challenge myself in an environment where professionalism and attention to detail are essential. By training in this resort, I aimed to strengthen my communication skills, improve my confidence in handling guest inquiries, and learn how different departments coordinate to deliver smooth and efficient service. This internship experience was an important step toward building my future career in the hotel industry and gaining the practical skills needed to succeed in a competitive hospitality environment.

Throughout my internship at Nora Beach Resort & Spa, I was able to apply my classroom knowledge in a real work environment and gain valuable insight into the daily operations of a professional resort. I learned how to interact confidently with guests, communicate effectively with team members, and adapt to different situations while maintaining a high level of service. Working under the guidance of experienced staff helped me develop stronger problem-solving skills and a deeper understanding of the importance of teamwork in hospitality. This experience not only improved my technical abilities, such as using front office systems and handling guest requests, but also strengthened my overall professionalism.

4.0 Strategic Analysis of the Company Nora Beach Resort & spa

4.1 Strengths

Room Types: The resort offers a broad range of room types—from standard rooms to beachfront villas and private-pool villas many of which feature spacious layouts, modern amenities, and pleasant Thai style décor. Suitable for long stays, families, or diverse traveler profiles with villa and suite options, the resort becomes attractive not just for short holiday stays but also for families, couples seeking privacy, and traveler's wanting a more “resort-home” feel.

Location: Its location delivers a nice balance: quiet and relaxing compared with central beach zones, yet still within reasonable reach of shopping and nightlife areas via shuttle or short transport ride.

Amazing Guest Service: Guests often praise the staff and service. Many reviews mention that Nora Beach is a friendly hotel, all the staff have attentive personnel, good services whether you're staying with us or not and generally good hospitality

4.2 Weaknesses

Beach Quality: Nora Beach was always beautiful but after COVID-19 poor beach conditions occurred, beach has problems and several guest has complained and are not happy sometimes. Beach currently also have lack os sand, erosion and small amounts of garbage washed up.

Value and price expectations: A number of reviews suggest that for the rates charged (as a 4-star resort), they expected higher standards. In particular: limited breakfast variety, subpar food, basic décor, and service shortcomings made the experience feel less “resort-quality” than promised

Facilities: gym, pool area sometimes feels outdated or poorly maintained. Though the pool and grounds are often praised, some reviewers noted unclean pool-side loungers or pool-towels, and a small, under-equipped gym in poor condition. In some cases, poolside upkeep and cleanliness didn't meet expectations.

Technology: Some other hotels are really advanced in technology where our hotel stick with the old ways, using wired home telephones, no contactless and mobile technology.

4.3 Opportunities

Growing tourism demand: The island of Koh Samui has recently seen a strong surge in visitors, both by air and cruise ship in 2025 arrivals have increased significantly, boosting occupancy and overall demand for accommodations. By 2026 Koh Samui will be full of tourists and hotels that are in tourists spot like Phuket, Bangkok, Pattaya, Koh Samui and more will be full.

Appeal to high-end and villa seekers: There is growing demand for luxury and villa-style stays (private villas, beachfront pool villas, upscale amenities). This aligns well with Nora Beach Resort & Spa's range of rooms/villas and can attract travelers seeking premium accommodation. Tourists are willing to pay more for a more private, luxury and higher amenities.

Rise in wellness tourism: Koh Samui is becoming known for wellness-focused travel spas, yoga, holistic and relaxing retreats. Resorts that offer wellness, spa, and health-oriented amenities are increasingly in demand.

Competition: Intense competition increases due to more wellness travel hotel or spas in Koh Samui, the Island is also currently full of tourists who are there just for wellness reasons.

5.0 Objectives of the Study

This study is important because it helps to understand how a professional resort works, especially in the front office and guest service areas. It shows how the knowledge learned in class can be applied in real work situations. The study also explains how good communication, problem-solving, and customer service skills can make guests feel happy and satisfied. In addition, it looks at the resort's strengths, weaknesses, and opportunities, which can help improve services and operations. Overall, this study is useful for developing my own skills and for understanding how a hotel provides a good experience for its guests. Here are the goals I want to achieve while training at Nora Beach resort & spa.

1. To gain skill development
2. To understand how the hotel operates
3. To understand exposure and hotels systems
4. Strong foundation for future career
5. To understand guest satisfaction
6. To experience what I have learned and put it to work

7. To enhance my guest service skills
8. Practice how I handle complaints from guests or anyone
9. To experience the human working nature
10. Get to know more people
11. To get to know work culture
12. To boost myself to work
13. Opportunity to work in a professional environment
14. To develop problem solving skills



CHAPTER 2: CO-OP ACTIVITIES

1. My Job Description

As a Guest Service Agent Trainee, we must help the guests feel welcome and comfortable during their stay at the hotel. The main tasks include greeting guests when they arrive, checking them in and out using the hotel system (Opera Express), answering questions, and helping with requests. The trainee also escorts guests to their rooms, explains the hotel facilities, and makes sure guests have everything they need. This position allows the trainee to learn how a hotel front office works, develop customer service skills, and work with other hotel departments to provide a good guest experience.

2. My Job Responsibilities

As for Trainees, the hotel only allows Trainee to work normal hours and not night shifts. In our normal shifts we have 6 AM - 3 PM, 12 PM - 10 PM and 2:00 PM - 11 PM. In these shifts here are the things I need to do as a Guest Service agent trainee.

As a Guest Service Agent Trainee at Nora Beach Resort & Spa, my main responsibility was to assist in the smooth operation of the front office and ensure a positive experience for every guest. This included greeting guests warmly upon arrival, handling check ins and checkouts efficiently using the Opera Express system, and verifying guest information to maintain accuracy in the hotel records.

I was responsible for responding to guest inquiries and requests promptly, providing information about hotel services, facilities, and local attractions, and addressing any issues or complaints to ensure guest satisfaction. Additionally, I escorted guests to their rooms, explained the features of their accommodation, and offered guidance on how to use room amenities. My role also required coordination with other hotel departments such as housekeeping, concierge, and maintenance to ensure that guest requests were fulfilled quickly and effectively. Throughout my training, I monitored guest preferences and feedback to support the improvement of service quality, assisted in maintaining a professional and organized front desk area, and followed all hotel policies and standards to ensure a safe and welcoming environment.

By performing these duties, I gained practical experience in front office operations, developed communication and problem-solving skills, and contributed to maintaining the high standards of hospitality expected at the resort and I also developed strong communication, problem-solving, and organizational skills while contributing to a positive guest experience and the smooth daily operation of the resort.

3. Activities in Coordinating with Co-Workers

During my internship as a Guest Service Agent Trainee at Nora Beach Resort & Spa, coordinating and working with my coworkers was an important part of my daily responsibilities and learning experience. I regularly communicated guest requests and special requirements to the housekeeping team to make sure that rooms were clean, organized, and ready before guest arrivals, paying special attention to VIP guests or families with special needs.

Whenever maintenance issues arose, such as air conditioning problems, plumbing faults, or broken room equipment, I reported them promptly to the technical team so they could be fixed quickly and guests could enjoy a comfortable stay. I also worked closely with the concierge and food & beverage teams to provide guests with accurate information about local tours, attractions, dining options, and special services. During busy periods, I assisted other front office staff with check-ins, check-outs, answering guest questions, and handling requests to ensure smooth operations at the front desk.

I attended team meetings and shift handovers to share important information about guest arrivals, departures, and special instructions, which helped maintain coordination and reduce mistakes. Additionally, I shared feedback with my coworkers about guest preferences, complaints, or suggestions, so the team could continuously improve the quality of service. I also observed and learned from experienced staff, following their guidance to better understand the workflow and responsibilities of each department.

By working closely with different teams and maintaining clear communication, we were able to provide guests with timely assistance, create a welcoming atmosphere, and ensure their overall satisfaction. This collaboration not only helped improve the efficiency and quality of service at the resort but also taught me valuable teamwork, communication, and problem-solving skills that are essential for a successful career in hospitality.

4. My Job Process Diagrams

The diagram below shows my job description process weekly:



Figure 7: Job description process weekly.

5. Contributions as a CO-OP Student in the Company

Guest Services & Customer Experience

- Assisted in welcoming guests upon arrival, providing warm hospitality and helping create a positive first impression.
- Supported the check-in and check-out process, ensuring accuracy, efficiency, and courteous service.

- Responded to guest inquiries regarding resort services, facilities, and local attractions, contributing to a smoother guest experience.
- Handled guest requests and concerns by coordinating with relevant departments to ensure timely service recovery and satisfaction.

Reservation & Administrative Support

- Assisted in managing daily reservations, including verifying bookings, updating guest information, and ensuring system accuracy.
- Helped prepare registration documents, room keys, and guest information packets, improving workflow efficiency.
- Observed and practiced basic Opera (or resort system) operations under supervision, gaining hands-on experience in hotel management system.

Communication & Coordination

- Maintained clear communication between Front Office, Housekeeping, and other departments to ensure rooms were ready and special guest requests were met.
- Reported room status updates and supported smooth coordination during peak check-in periods.

Operational Support

- Monitored the lobby area to maintain cleanliness, organization, and a welcoming atmosphere.
- Assisted in handling luggage, escorting guests, and offering general support during busy hours.
- Helped prepare daily reports under supervision, such as arrival lists, VIP lists, and guest preference notes.

CHAPTER 3: LEARNING PROCESS

This Chapter focuses on providing a background of what I have learned from the CO-OP studies.

Including what I have worked and learned at Nora Beach, what are its solutions, how have my studies impacted me very much, what skills and new knowledge I have gain and what recommendations I have for the resort so far.

1. Problem of the Company

Seasonal Staff Shortages

During high season, the resort may lack sufficient staff, causing long waiting times and overworked employees. During low season, budget constraints may reduce staffing levels and service variety.

Maintenance Problems

Air-conditioning, plumbing, and Wi-Fi breakdowns are common in tropical beach resorts due to humidity and salt air. Delays in repair can lead to guest complaints

High Guest Expectations & Service Pressure

Guests expect fast, personalized, and flawless service, especially in a 4 – 5 stars resort. Complaints can arise when rooms are not ready on time, requests are delayed, or staff availability is limited.

Overbooking & Reservation Issues

Mistakes in room allocation or double bookings can occur during peak seasons. Last-minute cancellations or booking changes cause coordination problems with housekeeping and front office.

Housekeeping Delays

Rooms may not be ready on time for check-in due to high occupancy or limited staff. Miscommunication about room status causes check-in delays at the Front Office.

Environmental & Weather Challenges

Heavy rain or storms can affect outdoor activities and transportation arrivals. Beach erosion, insects, and humidity impact guests' comfort and resort upkeep.

Guest Complaints & Conflict Handling

Issues such as noise, cleanliness concerns, or billing disputes frequently arise.

2. How to solve the problem

High Guest Expectations & Service Pressure

Train staff in customer service and conflict-handling skills. Implement a “Guest First” service mindset to prioritize urgent guest needs. Provide clear service recovery options (free drinks, room upgrades, late check-out when appropriate). Improve staffing schedules during peak hours.

Overbooking & Reservation Issues

Use real-time synchronization in PMS (Opera/Fidelio) to avoid duplicate bookings. Double-check reservations during morning briefings. Set aside 1–2 “buffer rooms” for emergency cases. Improve communication with online travel agencies (OTA) to update room inventory quicker.

Communication Problems Between Departments

Hold short daily briefings with Front Office, Housekeeping, and F&B. Use a shared communication platform or logbook to track guest requests. Implement a standardized “Room Ready” notification system. Encourage open and clear two-way communication between staff.

Staff Shortages During Peak Season

Hire part-time or seasonal staff during high-demand periods. Improve staff scheduling to rotate shifts fairly. Cross-train employees so they can support other departments when needed. Offer incentives to reduce absenteeism and improve morale.

Maintenance Issues (AC, plumbing, Wi-Fi)

Establish a preventive maintenance schedule. Improve coordination between Front Office and Engineering for urgent repairs. Keep spare equipment (light bulbs, AC filters, routers) readily available. Provide guests with temporary solutions (portable fans, room changes).

Housekeeping Delays

Use real-time PMS updates so Front Office knows room status faster. Increase housekeeping staff during check-out peak times (11 AM – 2 PM). Prepare “priority rooms” first for early arrivals or VIP guests.

3. Recommendations to the Company

Based on the weaknesses and challenges encountered by the Nora Beach Resort and spa, the following recommendations I prefer for its operations.

Enhance Staff Training Programs

- Provide continuous training in customer service, problem-solving, and complaint handling.
- Offer technical training for PMS (Opera/Fidelio) to reduce reservation errors.
- Conduct workshops on cultural awareness to improve interactions with international guests.

Strengthen Preventive Maintenance

- Develop a structured preventive maintenance schedule for rooms and facilities.
- Ensure regular inspection of air-conditioning, plumbing, and Wi-Fi equipment.
- Improve communication between Front Office and Engineering for urgent repairs.

Increase Staffing During Peak Seasons

- Hire part-time or seasonal staff to avoid overworking full-time employees.
- Cross-train staff so they can support other departments (e.g., FO helping F&B during busy hours).
- Review staffing schedules to ensure adequate coverage during check-in/check-out peak times.

Improve Housekeeping Efficiency

- Equip housekeeping with real-time room status updates via tablets or app-based systems.
- Set priority lists for early check-ins, VIP guests, and special requests.
- Provide refresher training on cleaning standards and time management.

Enhance Guest Experience

- Offer welcome drinks, cold towels, or quick orientation about resort facilities.
- Provide more multilingual materials (menus, maps, welcome letters).
- Develop new activities for guests during bad weather (indoor games, spa promotions, Thai classes).

4. What I have learned during CO-OP studies

During my CO-OP training at Nora Beach Resort & Spa, Koh Samui, I gained extensive hands-on experience that helped me understand the real workings of the hospitality industry, especially in the Front Office department. I learned how to manage the full check-in and check-out process, handle guest reservations, and use hotel management systems accurately while maintaining a high level of professionalism. Interacting with guests from different countries helped me develop strong communication skills, patience, and confidence, especially when answering inquiries or resolving complaints.

I also learned the importance of teamwork and coordination, as I worked closely with Housekeeping, Engineering, and F&B to ensure rooms were ready, special requests were handled, and guest expectations were met. Facing busy periods, unexpected issues, and last-minute changes helped me become more adaptable, organized, and capable of multitasking under pressure. This experience taught me not only operational knowledge but also essential soft skills such as problem-solving, cultural awareness, responsibility, and maintaining a professional attitude at all times.

Overall, my CO-OP journey was a meaningful opportunity that strengthened my understanding of hotel operations and prepared me for future growth in the hospitality field.

5. How I Applied the knowledge from coursework to the real working situation

I was able to apply many concepts and skills that I learned in my coursework directly to real working situations at the resort. The lessons from my hospitality and front office management classes helped me understand the check-in and check-out procedures, reservation systems, and the importance of accurate guest information, which made it easier for me to perform these tasks confidently.

Knowledge from customer service subjects guided me in interacting politely and professionally with guests, handling complaints, and communicating clearly with people from different cultures. I also used what I learned about teamwork and organizational behavior when coordinating with Housekeeping, Engineering, and other departments to ensure smooth operations. My coursework on problem-solving and time management helped me stay calm and efficient during busy periods, especially when dealing with unexpected changes or guest issues.

Overall, applying the theories and skills from my studies to real situations strengthened my understanding of hospitality work and helped me become more confident and capable in a professional environment.

6. Special skills and new knowledge I have learned from the CO-OP studies.

Front Office Operations Handling check-in and check-out procedures

Managing reservations and guest information accurately Using hotel management systems (PMS, Opera/Fidelio)

Customer Service Skills

Communicating effectively with guests from diverse cultures. Handling complaints and resolving guest issues professionally. Delivering personalized guest service and ensuring satisfaction

Teamwork & Interdepartmental

Coordination Collaborating with Housekeeping, Engineering, and F&B teams. Understanding each department's role in guest satisfaction. Enhancing communication and coordination skills

Problem-Solving & Adaptability

Responding to unexpected issues quickly and calmly. Managing busy periods and high guest volumes efficiently Learning to make decisions under pressure

Time Management & Multitasking

Balancing administrative tasks with guest services, prioritizing tasks during peak hours, Improving overall productivity and organization

CHAPTER 4: CONLCUSION

This is the final chapter of my CO-OP studies at the Nora Beach Resort and Spa. It provides an evaluation of my work experience, discusses its limitations and provide recommendations for the Hotel to work on

1. Summary of Highlights of my CO-OP Studies at Nora Beach.

During my CO-OP training at Nora Beach Resort & Spa, Koh Samui, I gained extensive practical experience that significantly enhanced both my professional skills and personal development. One of the key highlights was gaining hands-on experience in Front Office operations, including handling check-ins and check-outs, managing reservations, updating guest information, and learning to operate the hotel management system accurately and efficiently. This practical exposure helped me understand the importance of precision, organization, and attention to detail in delivering high-quality guest service.

Another major highlight was developing strong communication and interpersonal skills. Interacting with guests from diverse nationalities allowed me to practice effective communication, adapt to different cultural expectations, and respond to inquiries and complaints with patience, empathy, and professionalism. I also learned the significance of teamwork and interdepartmental coordination, working closely with Housekeeping, F&B, and Engineering departments to ensure that guest requests were fulfilled and rooms were ready on time. This experience strengthened my understanding of how different departments collaborate to provide seamless service in a luxury resort.

Furthermore, my CO-OP experience helped me improve problem-solving, time management, and multitasking skills. I learned to prioritize tasks efficiently during peak hours, handle unexpected situations calmly, and make quick, practical decisions to maintain smooth operations. I also gained insights into workplace ethics, professionalism, and the importance of maintaining a positive attitude and service-minded approach at all times.

Overall, my CO-OP studies provided me with a comprehensive understanding of the daily operations of a resort, the practical application of my classroom knowledge, and the soft skills necessary to succeed in the hospitality industry. This experience has strengthened my confidence, improved my professional competencies, and prepared me for future opportunities in hotel and resort management.

My Evaluation of my work experience

Self-evaluation and involvement in y professional growth

During my CO-OP training at Nora Beach Resort & Spa, I actively applied my coursework knowledge to real Front Office operations, including check-ins, check-outs, and reservations, which strengthened my technical and organizational skills. Interacting with diverse guests and collaborating with multiple departments improved my communication, teamwork, and cultural awareness. I faced challenges such as busy periods and guest complaints, which enhanced my problem-solving, time management, and adaptability. By observing senior staff and implementing best practices, I developed greater

professionalism and confidence. Overall, this experience significantly contributed to my growth, preparing me for future responsibilities in the hospitality industry.

Excellent Customer Support

During my CO-OP training at Nora Beach Resort & Spa, I consistently provided excellent customer support by ensuring that every guest received attentive, courteous, and personalized service. I greeted guests warmly upon arrival, assisted them efficiently with check-in and check-out, and promptly addressed inquiries about the resort's facilities, activities, and local attractions. When handling guest concerns or complaints, I listened carefully, empathized, and provided practical solutions to ensure satisfaction while maintaining professionalism. I coordinated with Housekeeping, F&B, and other departments to fulfill special requests and resolve issues quickly, ensuring a seamless experience for the guests. By combining effective communication, problem-solving, and a service-oriented attitude, I contributed to creating memorable and positive experiences that enhanced guest satisfaction and loyalty.

Handling crises and addressing problems

I learned to stay calm and professional during high-pressure situations, such as busy check-ins or unexpected guest issues. I assessed problems quickly, coordinated with relevant departments, and provided prompt solutions. By actively listening and addressing guest concerns with empathy, I ensured guest satisfaction while maintaining smooth resort operations. This experience improved my problem-solving, decision-making, and crisis-management skills.

Limitations Of my CO-OP studies

While my CO-OP training provided valuable practical experience, there were certain limitations. First, the duration of the program limited the depth of exposure to all hotel departments, meaning I could not gain in-depth experience in areas such as F&B management, accounting, or marketing. Second, as a trainee, my responsibilities were often supervised and task-specific, which limited my opportunity to make independent decisions in some operational processes. Third, peak periods sometimes restricted the time available for learning and observation, as priority was given to ensuring smooth guest service. Finally, there were limited opportunities to engage in long-term strategic or managerial activities, which would have provided broader insight into hotel management and decision-making. Despite these limitations, the CO-OP experience was highly valuable for building practical skills, understanding real-world hotel operations, and preparing for a future career in hospitality.

Recommendations for Nora Resort and Spa Koh Samui

- Provide continuous training in Front Office operations, customer service, and complaint handling.
- Offer workshops on cultural awareness and effective communication with international guests.
- Implement a digital log or communication system for Front Office, Housekeeping, and F&B to track guest requests and room status in real time.
- Hold short daily briefings to ensure smooth coordination during busy periods.
- Introduce small personalized services, such as welcome notes or quick orientation for first-time guests.
- Provide multilingual materials and guides to improve accessibility for international visitors.
- Schedule regular checks for AC, plumbing, Wi-Fi, and other facilities to prevent guest complaints.
- Keep spare equipment and tools readily available for quick fixes.
- Provide additional training for PMS (Opera/Fidelio) and explore mobile check-in or digital concierge services to improve efficiency.

Bibliography:

Nora Beach Resort & Spa. (2025). *Hotel Samui photos*. <https://www.norabeachresort.com/hotel-samui-photos.html>

Nora Beach Resort & Spa. (2025). *Nora Beach Resort & Spa — Koh Samui, Thailand*. <https://www.norabeachresort.com/>



Appendices

WEEKLY PROGRAM

WEEK 1 Figure 6

Friday 15/08/2025	Saturday 16/08/2025	Sunday 17/08/2025	Monday 18/08/2025	Thursday 21/08/2025	Friday 22/08/2025
Learning Hotel information	Learning Hotel information	Learning the process of Check in and checkouts	Learning the process of Check in and checkouts	Learning the process of Check in and checkouts	Learning the process of Check in and checkouts

WEEK 2

Saturday 23/08/2025	Sunday 24/08/2025	Monday 25/08/2025	Thursday 28/08/2025	Friday 29/08/2025	Saturday 30/08/2025
Help with check in check outs and goes service	Help with check in check outs and goes service	Help with check in check outs and goes service	Help with check in check outs and goes service	Help with check in check outs and goes service	Learn process of check booking

WEEK 3

Sunday 31/08/2025	Monday 01/09/2025	Thursday 04/09/2025	Friday 05/09/2025	Saturday 06/09/2025	Sunday 07/09/2025
Learn process of check booking	Learn process of reservation	Help with check in check outs and guest service	Help with check in check outs and guest service	Help with check in check outs and guest service	Help with check in check outs and guest service

WEEK 4

Monday 08/09/2025	Tuesday 09/09/2025	Friday 12/09/2025	Saturday 13/09/2025	Sunday 14/09/2025	Monday 15/09/2025
Help with check in check outs and guest service	Help with check in check outs and guest service	Help with check in check outs and guest service	VVIP Guest arrive date, I take care and escort	Taking care of VVIP guests	Taking care of VVIP guests

Thursday 18/09/2025	Friday 19/09/2025	Saturday 20/09/2025	Sunday 21/09/2025	Monday 22/09/2025	Tuesday 23/09/2025
WEEK 5					
Taking care of VVIP guests	Taking care of VVIP guests	Taking care of VVIP guests	Help with check in check outs and guest service	Help with check in check outs and guest service	Help with check in check outs and guest service

Thursday 25/09/2025	Friday 26/09/2025	Saturday 27/09/2025	Sunday 28/09/2025	Monday 29/09/2025	Tuesday 30/09/2025
WEEK 6					
Cruise Ship tour come to eat at "Prasuthorn Restaurant"	Cruise Ship tour come to eat at "Prasuthorn Restaurant"	Cruise Ship tour come to eat at "Prasuthorn Restaurant"	Cruise Ship tour come to eat at "Prasuthorn Restaurant"	Cruise Ship tour come to eat at "Prasuthorn Restaurant"	Cruise Ship tour come to eat at "Prasuthorn Restaurant"

Friday 05/10/2025	Saturday 04/10/2025	Sunday 05/10/2025	Monday 06/10/2025	Tuesday 07/10/2025	Wednesday 08/10/2025
WEEK 7					
Orientation at Nora Buri and other Nora's and company hotels	Orientation at Nora Buri and other Nora's and company hotels	Orientation at Nora Buri and other Nora's and company hotels	Orientation at Nora Buri and other Nora's and company hotels	Help with check in check outs and guest service	Help with check in check outs and guest service

Saturday 11/10/2025	Sunday 12/10/2025	Monday 13/10/2025	Tuesday 14/10/2025	Wednesday 15/10/2025	Thursday 16/10/2025
WEEK 8					
Help with check in check outs and guest service	Help with check in check outs and guest service	Help with check in check outs and guest service	Help with check in check outs and guest service	Learning more about process of reservation and room selling	Learning more about process of reservation and room selling

WEEK 9

Sunday 19/10/2025	Monday 20/10/2025	Tuesday 21/10/2025	Wednesday 22/10/2025	Thursday 23/10/2025	Saturday 25/10/2025
Learning more about process of reservation and room selling	Learning more about process of reservation and room selling	Help with check in check outs and guest service	Help with check in check outs and guest service	Help with check in check outs and guest service	Help with check in check outs and guest service

WEEK 10

Sunday 26/10/2025	Monday 27/10/2025	Tuesday 28/10/2025	Wednesday 29/10/2025	Thursday 30/10/2025	Friday 31/10/2025
Help with check in check outs and guest service	Help with check in check outs and guest service	Help with check in check outs and guest service	Cruise tour come and eat at Prasuthorn restaurant	Cruise tour come and eat at Prasuthorn restaurant	Cruise tour come and eat at Prasuthorn restaurant

WEEK 11

Monday 03/11/2025	Tuesday 04/11/2025	Wednesday 05/11/2025	Thursday 06/11/2025	Friday 07/11/2025	Saturday 08/11/2025
Cruise tour come and eat at Prasuthorn restaurant	Help with check in check outs and guest service	Help with check in check outs and guest service	Help with check in check outs and guest service	Help with check in check outs and guest service	Help with check in check outs and guest service

WEEK 12

Monday 10/11/2025	Tuesday 11/11/2025	Wednesday 12/11/2025	Thursday 13/11/2025	Friday 14/11/2025	Saturday 15/11/2025
Help with check in check outs and guest service	Help with check in check outs and guest service	Help with check in check outs and guest service	Help with check in check outs and guest service	VVIP guest arrived and have to escort	Take care of VVIP guest

WEEK 13

Wednesday 19/11/2025	Thursday 20/11/2025	Friday 21/11/2025	Saturday 22/11/2025	Sunday 23/11/2025	Monday 24/11/2025
Take care of VVIP guest	Take care of VVIP guest	Help with check in check outs and guest service	Help with check in check outs and guest service	Help with check in check outs and guest service	Help with check in check outs and guest service

WEEK 14

Thursday 27/11/2025	Friday 28/11/2025	Saturday 29/11/2025	Sunday 30/11/2025	Monday 01/12/2025	Tuesday 02/12/2025
High seasons, many rooms booked. Many check ins and check out	Help with check in check outs and guest service	Help with check in check outs and guest service	Help with check in check outs and guest service	Help with check in check outs and guest service	Help with check in check outs and guest service

WEEK 15

Thursday 04/12/2025	Friday 05/12/2025	Saturday 06/12/2025	Sunday 07/12/2025	Monday 08/12/2025	Wednesday 10/12/2025
Help with check in check outs and guest service	Help with check in check outs and guest service	Help with check in check outs and guest service	Help with check in check outs and guest service	Help with check in check outs and guest service	Help with check in check outs and guest service

WEEK 16

Thursday 11/12/2025	Friday 12/12/2025	Saturday 13/12/2025	Sunday 14/12/2025	Monday 15/12/2025	
Help with check in check outs and guest service	Help with check in check outs and guest service	Help with check in check outs and guest service	Help with check in check outs and guest service	Help with check in check outs and guest service and have lunch and HOD.	





Figure 8: Team members of from office



Figure 9: The Certificate

