



COOPERATIVE EDUCATION REPORT

Operational Excellence in Front Desk and VIP Preparations at Sukhumvit Park Marriott Executive Apartments

Written By

**Ms. Maint Thu Thu Swe
Student ID: 6508120015**

This report is submitted in partial fulfillment of the requirements for Cooperative Education.

Faculty of Hotel and Tourism Management
Academic Semester 1/2025
Siam University

Title : Operational Excellence in Front Desk and VIP Preparations at Sukhumvit Park Marriott Executive Apartments

Written By : Ms. Maint Thu Thu Swe

Advisor : Mr. Ashutosh Mishra

Department : Bachelor of Business Administration
Hotel and Tourism Management

We have approved this cooperative education report as partial fulfillment of the cooperative education program semester 1/2025.

Oral Presentation Committees

Ashutosh Mishra

(Mr. Ashutosh Mishra)

Academic Advisor

Khun. Khontanan Pooteeoan

(Khun. Khontanan Pooteeoan)

Job Supervisor, Front Office Manager

Yhing Sawheny

(Dr. Yhing Sawheny)

Cooperative Education Committee

Maruj Limbawattana

(Asst. Prof. Maruj Limbawattana. Ph. D)

Assistant President and Director Cooperative

Project Title : Operational Excellence in Front Desk and VIP Preparations at Sukhumvit Park Marriott Executive Apartments
Credit : 3
By : Ms. Maint Thu Thu Swe
Advisor : Mr. Ashutosh Mishra
Degree : Bachelor of Business Administration
Major : Hotel and Tourism Management
Faculty : International College
Semester/ Academic Year : 1/2025

Abstract

This report entitled ‘Operational Excellence in Front Desk and VIP Preparations at Sukhumvit Park Marriott Executive Apartments’, details a four-month internship from August 25 to December 26, 2025, focused on the critical, behind-the-scenes logistics that enable a five-star guest experience. Serving as a Front Desk Intern within the Front Office Department, my role was uniquely centered on the systematic preparation for arriving guests with a specialized emphasis on VIP and Marriott Bonvoy elite members. The primary objectives were to: (1) master the procedural checklist governing pre-arrival readiness, (2) understand the strategic importance of personalized amenities in fostering guest loyalty, and (3) analyze the operational workflow that connects front desk administration with flawless guest arrival.

The report provides a detailed analysis of my core duties, which were dictated by a daily trainee checklist. These responsibilities included the verification and preparation of personalized welcome cards and amenities (fruit, wine, cakes) the meticulous assembly of registration documents and the precise timing of in-room setups. This study concludes that excellence in luxury hospitality is predicated on invisible diligent preparation and flawless cross-departmental execution. The internship profoundly developed my skills in attention to detail, time management, procedural adherence and an understanding of the Marriott service culture, providing an indispensable foundation for my future career in hotel operations.

Keyword: VIP Preparation, Amenity Management, Front Desk Operations, Pre-Arrival Logistics, Marriott Bonvoy

Acknowledgement

I wish to extend my deepest gratitude to all individuals who supported and guided me throughout my cooperative education journey. First and foremost, I thank Siam University and the Faculty of Hotel and Tourism Management for structuring the cooperative education program, providing this invaluable platform for professional growth.

My sincere appreciation goes to the management and associates of Sukhumvit Park Marriott Executive Apartments for welcoming me into their team. I am particularly grateful to the Human Resources department, especially **Khun Nachon Obyam** from Learning & Development, for facilitating my internship placement. I owe a profound debt of thanks to my Job Supervisor, Front Office Manager **Khun Khontanan Pooteetoaun (Katie)** for her unwavering patience, invaluable training, and continuous encouragement. Their expertise and willingness to share knowledge were cornerstone to my learning experience.

Furthermore, I thank all my colleagues in the Front Office, Concierge and other departments for their camaraderie, support and for creating a positive and collaborative work environment. I also extend my heartfelt thanks to my academic advisor, **Mr. Ashutosh Mishra**, for his guidance throughout the report process.

Finally, I acknowledge the foundational knowledge imparted by all my lecturers at Siam University, which equipped me with the theoretical understanding necessary to navigate this practical experience. This internship has been a transformative chapter, bridging academic study with real-world application and solidifying my passion for the hospitality industry.

Thank you.

Sincerely,

Maint Thu Thu Swe
Student ID: 6508120015

Table of Contents

Abstract.....	3
Acknowledgement	4
List Of Figures.....	7
List Of Abbreviations	7
CHAPTER 1: INTRODUCTION	8
1. Company Profile.....	8
1.1 Mission and Vision of the Company.....	9
1.2 Marriott Executive Apartments Brand Overview	10
1.3 The Strategies of the Company	11
1.4 Marriott International's Brands	11
2. Organizational Structure	12
2.1 Diagram of the Organizational Structure	12
2.2 My Job Position and Responsibilities	13
3. My Intention and Motivation	13
4. Strategic Analysis of the Company (SWOT Analysis) Strengths	14
Weaknesses.....	14
Opportunities	15
Threats	15
5. Objectives of the Co-operative Studies	16
Chapter 2: CO-OP STUDY ACTIVITIES	17
1. My Job Description.....	17
2. My Job Responsibilities	17
3. Activities in Coordination with Co-Workers	17
4. My Job Process Diagram	18
5. Contributions as a Co-op Student in the Company	18
Chapter 3: Learning Process.....	20
1. Problems or Issues Observed	20
2. How Problems Were Addressed	20
3. Recommendations for the Company	21
4. What I Have Learned During Co-op Studies	21
5. Application of Coursework to the Real Working Situation.....	22
6. Special Skills and New Knowledge Gained	22
Chapter 4: Conclusion	23
1. Summary of Highlights from the Co-op Studies	23
2. Evaluation of the Work Experience	23
3. Limitations of the Co-op Studies	24
4. Recommendations for Future Improvement	24

References	25
APPENDICES	26
Hotel Information - 1	26
Unique Features.....	26
Hotel Information -2	27
Front Office Internship Weekly Report	28
Front Office Internship Weekly Report	29



List Of Figures

- Figure 1: Exterior of Sukhumvit Park Marriott Executive Apartments
- Figure 2: Lobby Area
- Figure 3: Marriott International Brand Tiers
- Figure 4: Front Office Department Organizational Chart (Simplified)
- Figure 5: Property Floor Plan and Amenities
- Figure 6: Sample of Guest Welcome Kit
- Figure 7: Team Photo at Front Desk
- Figure 8: Internship Completion Certificate

List Of Abbreviations

- GSA: Guest Service Agent
- PMS: Property Management System
- MEA: Marriott Executive Apartments
- VIP: Very Important Person
- GXP: Guest Experience Platform
- FD: Front Desk
- DM: Duty Manager

CHAPTER 1: INTRODUCTION

1. Company Profile

Marriott International, established in 1927, stands as one of the world's foremost hospitality companies. With a portfolio encompassing over 30 brands and more than 8,800 properties across 139 countries, it is synonymous with quality, innovation and service excellence. The company's success is built on a strong foundation of core values putting people first, pursuing excellence, embracing change, acting with integrity and serving our world.

Sukhumvit Park Marriott Executive Apartments, located in the heart of Bangkok's vibrant Sukhumvit district, represents the premium extended stay segment of the Marriott portfolio. The property offers 210 fully furnished apartments ranging from studios to three-bedroom units, designed to provide the comforts of home combined with the services of a luxury hotel. Catering primarily to corporate relocations, long-term business travelers and families, the property features amenities such as a swimming pool, fitness center, resident's lounge, multiple meeting rooms, and the all-day dining restaurant. Its strategic location provides easy access to the BTS Skytrain, business centers, shopping malls and entertainment venues, making it an ideal choice for extended stays.



Figure 1: The Front of the Sukhumvit Park Marriott Executive Apartments



Figure 2:Exterior of Sukhumvit Park Marriott Executive Apartments

1.1 Mission and Vision of the Company

Marriott International’s mission is succinctly captured in its core philosophy: “To take care of our associates so they can take care of our guests.” This people-first approach is fundamental to its operations. The vision extends to being the world’s favorite travel company, achieving this through exceptional guest experiences, associate well-being and responsible global citizenship.

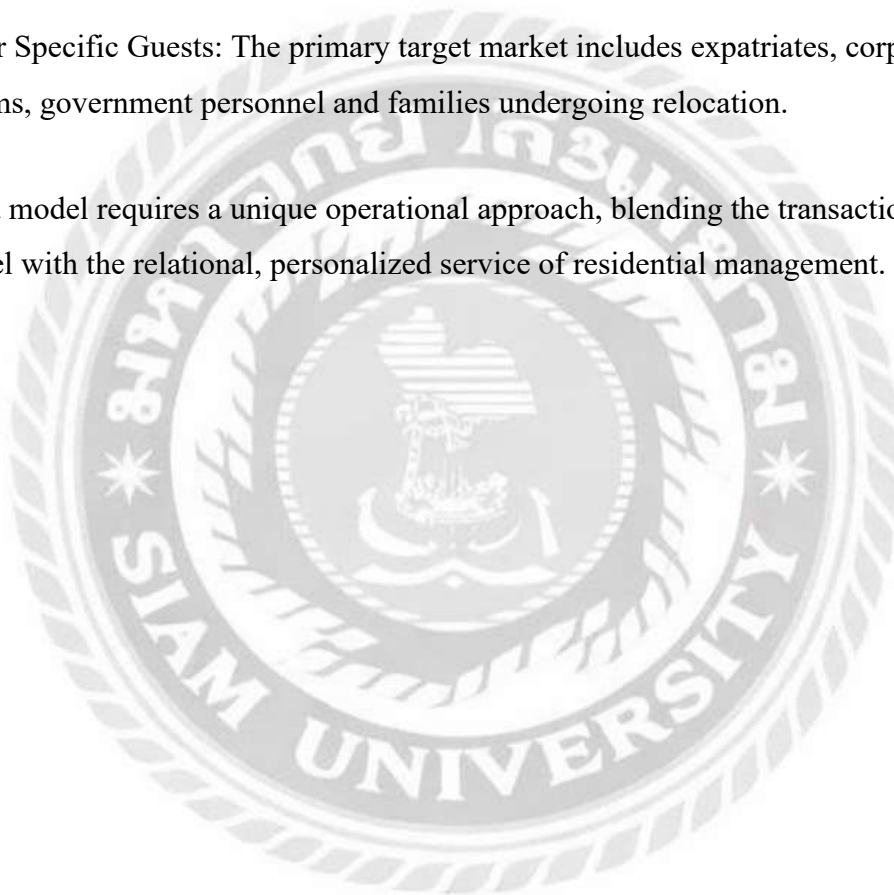
For Sukhumvit Park Marriott Executive Apartments, this translates into a specific commitment: to create a “home away from home” for long-stay guests by providing consistent, reliable and personalized service. The property’s mission focuses on building lasting relationships with residents, understanding their unique needs over weeks or months, and fostering a sense of community within the apartment-style living environment.

1.2 Marriott Executive Apartments Brand Overview

Marriott Executive Apartments (MEA) is a distinct brand within Marriott's portfolio, specifically designed for long-term stays (typically 30 nights or more). Unlike traditional hotels, MEA properties offer:

- Residential-Style Living: Fully equipped kitchens, separate living and sleeping areas and in-unit laundry facilities.
- Hotel-Style Services: Daily housekeeping, concierge, 24-hour security and front desk services.
- Community Amenities: Shared spaces like pools, gyms, lounges and often planned social events for residents.
- Tailored for Specific Guests: The primary target market includes expatriates, corporate project teams, government personnel and families undergoing relocation.

This hybrid model requires a unique operational approach, blending the transactional efficiency of a hotel with the relational, personalized service of residential management.



1.3 The Strategies of the Company

Marriott employs several integrated strategies to maintain market leadership:

- 1. Brand Diversification and Portfolio Strength:** By offering brands across luxury, premium, select, and extended-stay tiers, Marriott captures value across all market segments and traveler needs.
- 2. Technology and Digital Integration:** Heavy investment in digital platforms like the Marriott Bonvoy app, mobile check-in/out and the Opera PMS enhances operational efficiency and creates a seamless guest journey.
- 3. Loyalty Program Dominance:** The Marriott Bonvoy program is a central strategy, driving direct bookings, repeat business and valuable customer data through its tiered rewards system.
- 4. Global Growth with Local Relevance:** While maintaining international standards, properties are encouraged to incorporate local cultural elements, food and experiences to resonate with both international and domestic guests.
- 5. Sustainability and Social Impact (Serve 360):** A comprehensive global sustainability and social responsibility strategy aims to reduce environmental footprint, support local communities, and promote diversity and inclusion.
- 6. Talent Development:** Marriott is renowned for its investment in training and career progression, believing that engaged and skilled associates are the key to guest satisfaction.

1.4 Marriott International's Brands

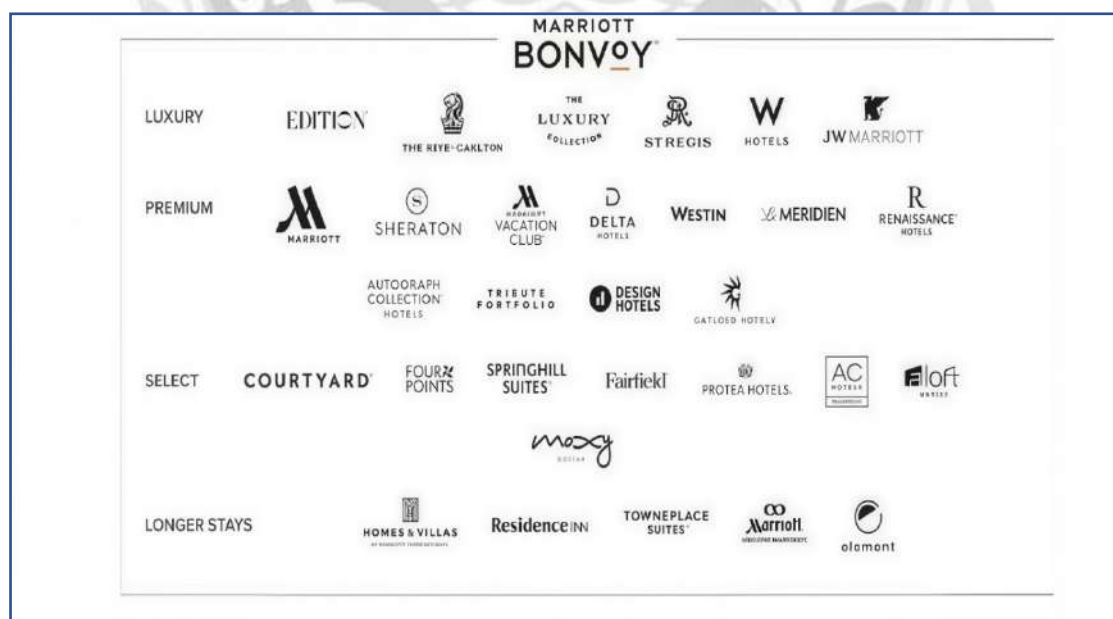


Figure 3: Marriott International Brand Tiers (Luxury, Premium, Select, Extended Stay)

2. Organizational Structure

Sukhumvit Park Marriott Executive Apartments follows a hierarchical functional structure. The General Manager oversees all departments, which are divided into Revenue, Operations (Rooms Division, Food & Beverage, Engineering), and Staff Departments (HR, Finance, Sales & Marketing). The Front Office Department, where I was placed, falls under the Rooms Division, headed by the Front Office Manager.

2.1 Diagram of the Organizational Structure



Figure 4: Front Office Department Organizational Chart



Figure 5: Organizational Chart

2.2 My Job Position and Responsibilities

My position was Front Desk Intern. As an integral part of the Guest Service Agent (GSA) team, my core responsibility was to support all front desk operations, ensuring a smooth and welcoming arrival, stay, and departure experience for every guest and resident.

Key responsibilities included:

- Assisting with guest check-ins and check-outs using the Opera PMS.
- Processing reservations, walk-ins and room assignments.
- Handling guest inquiries, requests and complaints promptly and professionally.
- Managing cashiering duties, including posting charges, processing payments, and handling foreign currency exchange.
- Preparing and distributing welcome packages and key cards for arriving guests.
- Coordinating with Housekeeping, Engineering and Concierge departments to fulfill guest needs. Understanding and explaining apartment features, hotel services and local attractions.
- Supporting administrative tasks such as filing, registration card management and report preparation.

3. My Intention and Motivation

My decision to pursue an internship at Sukhumvit Park Marriott Executive Apartments was driven by several key motivations:

1. **Reputation for Excellence:** Interning with Marriott International, a globally recognized leader, provides an unparalleled benchmark for quality and professional standards.
2. **Exposure to Extended-Stay Model:** I sought to understand the distinct dynamics of long-term hospitality, which involves deeper guest relationships and different service cycles compared to transient hotels.
3. **Practical System Proficiency:** I aimed to gain hands-on experience with industry-standard software like Opera PMS, a critical skill for any hospitality graduate.

4. **Urban Hospitality Environment:** Working in a cosmopolitan hub like Bangkok's Sukhumvit area offered exposure to a diverse, international clientele, enhancing my cross-cultural communication skills.

5. **Career Pathway Exploration:** This internship served as a critical step in validating my interest in front office operations and understanding potential career trajectories within a major international chain.

4. Strategic Analysis of the Company (SWOT Analysis) Strengths

1. **Powerful Brand Equity:** The Marriott name commands trust, attracts a loyal customer base through Bonvoy, and ensures high visibility in the global market.

2. **Ideal Product for Target Market:** The apartment format with full hotel services perfectly meets the needs of long-stay corporate and relocation clients, offering a compelling value proposition.

3. **Prime Location:** Proximity to business districts, public transport (BTS), and lifestyle amenities is a significant competitive advantage.

4. **Strong Service Culture:** A deeply ingrained culture of associate training and empowerment leads to generally high service standards and guest satisfaction scores.

5. **Integrated Technology:** Use of Opera PMS, GXP, and Bonvoy systems streamlines operations and personalizes the guest experience.

Weaknesses

1. **Aging Physical Plant:** As an established property, some apartments and public areas may require more frequent refurbishment to compete with newer developments.

2. **High Guest Expectations:** The Marriott brand and premium pricing lead to exceptionally high guest expectations, where any minor shortfall can significantly impact perceived value.

3. Operational Complexity: Balancing the efficiency of hotel operations with the personalized, long term needs of apartment residents can create workflow challenges.

4. Seasonal Demand Fluctuations: While more stable than tourist hotels, the corporate-driven demand can still be affected by economic cycles and holiday periods.

Opportunities

1. Growth in Relocation and Remote Work: The rise of global remote work and international assignments expands the target market for quality extended-stay accommodations.

2. Partnerships with Corporations: Strengthening direct contracts with multinational corporations for long-term employee housing can ensure steady occupancy.

3. Leveraging Bonvoy for Personal Travel: Attracting Bonvoy members to use points for extended personal vacations or family visits during long weekends.

4. Community-Building Initiatives: Enhancing the value proposition by organizing more resident events (e.g., networking mixers, cultural workshops) to foster community and increase retention.

5. Sustainability Initiatives: Implementing visible green practices (e.g., waste reduction, energy savings) can appeal to environmentally conscious corporate clients and guests.

Threats

1. Intense Local Competition: Direct competition from other international extended-stay brands (e.g., Oakwood, Ascott) and high-service condominiums in the Sukhumvit area.

2. Economic Downturns: Corporate budget cuts during economic recessions can lead to reduced length of stays or a shift to more budget-friendly accommodations.

3. Rising Operational Costs: Inflationary pressures on energy, supplies, and labor in Bangkok can squeeze profit margins.

4. Disruptive Models: The growing sophistication of premium serviced apartment rentals on digital platforms may attract some market segments seeking more variety or lower costs.

5. Objectives of the Co-operative Studies

My primary objectives for this cooperative education were:

1. To master the standard operating procedures (SOPs) of front desk operations in a world-class hotel environment.
2. To develop practical proficiency in using the Opera Property Management System.
3. To enhance my ability to communicate effectively and provide service to guests from diverse cultural backgrounds.
4. To understand the unique guest relationship management strategies required for long-stay versus short-stay clients.
5. To cultivate essential soft skills including problem-solving, teamwork, multitasking, and professionalism under pressure.
6. To observe and learn from the leadership and management styles within the Front Office department.
7. To build a professional network within the hospitality industry.
8. To critically evaluate the alignment between academic theories and real-world hospitality practices.
9. To solidify my career direction within the hotel and tourism sector.
10. To contribute positively to the operations and guest satisfaction of the hosting property.

Chapter 2: CO-OP STUDY ACTIVITIES

1. My Job Description

I served as a Front Desk Intern within the Front Office Department. My role was operational and guest-facing, acting as the first and last point of contact for guests. I was responsible for executing a wide range of tasks to ensure efficient daily operations, from administrative duties to direct guest interaction, with a focus on learning all aspects of the front desk function.

2. My Job Responsibilities

- My daily and weekly responsibilities were varied and comprehensive:
- Morning Shift Preparation: Reviewing the daily arrival report, preparing registration cards for expected guests, and checking VIP/pre-arrival notes in Opera.
- Guest Arrival Process: Greeting guests upon arrival, verifying reservation details, scanning passports, inputting information into Opera, assigning pre-blocked rooms, explaining apartment features and amenities, and escorting guests to their apartments when required.
- Guest Departure Process: Retrieving guest folios, verifying all charges, processing final payment via cash or credit card, providing invoices, and asking for feedback on their stay.
- Cashiering Duties: Handling cash floats, processing payments for incidental charges, posting restaurant bills to room accounts, and ensuring accurate end-of-shift cashier reports.
- Guest Relations: Answering phone calls and in-person inquiries regarding hotel services, local directions, transportation, and restaurant recommendations. Logging all guest requests or complaints into the GXP system and following up to ensure resolution.
- Administrative Support: Filing registration cards, preparing welcome letters for group arrivals, maintaining the tidiness of the front desk and lobby area, and assisting supervisors with daily reports.

3. Activities in Coordination with Co-Workers

Teamwork was essential for smooth operations. Key collaborative activities included:

- Shift Handover Briefings: Participating in detailed briefings at the start and end of each shift to communicate important information about in-house guests, expected arrivals, special requests, and ongoing issues.

- **Cross-Departmental Coordination:** Calling Housekeeping to update room status (vacant/occupied), liaising with Engineering for maintenance requests, and working with the Concierge to arrange guest transportation or tours.
- **Support During Peak Times:** Assisting fellow GSAs during busy check-in/out periods by managing the queue, preparing key cards in advance, or handling phone lines.
- **Weekly Department Meetings:** Attending meetings where the Front Office Manager discussed performance metrics (e.g., guest satisfaction scores, upsell targets), upcoming groups, and operational updates.

4. My Job Process Diagram



5. Contributions as a Co-op Student in the Company

As an intern, I contributed in several meaningful ways:

1. **Operational Support:** Provided an extra pair of hands, especially during peak operational hours, helping to reduce guest wait times and maintain service efficiency.
2. **Enthusiasm and Fresh Perspective:** Brought a positive, eager-to-learn attitude and sometimes offered fresh observations on processes from a student's viewpoint.
3. **Multilingual Assistance:** Utilized my language skills (e.g., English, plus any other languages you speak) to assist guests who were not fluent in Thai, enhancing their comfort and communication.

4. Administrative Relief: Took on routine administrative tasks, allowing permanent staff to focus on more complex guest issues or revenue-generating activities.

5. Cultural Bridge: Helped in understanding and relating to the specific needs of international guests from various regions.

6. Talent Pipeline: By performing well, I represented my university positively and potentially opened the door for future recruitment of interns or graduates from Siam University.



Chapter 3: Learning Process

1. Problems or Issues Observed

During my internship, I observed several operational challenges:

- **System Downtime:** Occasional slowness or brief outages of the Opera PMS system caused delays during check-in/out, leading to guest frustration.
- **Language Barriers:** While the team was proficient, complex or nuanced guest requests from non English speakers sometimes led to misunderstandings.
- **Overbooking Situations:** On a few occasions, due to unexpected extensions or system errors, the property was overbooked, creating a critical situation that required walking guests to other properties.
- **High Turnover of Long-Stay Guests:** The departure and arrival of many long-stay guests on the same day (“turn day”) placed immense pressure on Housekeeping and Front Desk coordination.
- **Guest Complaints on Maintenance:** Some long-stay guests reported wear-and-tear issues in apartments (e.g., slow drains, appliance faults), which required timely follow-up to prevent dissatisfaction.

2. How Problems Were Addressed

I learned proactive and reactive problem-solving techniques:

- **System Issues:** We switched to manual registration forms as a backup and reassured guests of a brief delay, often offering a welcome drink in the lounge as a courtesy.
- **Language Barriers:** We utilized translation apps on company tablets or sought assistance from multilingual colleagues. I learned the importance of using simple, clear language and visual aids (maps, brochures).
- **Overbooking:** I observed the management’s protocol: immediate, transparent communication with the affected guest, arrangement of equivalent or superior accommodation at a partner hotel, complimentary transportation, and often a future stay credit. The focus was on turning a negative into a future loyalty opportunity.
- **Turn Day Pressure:** Detailed pre-shift meetings were crucial. The Front Desk tightly controlled room availability, and supervisors had direct radios to coordinate with Housekeeping floor-by-floor.

3. Recommendations for the Company

Based on my observations, I recommend:

- **Invest in System Resilience:** Implement more robust backup systems or offline modules for critical functions like check-in to minimize downtime impact.
- **Phrasebook/Digital Aid:** Develop a simple digital phrasebook or guide for front-line staff with key phrases in common languages (e.g., Japanese, Korean, Chinese) for specific scenarios.
- **Enhanced Pre-Arrival Communication:** For long-stay guests, send a more detailed pre-arrival email/video showcasing the apartment features and reporting procedures for maintenance, setting clear expectations.
- **Recognition for Long-Stay Departures:** Implement a simple farewell ritual for guests departing after a long stay (e.g., a thank-you card signed by staff, a small parting gift) to leave a lasting positive impression and encourage referrals.

4. What I Have Learned During Co-op Studies

- **Professionalism is Paramount:** The importance of presentation, punctuality, and maintaining composure at all times.
- **The Art of Service Recovery:** A well-handled complaint can often result in a more loyal guest than one who never experienced a problem.
- **Efficiency vs. Personalization:** Finding the balance between processing guests quickly and making each interaction genuinely warm and personalized.
- **The Power of Teamwork:** No single department operates in isolation; success depends on seamless communication and support across all teams.
- **Attention to Detail:** A single error in a folio or a missed guest preference can have significant consequences.

5. Application of Coursework to the Real Working Situation

- Front Office Management: Theories on guest cycles, registration procedures, and room status management came to life daily through Opera PMS.
- Hospitality Marketing: Understanding the Bonvoy program's role in driving direct business and customer retention was a practical lesson in loyalty marketing.
- Service Management: Concepts of service quality gaps (Servqual) were visible when guest expectations did not match their perception of our service delivery.
- Organizational Behavior: Observing different leadership styles and team dynamics provided a real world case study in workplace motivation and communication.
- Cross-Cultural Management: Direct interaction with a global clientele was the ultimate application of cross-cultural communication theories.

6. Special Skills and New Knowledge Gained

- Technical Proficiency: Operational mastery of the Opera PMS system, including reservations, front desk, and cashiering modules.
- Financial Handling: Experience in cashiering, foreign exchange, and accurate end-of-day reconciliation.
- Enhanced Communication: Professional email/phone etiquette, and techniques for de-escalating tense situations with guests.
- Operational Problem-Solving: Developed a logical, step-by-step approach to resolving guest issues by leveraging available resources and protocols.
- Multitasking and Prioritization: Learned to manage a constant stream of tasks (phone, guests, system work) without losing focus or service quality.
- Industry Knowledge: Gained deep insight into the unique operational and service nuances of the extended-stay/apartment hotel sector.

Chapter 4: Conclusion

1. Summary of Highlights from the Co-op Studies

This cooperative education report has documented a transformative four-month journey at the Sukhumvit Park Marriott Executive Apartments. The experience provided an immersive dive into the heart of front office operations within a prestigious international brand. Key highlights include the hands-on mastery of industry-standard technology (Opera PMS), the invaluable opportunity to interact with and serve a diverse international clientele, and the deep understanding of the distinct rhythm and challenges of extended-stay hospitality. I learned that success at the front desk hinges not just on technical skill, but on empathy, anticipation, and the ability to build genuine rapport. This internship successfully bridged the gap between academic theory and professional practice, solidifying foundational competencies that are essential for a career in hospitality management.

2. Evaluation of the Work Experience

This internship was an overwhelmingly positive and formative experience. I successfully met my core objectives: I can now independently execute standard front desk procedures, navigate the Opera PMS with confidence, and handle a variety of guest interactions professionally. My greatest contribution was as a reliable and eager member of the team, supporting daily operations and striving to enhance the guest experience through attentive service. Areas for my continued growth include gaining more confidence in handling highly complex, non-standard guest complaints and deepening my understanding of the revenue management strategies that underpin front desk decisions like upselling and room assignment. Overall, the experience has confirmed my passion for the front office and guest relations trajectory. The professional standards, mentorship received, and skills developed have profoundly prepared me for my future career.

3. Limitations of the Co-op Studies

While the internship was comprehensive, certain limitations were inherent to the role:

- **Access Limitations:** Interns did not have independent login credentials for all PMS functions (e.g., night audit, rate adjustments, advanced reporting), limiting exposure to back-end analytical and financial control processes.
- **Decision-Making Scope:** My role was primarily operational execution. I had limited involvement in strategic decision-making, such as handling group billing disputes, authorizing major compensation, or managing overbooking resolutions independently.
- **Duration:** A four-month period provided a robust overview, but a longer placement (e.g., 6-12 months) would allow for experiencing full seasonal cycles and potentially rotating through other related departments like Reservations or Concierge.
- **Training Program Structure:** Initial training was intensive but somewhat accelerated. A more staggered training approach over the first few weeks might allow for deeper consolidation of each new skill before moving to the next.

4. Recommendations for Future Improvement

For the company and future internship programs, I suggest:

- **Structured Intern Project:** Assigning interns a small, specific project (e.g., creating a guide to local attractions for families, analyzing a specific guest feedback trend) could provide a sense of ownership and analytical experience.
- **Shadowing Opportunities:** Organizing formal half-day shadowing sessions in closely linked departments (Housekeeping Supervisory, Reservations, Concierge) would give interns a more holistic view of operations.
- **Feedback Mechanism:** Implementing a mid-internship formal review session between the intern, supervisor, and academic advisor could help align expectations and address any concerns proactively .
- **Career Session:** Organizing an informal talk by the HRD or department heads about career paths within Marriott for graduating students would be highly motivating and informative for interns considering the company for full-time roles.
- **Intern Network:** Facilitating connections among interns across different Marriott properties in Bangkok could foster peer learning and support.

References

Marriott International. (2024). *Our brands*. Marriott. <https://www.marriott.com/marriottbrands.mi>

Sukhumvit Park Marriott Executive Apartments. (2024). *Overview*. Marriott. <https://www.marriott.com/en-us/hotels/bkkps-sukhumvit-park-marriott-executive-apartments/overview/>



APPENDICES

Hotel Information - 1

Unique Features



- **Apartment Interior:** A bright shot of a living room merging with a fully equipped kitchen and a separate bedroom.
- **Family & Recreation:** The outdoor pool area (there are two) or the children's club/ playground.
- **Location & Connectivity:** The hotel's complimentary shuttle tuk-tuk or the view of the EM District Skyscrapers from the property.
- **Dining & Wellness:** The Bistro M restaurant
- 1 or guests enjoying the spa/rooftop garden



Figure6: Marriott Sukhumvit Park Complete Facilities for Ultimate Relaxation

Hotel Information -2

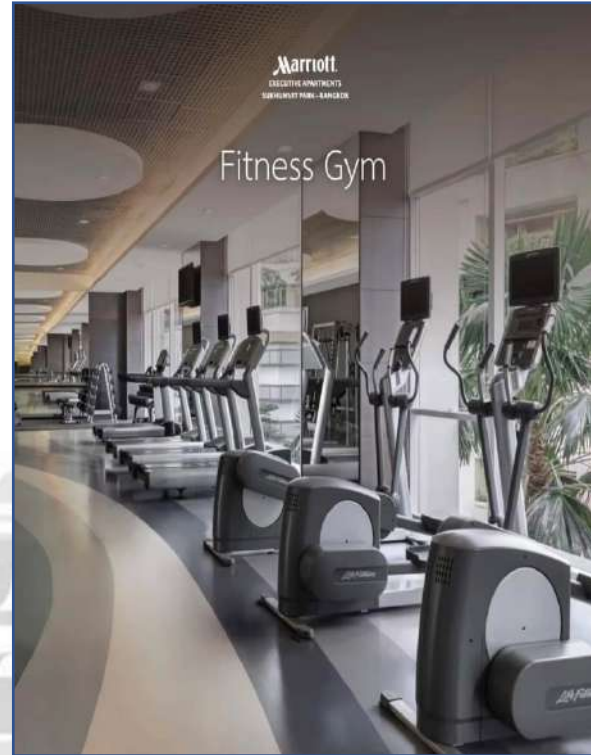


Figure 7: Marriott Sukhumvit Park Complete Facilities for Ultimate Relaxation

Front Office Internship Weekly Report

<p>Week 1: August 26 – 30</p> <p>Theme: Introduction & Immersion</p> <ul style="list-style-type: none"> · Marriott Brand & Culture Orientation · Property Tour & Department Introductions · Basics of Opera PMS System · Safety & Security Protocols Shadow Front Office Agents 	<p>Week 2: September 2 – 6</p> <p>Theme: Master the Checklist - Part 1</p> <ul style="list-style-type: none"> · Deep Dive into Daily Trainee Checklist · Learn to prepare Welcome Cards (GM, Rajeev), HBD, ANV, Honeymoon cards · Understand VIP codes & amenity standards (X1, P6, X4, X5) · Shadow guest check in/out procedures 	<p>Week 3: September 9 – 13</p> <p>Theme: Master the Checklist - Part 2</p> <ul style="list-style-type: none"> · Hands-on: Printing & organizing Registration Cards for next-day arrivals · Key encoding & filing system · Afternoon routine: Setting up arrival files & key sockets · Practice rechecking welcome cards/amenities for current day
<p>Week 4: September 16 -20</p> <ul style="list-style-type: none"> · Focus on FB Long Bills & Laundry Service charges · Canceled/Invalid Credit Cards · Checking out Reg Cards, auditing bills · Assist with weekly amenity inventory 	<p>Week 5: September 23 – 27</p> <ul style="list-style-type: none"> · Take full responsibility for preparing all daily cards & amenity requests · Ensure all VIP amenity orders are placed with relevant departments on time 	<p>Week 6: September 30 – October 4</p> <ul style="list-style-type: none"> · Ensure amenities (Fruit, Cake, Wine, etc.) are perfectly set before guest check-in · Coordinate closely with Housekeeping for room readiness
<p>Week 7: October 7 – 11</p> <ul style="list-style-type: none"> · Manage the full cycle of a VIP arrival from prep to post-arrival · Learn to anticipate special requests (extra pillows, specific amenities) · Draft personalized welcome notes for top tier guests 	<p>Week 8: October 14 – 18</p> <ul style="list-style-type: none"> · Resolve complex billing scenarios under guidance · Handle discrepancies in charges (mini-bar, late check - out) · Final review & sign-off on independent checklist mastery 	<p>Week 9: October 21 – 25</p> <ul style="list-style-type: none"> · Analyze arrival reports to forecast workload · Prioritize tasks for high-occupancy days · Pre-prepare bulk cards for group arrivals

Front Office Internship Weekly Report

<p>Week 10: October 28 – November 1</p> <p>Theme: Guest Interaction</p> <ul style="list-style-type: none"> · Handle basic guest complaints related to billing or amenities · Fulfill special in-room requests · Practice service recovery techniques 	<p>Week 11: November 4 – 8</p> <p>Theme: Data-Driven Service</p> <ul style="list-style-type: none"> · Run basic PMS reports to identify guest preferences (HBD, Anniversary) · Proactively prepare cards/amenities based on report data · Update guest profiles with preferences 	<p>Week 12: November 11 –</p> <ul style="list-style-type: none"> · Audit the current welcome card & amenity process · Develop and present one efficiency improvement idea to the team · Assist in training a colleague on a checklist item
<p>Week 13: November 18 – 22</p> <ul style="list-style-type: none"> · Act as "Checklist Champion" for your shift · Ensure all team tasks (cards, amenities, reg cards) are completed · Brief the next shift on pending VIPs or special requests 	<p>Week 14: November 25 – 29</p> <ul style="list-style-type: none"> · Mentor a new team member/trainee on card preparation & amenity standards · Create a simple "how to" guide for your primary duties · Lead the pre-shift checklist review 	<p>Week 15: December 2 – 6</p> <ul style="list-style-type: none"> · Coordinate complex amenities directly with Housekeeping & F&B · Manage orders for special cakes, floral arrangements, or wine
<p>Week 16: December 9 – 13</p> <ul style="list-style-type: none"> · Handle high-volume arrival days (e.g., large group check-ins) · Maintain checklist standards under time pressure · Demonstrate efficient time management and prioritization 	<p>Week 17: December 16 – 20</p> <ul style="list-style-type: none"> · Fully autonomous operation of all trainee duties without supervision · Prepare a summary report of tasks mastered and achievements · Final quality audit of your own work 	<p>Week 18: December 23 – 26</p> <ul style="list-style-type: none"> · Prepare handover notes for VIP arrivals and pending tasks · Exit interview with Front Office Manager · Final presentation/thank you to the team · Collection of certificate



Figure 8: Team Members of Front Office


CERTIFICATE


THIS CERTIFIES THAT

Maint Thu Thu Sive

Has successfully completed the internship program in Front Office
Department at the Marriott Executive Apartments Sukhumvit Park, Bangkok
between August 25th, 2025 - December 26th, 2025

We sincerely take this opportunity to appreciate and wish
her all the best for her future


12/12/2025
SAWANEE AREEPHAN
General Manager


11 / DEC / 2025
NACHON OBYAM
Director of Human Resources

My Internship Completion Certificate