



COOPERATIVE EDUCATION REPORT

An Integrated Internship Experience in a Banyan Tree Bangkok: Learning Across F&B Operation Outlets and Event Management

WRITTEN BY

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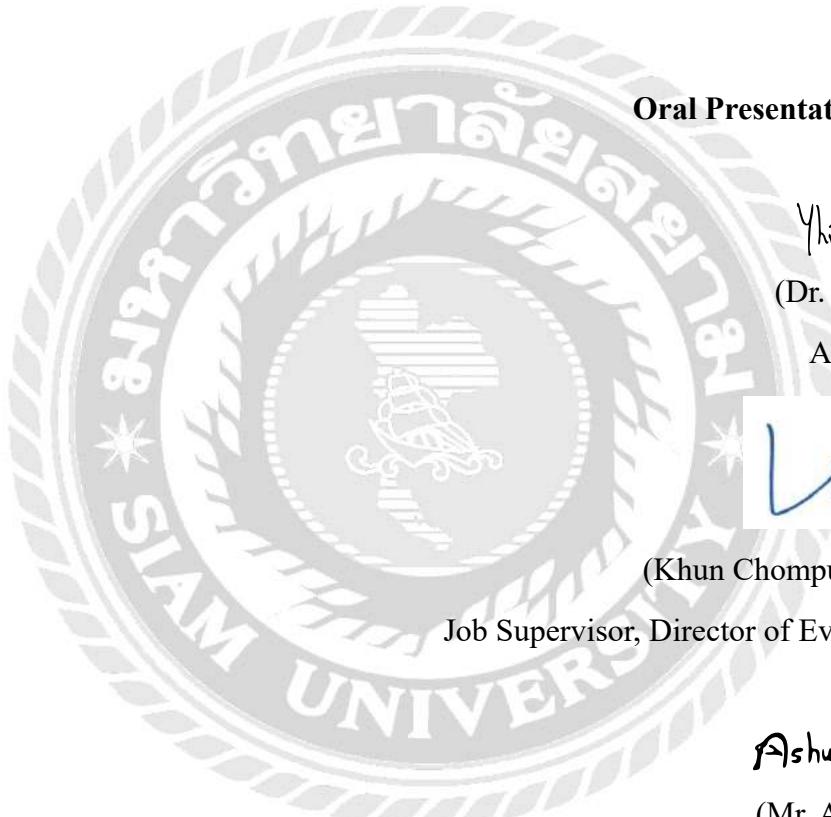
Title: An Integrated Internship Experience in a Banyan Tree Bangkok: Learning Across F&B Operation Outlets and Event Management

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Abstract

This report provides a structured account of an eight-month internship undertaken at Banyan Tree Bangkok (October 6, 2025 – January 31, 2026), divided between F&B Operation - Banquet and Events Management. The objectives of the study include: (1) to apply theoretical knowledge gained from hospitality studies, (2) to gain a deeper understanding of operations and administration in luxury hospitality, and (3) to observe and contribute to service standards and event execution. My primary duties involved handling function/outlet set-up and client liaison for events.

All duties and responsibilities performed during the internship are described in detail in this report. Challenges encountered were addressed with guidance and collaboration from supervisors and team members, enhancing problem-solving and adaptability. Working in a multicultural, international luxury brand has developed my professionalism, service mindset, communication, and time management skills. These experiences have provided practical knowledge and competencies essential for growth and future career development in the hospitality industry.

Keywords: Hospitality Industry, Banyan Tree, Salesforce Delphi System, POS, PMS, BEO

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Sincerely,

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LIST OF ABBREVIATIONS

BEO: Banquet Event Order

VIP: Very Important Person

POS: Point Of Sales

CRM: Customer Relationship Management

Co-op: Cooperative Education

PMS: Property Management System

HACCP: Hazard Analysis and Critical Control Point

Chapter 1: Introduction

1.1. Company Profile

Banyan Tree Group, founded in 1994 in Phuket, Thailand, is a globally recognized hospitality brand headquartered in Singapore. The group manages luxury resorts, hotels, spas, and retail outlets across Asia, the Middle East, the Americas, and Europe under brands such as Banyan Tree, Angsana, Cassia, and Dhawa. Known for its philosophy of providing a “Sanctuary for the Senses,” Banyan Tree integrates wellness, sustainability, and cultural authenticity into every aspect of its operations. Its Banyan Tree Gallery extends the brand’s spa heritage by offering aromatherapy products, spa essentials, and lifestyle goods, enabling guests to take home elements of the Banyan Tree experience.

Banyan Tree Bangkok is one of the group’s flagship properties and a landmark in Thailand’s capital. Located in the central business district of Sathorn, the 61-story hotel features 312 spacious suites with panoramic views of the city and Chao Phraya River. The property is home to award-winning dining outlets such as Vertigo & Moon Bar, a signature Banyan Tree Spa, extensive event facilities, and a lifestyle retail gallery. Combining Thai-inspired hospitality with modern luxury, Banyan Tree Bangkok has become a premier destination for both business and leisure travelers seeking world-class service, wellness, and memorable experiences in the heart of the city.



Figure 1 Front of the Hotel

1.2. Mission of the Company

The mission of Banyan Group is to create a “Sanctuary for the Senses” in every destination, blending luxury, wellness, and authentic cultural experiences. Through a deep commitment to sustainability and innovation, Banyan Tree strives to deliver exceptional hospitality that nurtures the well-being of guests, empowers employees, and supports the communities and environments in which it operates.

Through this mission, Banyan Tree inspires memorable journeys that go beyond accommodation, offering holistic spa experiences, fine dining, and lifestyle services that enrich body, mind, and spirit. The company emphasizes eco-conscious practices, cultural appreciation, and social responsibility, generating lasting value for guests, staff, and stakeholders alike.

Every Banyan Tree property is designed as a place of tranquility and belonging, where discreet, personalized service and attention to detail ensure comfort and ease. Rooted in Asian heritage yet infused with local authenticity, Banyan Tree encourages its employees to embody the values of care, mindfulness, and cultural respect, forging meaningful connections with guests at every touchpoint.

Across its global portfolio, Banyan Tree integrates wellness, design, and sustainability into every experience, offering guests not only luxury and relaxation but also the opportunity to engage meaningfully with local communities and environments. With this mission, Banyan Tree continues to uphold its identity as a pioneering hospitality group that harmonizes people, place, and purpose.

1.3. Vision of the Company

Banya Group's vision is to be the world's leading provider of luxury wellness sanctuaries, offering unique experiences that integrate sustainability, cultural authenticity, and holistic well-being. Founded in 1994 in Phuket, Thailand, the group has expanded globally while remaining rooted in Asian heritage and a deep respect for the environment.

Banyan Group operates under a portfolio of distinctive brands designed to serve diverse guest segments and preferences:

1. **Banyan Tree:** The flagship ultra-luxury brand, offering bespoke wellness journeys, world-class spas, and immersive cultural experiences.
2. **Angsana:** A vibrant upper-upscale brand, combining contemporary design with leisure-focused experiences for families, couples, and groups.
3. **Cassia:** An upper midscale concept, blending hotel and serviced apartment living with a youthful, lifestyle-oriented approach.
4. **Dhawa:** A stylish midscale brand designed for modern travelers seeking affordable comfort, convenience, and local flavor.

Each brand within the Banyan Tree umbrella caters to a unique demographic with tailored services and amenities, allowing the group to appeal to a broad spectrum of travelers worldwide while consistently promoting wellness, sustainability, and a sense of belonging.



Figure 2 Banyan Group

1.4. The Corporate Strategy of the Company

Banyan Group employs several comprehensive strategies to strengthen its position as a global leader in luxury wellness and sustainable hospitality. Their corporate strategies are:

1. **Strategic Growth & Expansion:** The group is expanding its global portfolio across Asia, the Middle East, Europe, and the Americas through new resorts, hotels, and residences. By balancing urban and resort markets, Banyan Group aims to double its footprint within the next decade.
2. **Brand Portfolio Diversification:** Banyan Group operates four main brands—Banyan Tree (luxury wellness), Angsana (upscale resorts for families), Cassia (upper midscale serviced apartments), and Dhawa (midscale lifestyle hotels). This multi-brand structure allows the group to cater to different guest demographics while maintaining a consistent focus on wellness and sustainability.
3. **Asset-Light Model & Partnerships:** Expansion is driven by management contracts, joint ventures, and collaborations with local developers. This reduces capital risk while accelerating brand growth and ensuring cultural adaptation in diverse markets.
4. **Digital Innovation & Guest Experience:** The group invests in integrated booking platforms, CRM systems, and mobile apps to enhance personalization and guest loyalty. Digital solutions such as AI-driven services and data analytics ensure seamless, modern guest experiences.
5. **Sustainability & Corporate Social Responsibility:** Guided by its “Stay for Good” framework, Banyan Group integrates eco-friendly design, conservation programs, elimination of single-use plastics, and community engagement projects, aligning with the UN Sustainable Development Goals.
6. **Talent Development & Culture:** Recognizing its people as core assets, Banyan Group provides leadership training, career development, and wellness-focused work environments. The company fosters a culture of care, mindfulness, and respect for diversity, ensuring consistent delivery of its “Sanctuary for the Senses” promise.

2. Organizational Structure

Banyan Group operates under a matrix and functional organizational structure that integrates both brand and geographic elements. Regional leaders oversee operations in key markets such as Southeast Asia, the Middle East, Europe, and the Americas, ensuring each property reflects Banyan Group's brand philosophy of wellness, sustainability, and cultural authenticity while adapting to local market conditions. Within each region, functional divisions such as spa and wellness, sales and marketing, sustainability, and operations provide centralized support and guidance, while individual hotels manage their own on-site teams and daily operations. This hybrid structure enables Banyan Tree Hotels to maintain global consistency in its "Sanctuary for the Senses" brand promise while allowing flexibility for each property to tailor its services to the cultural, economic, and competitive environment of its destination.

2.1. Diagram of Organizational Structure

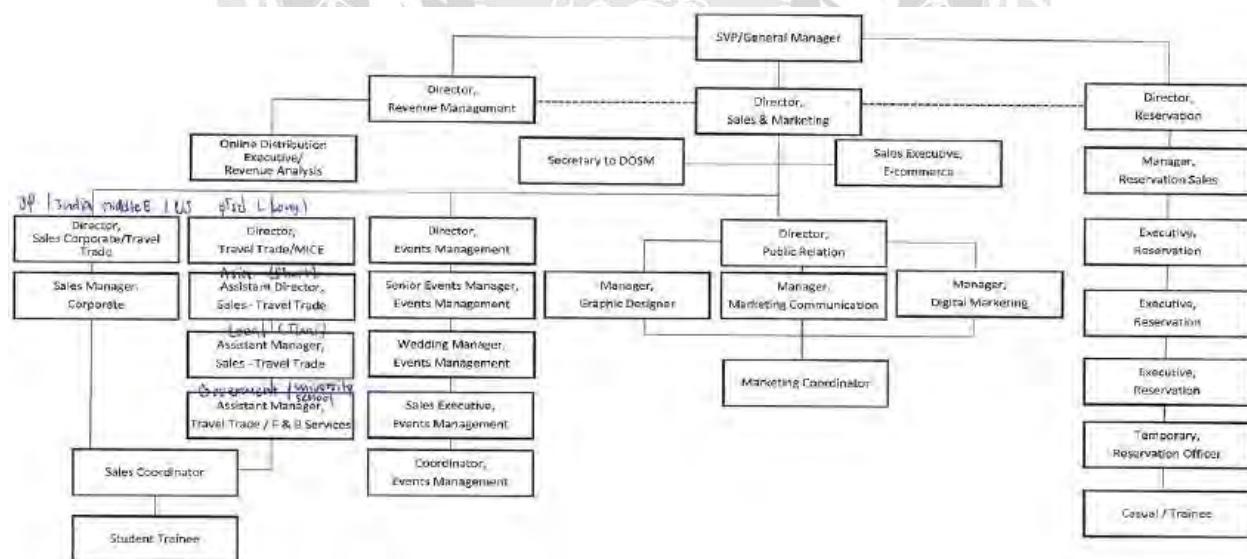


Figure 3 Organizational Chart of Sales and Marketing

2.2. My Job Position

My Job position was a trainee in Event and Food & Beverages Departments.

My responsibilities were as follows:

- Manages weddings, conferences, meetings, river cruises, and special celebrations.
- Works closely with Banquets for a smooth setup.
- Focused on delivering elegant, well-organized, and personalized events reflecting Banyan Tree's luxury standard.

3. Intention and Motivation

The internship at Banyan Tree Hotel Bangkok represents a significant stage in my academic and professional journey, as it provides an opportunity to bridge theoretical knowledge with the practical realities of luxury hospitality. As one of the leading international hotel brands, Banyan Tree Hotel Bangkok offers a dynamic learning environment where I can engage with spa and wellness services as well as large-scale event operations, both of which are integral to delivering memorable guest experiences. This opportunity not only fulfills the academic requirements of my program but also lays a solid foundation for future career advancement in hospitality management and my future application to a master's degree.

My intentions and motivations are as follows:

1. To acquire practical knowledge and first-hand experience in the daily operations of the F&B outlets and Events Management departments.
2. To apply classroom-based theories of hospitality and tourism management within a real-world professional setting.
3. To understand how personalized service and event operations integrate with Banquet, Kitchen, and Service teams to ensure seamless event execution, meet client specifications, and enhance guest satisfaction and overall organizational performance

4. To fulfill the academic requirement of experiential learning as part of my cooperative education program.
5. To enhance professional competencies such as customer service, communication, multitasking, problem-solving, adaptability, and cultural awareness in a global hospitality environment.
6. To learn directly from experienced supervisors and practitioners in Banquet and event planning.
7. To develop a deeper appreciation of Banyan Tree's service philosophy, which emphasizes wellness, sustainability, and authentic guest experiences.
8. To strengthen my preparedness for future roles in hotel operations, event management, and leadership within the international hospitality sector.

4. Strategic Analysis of the Company (SWOT Analysis)

Strengths:

1. **Strong Global Brand Recognition:** Banyan Tree is an internationally renowned luxury hospitality group, recognized for its “Sanctuary for the Senses” philosophy and excellence in wellness and spa services.
2. **Distinctive Brand Portfolio:** Operates four core brands—Banyan Tree, Angsana, Cassia, and Dhawa—catering to diverse market segments from ultra-luxury to lifestyle midscale.
3. **Pioneering in Wellness & Sustainability:** Established reputation for spa innovation, sustainable tourism practices, and eco-friendly development, appealing to wellness and eco-conscious travelers.
4. **Flagship Properties in Prime Locations:** Iconic properties in destinations such as Phuket, Bangkok, Maldives, and Seychelles strengthen its global presence in both leisure and business markets.
5. **Integrated Hospitality Ecosystem:** Combines hotels, spas, residences, retail galleries, and wellness programs, creating multiple revenue streams and a holistic guest experience.

Weaknesses:

1. **Smaller Scale Compared to Global Giants:** Fewer properties than major competitors (Marriott, Hilton, Accor), limiting global market penetration and brand dominance.
2. **High Dependence on Luxury Segment:** Heavy reliance on luxury and upper-upscale markets, which are more vulnerable to global economic downturns.
3. **Operational Costs:** Maintaining luxury standards, wellness facilities, and sustainable practices can result in higher operational costs than competitors.
4. **Limited Workforce Pool:** Specialized spa and wellness operations require highly trained staff, making recruitment and retention challenging in certain markets.

Opportunities:

1. **Expansion in Emerging Markets:** Opportunities to expand further into Africa, South Asia, and the Middle East to diversify revenue streams.
2. **Rising Demand for Wellness Tourism:** Growing global interest in wellness, mindfulness, and sustainable travel aligns directly with Banyan Tree's core strengths.
3. **Digital Transformation:** Investment in CRM, AI-driven personalization, and mobile platforms can enhance guest loyalty and operational efficiency.
4. **Strategic Partnerships:** Alliances with airlines, travel platforms, wellness brands, and local communities can strengthen brand visibility and guest engagement.

Threats:

1. **Intense Competition:** Luxury hotel groups and boutique wellness resorts compete aggressively in key markets, creating pricing and differentiation pressures.
2. **Economic & Political Instability:** Currency fluctuations, geopolitical tensions, or recessions can impact international travel demand.
3. **Health and Safety Risks:** Pandemics, natural disasters, and climate-related crises can disrupt operations and reduce guest confidence.
4. **Rising Operational Costs:** Increasing expenses for energy, staffing, and maintenance challenge profitability if not balanced with efficiency.
5. **Changing Workforce Dynamics:** Long working hours and a shift towards remote and freelance careers may reduce interest in traditional hospitality roles, creating future staffing shortages if automation does not progress quickly enough.

5. Objectives of the Study

Many people perceive that working in the hospitality industry is simple and does not require extensive skills or knowledge; however, dealing with diverse guests, managing wellness services, and coordinating events in a luxury hotel setting can be challenging. This study aims to systematically document, analyze, and evaluate the eight-month integrated internship experience at Banyan Tree Bangkok across Banquet Operation and Events Management, to assess how practical exposure enhances hospitality competencies and informs recommendations for program and personal development.

The main objectives for choosing this internship position and conducting this cooperative education study are as follows:

1. Understand the organizational structure, services, and daily operations of the Banquet and Events Management departments.
2. Perform assigned duties and relate tasks to hospitality management and service theories.
3. Learn how cross-departmental coordination ensures guest satisfaction and operational efficiency.
4. Develop technical skills (BEOs, Salesforce Delphi), operational knowledge, and soft skills (communication, teamwork, problem-solving, multitasking, emotional intelligence).
5. Interact with guests from diverse backgrounds and handle inquiries, special requests, and complaints effectively.
6. Gain insight into the culture of an international luxury hotel brand and strategies for achieving high-quality guest experiences.
7. Identify challenges, evaluate solutions, and assess the internship's contribution to professional growth and career readiness.
8. Provide recommendations to improve the internship program and share lessons for future interns.

CHAPTER 2

1. Job Description

My job position is a trainee of the Events department which is a part of the Sales & Marketing department. My job is to be familiar with the function venues and their capacities, be responsible for blocking venues in Salesforce Delphi and assist the sales coordinator in preparing proposals, draft contracts, banquet event orders, and amendments. Supported event logistics coordination to ensure smooth operations, while also preparing daily event and weekly reports, tax invoices, and cheque requisitions. As well as a trainee in F&B Operation and supporting the banquet.

2. Job Responsibility

1. Managed and assisted in organizing weddings, conferences, meetings, river cruises, and special celebrations.
2. Coordinated closely with the Banquet Department to ensure smooth event setup and seamless execution.
3. Focused on delivering elegant, well-organized, and personalized events that reflected Banyan Tree's luxury service standards.
4. Became familiar with all function venues and their capacities to support accurate event planning and coordination.
5. Handled venue bookings using the Salesforce Delphi system and ensured proper scheduling to avoid conflicts.
6. Assisted the Event Coordinator in preparing proposals, draft contracts, banquet event orders (BEOs), and amendments.
7. Supported banquet logistics coordination to ensure operational efficiency and timely delivery of services.
8. Prepared daily event and weekly reports, as well as financial documents such as tax invoices and cheque requisitions.

3. Activities in Coordination with Co-Workers

During my internship in the Events department, I had the opportunity to work alongside four associates and a director, each of whom had distinct roles and responsibilities. The team dynamic was structured, with daily tasks assigned based on the specific needs of the department. My involvement often required me to shadow my supervisors during inspections and events, allowing me to observe firsthand how they communicated essential information to clients and guests. This experience was invaluable as I learned the meticulous process of ensuring that all details were checked and confirmed before the commencement of an event, as well as the importance of conducting follow-ups after the function concluded.

A notable aspect of my internship involved participating in cruise events on the Chao Phraya River, which followed a similar protocol to that of standard events. However, the unique nature of these cruises necessitated a more extensive setup period, highlighting the logistical challenges associated with organizing such activities on water. This experience not only enhanced my understanding of event coordination but also underscored the importance of adaptability and thorough planning in the face of varying circumstances.

In addition to my core responsibilities, I engaged in extracurricular activities that further enriched my internship experience. One such activity was a Corporate Social Responsibility (CSR) trip to The Slum Child Foundation, where I participated in community service initiatives and participated in a Christmas Carol for the Lighting Ceremony of the Christmas Tree. To broaden my skill set within the hospitality industry, I also took on cross-departmental roles, working in the Banquet and F&B Outlet areas of a five-star hotel. This exposure allowed me to gain a comprehensive understanding of the various facets of hotel operations, ultimately contributing to my professional development and enhancing my ability to collaborate effectively across different teams.

4. Job Process Diagram

This is a diagram of the job process in a full day.

Figure 4 Job Process Diagram

Job Process Steps



5. Contribution as a Co-Op Student in the Company

1. Assisted in coordinating weddings, conferences, meetings, river cruises, and special celebrations to ensure smooth event execution.
2. Supported the preparation of event proposals, draft contracts, banquet event orders (BEOs), and amendments using the Salesforce Delphi system.
3. Maintained accurate records of venue bookings, capacities, and event schedules.
4. Coordinated with Banquet, Kitchen, and other related departments to ensure seamless communication and setup.
5. Prepared daily event and weekly summary reports for management review.
6. Handled administrative tasks such as tax invoices, cheque requisitions, and document filing.
7. Ensured all events reflected Banyan Tree's luxury standards through attention to detail and personalized service.
8. Supported on-site event operations, assisting with guest reception, timing coordination, and last-minute adjustments.

CHAPTER 3

In this chapter, I will describe what I observed and how I addressed the challenges during my internship. Moreover, it will highlight its relevance to my studies.

3.1. Problems and Issues of the Company

Despite its strong reputation as a luxury resort offering world-class wellness and personalized service, Banyan Tree Bangkok faces several operational and strategic challenges:

1. **Staffing and Workforce Management:** Long working hours, high service expectations, and reliance on temporary or casual staff can lead to fatigue, inconsistent service quality, and difficulties in maintaining high standards for guest experiences.
2. **Dependence on Regional and International Tourism:** Heavy reliance on inbound tourism from specific regions makes the resort vulnerable to economic fluctuations, travel restrictions, and global crises.
3. **Limited Brand Recognition in Some Markets:** While well-known in luxury wellness circles, Banyan Tree's smaller global footprint may limit appeal to high-end international travelers compared to larger global hotel chains.
4. **Operational Costs and Budget Constraints:** Rising labor, food and beverage, and maintenance costs may limit resources for banquet staffing, venue upgrades, and event enhancements, potentially affecting service efficiency and event quality.
5. **Digital and Technological Integration:** The ongoing adoption of advanced PMS, CRM, and Salesforce Delphi System requires consistent staff training; gaps in use can affect operational efficiency.
6. **Competition:** Intense competition from other luxury hotels and boutique properties in Bangkok pressures pricing strategies, marketing, and brand differentiation.

7. **Guest Expectations and Online Reputation:** Reliance on online reviews and social media highlights the need for consistent service quality; negative feedback can quickly affect reputation.
8. **Seasonality of Demand:** Fluctuating guest arrivals require flexible staffing, resource management, and operational adjustments to maintain service excellence throughout the year.

3.2. How to Solve the Problems

1. **Staffing and Workforce Management:** Implement balanced shift schedules, provide targeted training for temporary and contract staff, and consider increasing permanent staff in high-demand areas like Banquet to reduce fatigue and maintain service quality.
2. **Dependence on Regional and International Tourism:** Diversify target markets by promoting Banyan Tree Bangkok to travelers outside Southeast Asia, and develop more partnerships with global travel agencies and luxury tour operators to reduce reliance on specific regions.
3. **Limited Global Luxury Presence:** Expand luxury offerings and wellness/event packages, introduce exclusive experiences, and enhance international marketing to attract high-end global travelers.
4. **Operational Costs and Budget Constraints:** Optimize energy and resource use, implement cost-control measures, and allocate budgets strategically for staff training, facility maintenance, and technological upgrades to improve efficiency and service sustainability.
5. **Digital and Technological Integration:** Provide comprehensive training for staff on advanced PMS, CRM, and Delphi S&C System; standardize digital workflows across departments to ensure consistency and operational efficiency.

6. **Competition:** Differentiate Banyan Tree through unique Thai-inspired wellness and event experiences, personalized guest services, and loyalty initiatives; continuously monitor competitors to adjust pricing, promotions, and marketing strategies.
7. **Guest Expectations and Online Reputation:** Conduct regular service excellence training, establish systematic monitoring and response to online reviews, and maintain active engagement on social media to protect and enhance the brand image.
8. **Seasonality of Demand:** Implement flexible staffing plans, dynamic marketing campaigns, and off-season promotions to manage fluctuations in occupancy and revenue while maintaining consistent service quality throughout the year.

3.3. Recommendations to the Company

- **First**, optimize staffing and workforce management by balancing shift schedules, providing regular training for temporary and casual staff, and increasing permanent staff in high-demand areas such as the banquet to maintain consistent service quality and add more days of public holiday benefits to the staff and trainees.
- **Second**, diversify target markets by promoting Banyan Tree Bangkok to international travelers beyond Southeast Asia and forming strategic partnerships with additional global travel agencies and luxury tour operators.
- **Third**, enhance luxury offerings and personalized services to attract high-end guests, including exclusive wellness packages, unique Thai-inspired experiences, and tailored event services.
- **Fourth**, invest in technology and operational efficiency by ensuring staff are trained to use advanced PMS, CRM, and event management systems consistently across departments, while standardizing digital workflows to improve service delivery.
- **Fifth**, strengthen guest satisfaction and brand reputation by implementing systematic feedback management, responding promptly to online reviews, and maintaining high service standards throughout seasonal fluctuations.

4. What I have learned During Co-Op Studies

During my eight-month internship at Banyan Tree Bangkok, I gained extensive knowledge and practical experience across F&B Operations - Banquet and Event Management. Rotating through these two departments allowed me to understand the integrated functioning of a luxury hotel and how cross-departmental collaboration ensures high-quality guest experiences.

- **Developed technical skills:** Assisted in planning and coordinating events, managing bookings, preparing BEOs and venue setups, and supporting on-site banquet operations.
- **Enhanced operational skills:** Performing banquet set-ups, managing coffee break area, assisting in event setup, handling special guest requests, and managing service coordination between departments.
- **Improved soft skills:** Strengthening communication, teamwork, multitasking, problem-solving, and emotional intelligence while interacting with guests and team members.
- **Quick adaptation:** Learning to adjust to a multicultural work environment and interacting effectively with guests from diverse backgrounds.
- **Insight into international luxury hotel culture:** Understanding how service standards, Thai-inspired hospitality values, and personalized attention contribute to positive guest experiences.
- **Applied academic knowledge:** Bridging hospitality theories learned at university with banquet, spa and event operations.
- **Prepared for the future:** Acquiring essential competencies, professionalism, and practical experience for a career in the international luxury hospitality industry.

5. Knowledge Comparison of Theoretical and Practical Learning

Topic	Theoretical Learning	Practical Learning
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Introduction to Hotel & Tourism	Provides foundational knowledge of luxury hotel operations, departmental roles, and service standards.	Revealed the complexity of real operations, including handling banquet setups, coordinating events, managing unexpected guest needs, and multitasking during peak periods.
Service Psychology	Focuses on guest satisfaction models, emotional intelligence, and service quality frameworks.	Showed the need for real-time empathy, quick problem-solving, and adapting communication to different guest behaviors and emotions.
Crisis Management	Covers theoretical approaches to handling complaints, emergencies, and service recovery.	Involved responding to real-time issues such as reservation conflicts, last-minute event changes, and guest complaints, requiring immediate judgment, communication, and teamwork.
Human Relations & Personality Development	Teaches leadership principles, team dynamics, and workplace communication.	Showed how personality differences, cultural diversity, and interpersonal skills affect collaboration, coordination between departments, and staff morale.
Tourist Experience Management for Hotels and Tourism	Highlights knowledge of models, strategies, and frameworks for managing tourist experiences.	Strengthened by applying these concepts through real guest interactions, enhancing service delivery, problem-solving, and adaptability.

6. Special Skills and New Knowledge Learned from Co-op Studies

- **Effective Communication:** Enhanced ability to communicate clearly with guests, colleagues, and supervisors in multicultural and luxury hospitality environments.
- **Time Management:** Prioritized tasks efficiently to meet deadlines during busy F&B operations and banquet setups.
- **Document and Record Management:** Learned proper handling of event bookings, reports, and administrative paperwork.
- **Tools and Equipment Management:** Gained practical experience using POS and event reservation systems, CRM tools, and other operational software.
- **Efficient Organization:** Developed skills in coordinating schedules, reservations, and workflows between Banquet Operations and Events Management.
- **Customer Service Excellence:** Improved ability to anticipate guest needs, manage special requests, handle complaints, and deliver personalized experiences.
- **Digital Skills:** Gained experience with online booking platforms, internal hotel software, and event management tools.
- **Interpersonal Skills:** Built strong professional relationships with team members, guests, and management.
- **Critical Thinking and Problem Solving:** Learned to analyze situations quickly and make appropriate decisions under pressure, especially during high-demand periods.
- **Teamwork:** Collaborated effectively across Banquet, Event, and other hotel departments to ensure smooth operations.
- **Multitasking:** Managed multiple responsibilities simultaneously without compromising service quality or efficiency.
- **Emotional Intelligence:** Developed awareness of self and others to handle stress, guest behavior, and workplace dynamics.
- **Adaptability and Flexibility:** Learned to adjust to different departments, work shifts, and diverse guest demands.
- **Professionalism and Work Ethics:** Strengthened discipline, punctuality, and commitment to luxury hospitality standards.

CHAPTER 4: CONCLUSION

This chapter provides a summary of my cooperative education experience, including an evaluation of my work performance, reflections on my overall learning, and an assessment of the Co-op program. Additionally, it concludes with recommendations for the company based on my observations during the internship.

4.1. Summary of Highlights of My Co-Op Studies at Banyan Tree Bangkok

This report details my Cooperative Education experience at Banyan Tree Bangkok, focusing on the Events and F&B Operation - Banquet. The program provided a comprehensive bridge between academic theory and practical application, enabling me to master venue management and guest coordination using industry-standard tools such as Salesforce Delphi and POS. This operational immersion transformed my understanding of luxury hospitality, shifting my perspective from that of a student observer to a competent trainee capable of handling high-stakes events and delivering wellness services.

This internship allowed me to apply classroom theories—such as service quality management, hospitality principles, and human relations—to real-world situations, where adaptability, teamwork, and problem-solving were essential. I developed key professional skills, including communication, time management, documentation, multitasking, and emotional intelligence while working in a multicultural and fast-paced luxury environment.

In conclusion, this internship offered lessons that extend beyond the hotel industry. Developing hospitality skills—specifically mutual respect, empathy, and active listening—is essential for navigating daily life. These tools are vital for meaningful communication and personal growth, proving that the "soft skills" learned in hospitality are necessary for maintaining harmony in the wider world.

4.2. Evaluation of the Work Experience

Self-Assessment on My Career Development

After completing my internship at Banyan Tree Bangkok, I can clearly see my growth in both professional skills and personal confidence. I adapted quickly to new tasks, maintained a positive attitude, and showed willingness to take on responsibilities beyond my daily duties. My time management improved significantly, allowing me to handle multiple assignments without compromising accuracy or service quality.

Service Excellence: Working in a luxury environment strengthened my ability to communicate professionally with guests and colleagues. Whether assisting with Banquet set-up or coordinating logistics, I learned to deliver thoughtful, personalized service and support smooth event operations.

Administrative and Operational Skills: I gained strong experience in preparing banquet event orders, standard set-up, self-management, and financial documents. These tasks helped me develop better organization, attention to detail, and understanding of hotel event processes.

Problem-Solving and Crisis Handling: I faced challenges such as urgent event changes, guest concerns, and last-minute details of set-up changes. These situations taught me to stay calm under pressure, respond quickly, and collaborate effectively with the Banquets and Event teams.

While I am proud of my progress, I know there is room for improvement—especially in handling more complex client requests and strengthening my knowledge of hotel events, cruises and banquet strategy.

Overall, this internship has been an important step in my career development. The skills and experience gained at Banyan Tree Bangkok will guide me as I continue pursuing a future in hospitality management as well as my master's degree. I am grateful for the opportunity and confident in the foundation it has provided.

4.3. Limitations of My Co-Op Studies at Banyan Tree Bangkok

During my internship at Banyan Tree Bangkok, there were certain limitations that affected the full scope of hands-on learning. As a trainee, I did not receive a personal system login, which meant I had to use shared or supervisor accounts to access event details, check venue availability, or update documents. Interns were not permitted to handle sensitive tasks such as issuing refunds, processing payments, negotiating with customers or dealing with billing disputes due to confidentiality and financial security protocols.

In addition, the internship followed a fixed schedule and required adherence to the hotel's professional standards, including uniform policies, grooming guidelines, and code of conduct. While these rules ensured discipline, they also limited flexibility in work hours or rotation opportunities. Access to confidential documents—such as strategic plans, financial data, employee files, and high-level sales reports—was also restricted, which is standard practice in luxury hotel operations.

Interns were assigned specific duties and were not deeply involved in executive-level decision-making, event negotiations, potential customer inspections or management strategy discussions. Interactions with senior management were limited to operational briefings or supervised activities. Furthermore, Banyan Tree has a separate structured management training program designed for long-term leadership development, which covers advanced managerial skills that were beyond the scope of the Co-Op internship.

Despite these limitations, the experience still provided valuable exposure to event operations, banquet coordination and professional service standards within a world-class hotel environment.

REFERENCES

Banyan Tree Hotel & Resorts. (n.d.). *Banyan Tree Hotel & Resorts*. <https://www.banyantree.com/>

Banyan Tree Bangkok. (n.d.). *Luxury 5-Star Hotel in Sathorn, Bangkok*. <https://www.banyantree.com/thailand/bangkok>



The Hotel's Information 1



Figure 5 Apsara & Saffron Cruise

The Hotel's Information 2

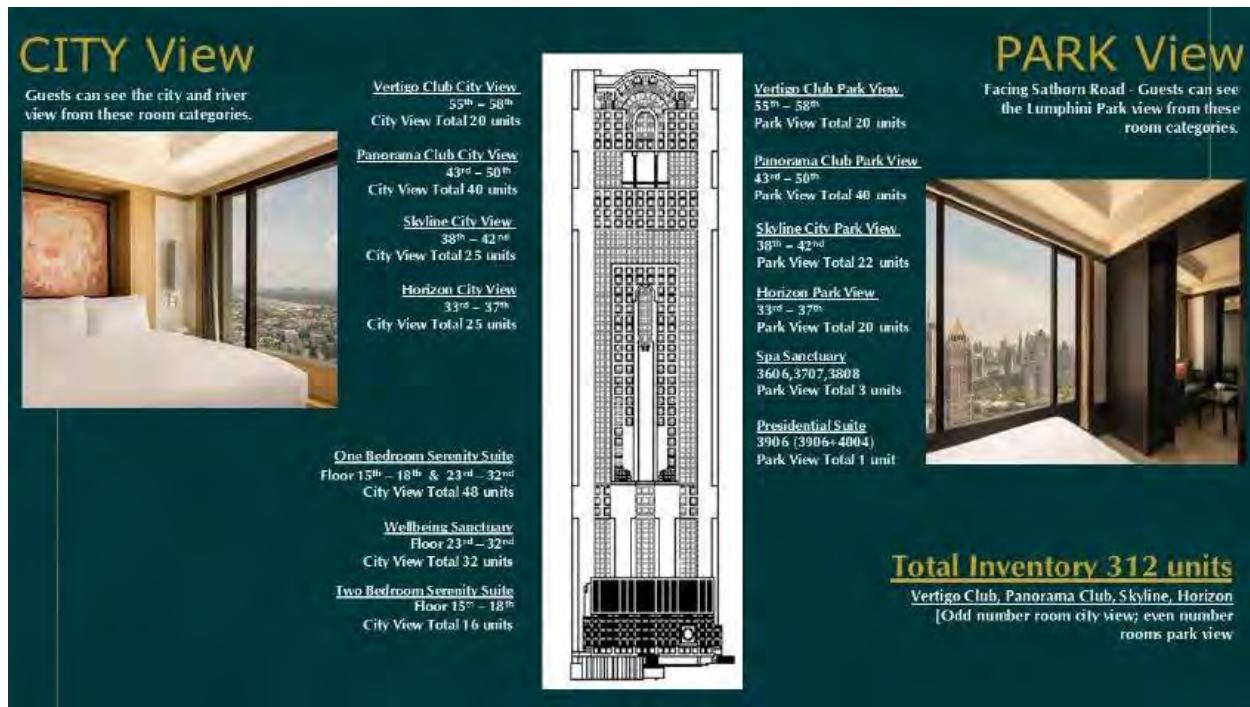


Figure 6 Hotel's Total Inventory & Room Types

The Hotel's Information 3

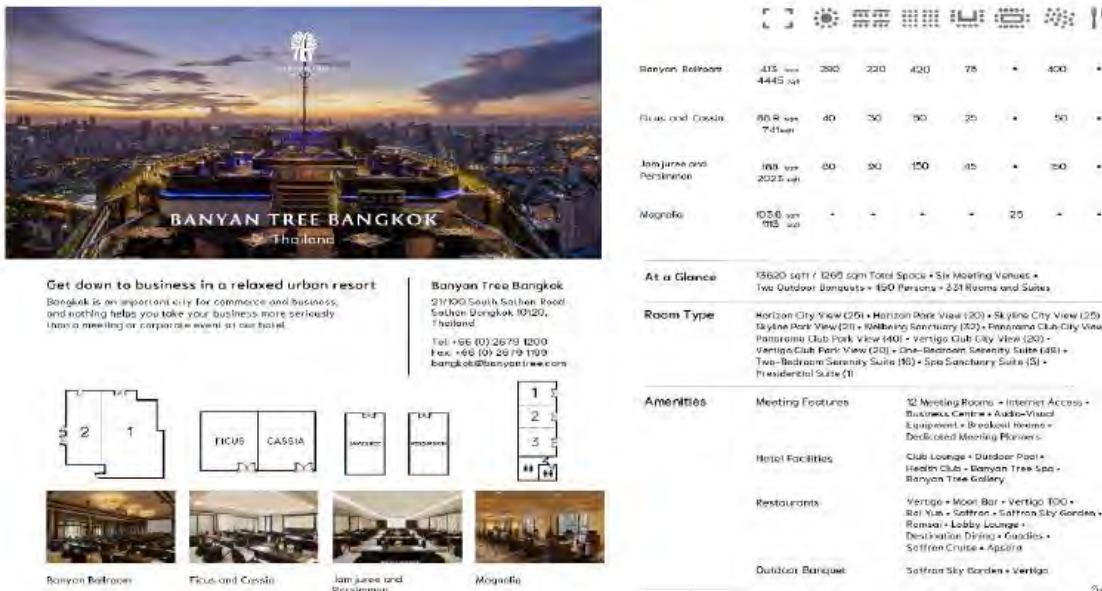


Figure 7 Hotel's MICE Factsheet



Figure 8 Hotel's CSR Trip



Figure 9 Christmas Carol



Figure 10 Siam University Hotel Visit & Oral Presentation Examination

Banyan Tree Bangkok Internship Weekly Report

Week 1-8

6 Oct 2025

11.30-18.30 hrs Mentor Spy - Brief the Event Coordinator's daily routine work & Hotel tour

7-10 Oct 2025

08.30-09.00 hrs Morning briefing with SM team
09.00-18.30 hrs Mentor Spy - Delphi knowledge
Share drive familiarization
Daily/Weekly Report

14-17 Oct 2025

08.30-09.00 hrs Morning briefing with SM team
09.00-18.30 hrs Experience in the banquet role
16-Oct CSR Trip World Food Day Donation to Slum Child Foundation

20-24 Oct 2025

08.30-09.00 hrs Morning briefing with SM team
09.00-18.30 hrs Mentor Spy
09.00-12.00 hrs Review the product knowledge (function room) in the PowerPoint file. Consult the Banquet Manager about the setup if unsure of the information

27-31 Oct 2025

08.30-09.00 hrs Morning briefing with SM team
09.00-12.00 hrs Experience the banquet role
13.30-18.30 hrs Mentor Spy - Share drive familiarization
Issue Tax invoice
Cheque requisition/Reimbursement

Week 9-12

3-7 Nov 2025

08.30-09.00 hrs Morning briefing with SM team
09.00-18.30 hrs Experience in the banquet role
*5 Nov - Accompany the Director of Event Management to check the setup of the Saffron Cruise and Apsara Cruise for Loy Krathong special night. *

10-14 Nov 2025

08.30-09.00 hrs Morning briefing with SM team
09.00-18.30 hrs Experience in the banquet role

17-21 Nov 2025

08.30-09.00 hrs Morning briefing with SM team
09.00-18.30 hrs Help Event Coordinator

24-28 Nov 2025

08.30-09.00 hrs Morning briefing with SM team
09.00-18.30 hrs Help Event Coordinator
Inspect all room types
Help the hotel to be Carol Singer

1-5 Dec 2025

08.30-09.00 hrs Morning briefing with SM team
09.00-18.30 hrs Help Event Coordinator
2 Dec – join Christmas Tree Lighting Ceremony

Week 13-18

8-12 Dec 2025

08.30-09.00 hrs	Morning briefing with SM team
09.00-18.30 hrs	Experience banquet role

15-19 Dec 2025

08.30-09.00 hrs	Morning briefing with SM team
09.00-18.30 hrs	Experience in the banquet role

22-26 Dec 2025

08.30-09.00 hrs	Morning briefing with SM team
09.00-18.30 hrs	Help Event Coordinator

24-25 Dec – Hotel Carole Singer

*26 Dec – Support the outlet Vertigo TOO (Hidden Sky Bar & Restaurant) *

29 Dec 2025 – 02 Jan 2026

08.30-09.00 hrs	Morning briefing with SM team
09.00-18.30 hrs	Help Event Coordinator

Learn from Sales and Marketing Departments

31 Dec 2025-04 Jan 2026 – Public Holiday

05-09 Jan 2026

07-17.00 hrs	Transferred to the banquet department (until the end of February)
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08 Jan – Learn from the reservation about group bookings and rooms

12-16 Jan 2026 onward

08.30-18.30 hrs

Training in the Reservation Department

Learning Outcome of Event Management, Sales & Marketing Departments

The Sales department focuses on maximizing revenue through strategic market segmentation, managing rate parity across OTA and wholesale channels, and implementing dynamic pricing based on global demand. Marketing outcomes center on building brand visibility and trust through SEO, creative content management, and utilizing the 3C framework to establish a unique selling proposition. Event Management involves mastering venue capacities and the Delphi system to block spaces while drafting essential sales documents like proposals, contracts, and Banquet Event Orders. Finally, this role ensures operational success by coordinating event logistics, managing financial documentation such as tax invoices, and reporting performance to align with property standards.

Learning Outcome of the Banquet & Reservation Departments

Learning outcomes from the Reservations and Banquet departments include strengthened operational and technical competencies, such as proficiency in Opera Cloud PMS, accurate management of OTA and wholesaler bookings, and reliable filing and report preparation (e.g., limousine schedules and revenue reports). In banqueting, outcomes encompassed mastery of Banquet Event Order (BEO) interpretation, venue layout planning, décor and equipment coordination, and effective liaison with kitchen and service teams to ensure seamless food and beverage delivery. The experience also enhanced adaptability and guest-service excellence in handling last-minute changes and complex requests. It reinforced operational accountability through post-event inventory checks and feedback reporting.