



**COOPERATIVE EDUCATION REPORT**

**Experiential Report on Guest Service Agent and Receptionist Roles at  
Cholchan Pattaya Beach Resort**

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**This report is submitted in partial fulfillment of the requirements for  
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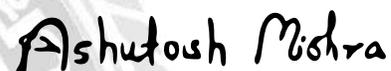
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## Abstract

This cooperative education report presents the practical learning experience gained from working as a Guest Service Agent and Receptionist at Cholchan Pattaya Beach Resort, Pattaya, Thailand. The objective of this cooperative education program was to integrate academic knowledge from hotel and tourism studies with real-world professional practice in the hospitality industry. Throughout the training period, responsibilities included front desk operations, guest check-in and check-out procedures, handling reservations, responding to guest inquiries and complaints, coordinating with other departments, and maintaining high standards of customer service.

This experience enhanced essential professional skills such as communication, problemsolving, teamwork, time management, and service etiquette in a multicultural environment. Additionally, the cooperative education provided valuable insight into hotel operational systems, service standards, and guest satisfaction management. The knowledge and skills acquired during this placement contributed significantly to professional development and prepared the student for future employment in the hospitality and tourism sector.

**Keywords:** Guest Service Agent, Receptionist, Front Office Hospitality Industry, Customer Service

## Acknowledgement

I would like to express my sincere and deepest gratitude to Cholchan Pattaya Beach Resort for providing me with the valuable opportunity to complete my cooperative education as a Guest Service Agent and Receptionist. This experience has allowed me to apply theoretical knowledge gained from my academic studies to real workplace situations, while also gaining extensive hands-on experience in the hospitality industry. The exposure to daily hotel operations has significantly enhanced my professional understanding, work discipline, and service-minded attitude.

I would like to extend my heartfelt appreciation to the management team and staff of the Front Office Department for their warm welcome, continuous guidance, and strong support throughout my training period. Their willingness to share knowledge, provide constructive feedback, and patiently guide me through various tasks greatly contributed to my learning process. The professional environment they created helped me build confidence in handling guest services, problem-solving, and communication with guests from diverse cultural backgrounds.

Furthermore, I am deeply grateful to the faculty members and cooperative education coordinators of Siam University for their academic guidance, supervision, and continuous support during the cooperative education program. Their advice and monitoring ensured that this training experience met academic standards while also encouraging personal growth and professional development.

Lastly, I would like to express my sincere thanks to my family and friends for their constant encouragement, understanding, and motivation throughout my cooperative education journey. Their emotional support played an important role in helping me overcome challenges and stay committed to completing this program successfully.

Overall, this cooperative education experience has been a meaningful and valuable milestone in my academic and professional journey, and I am truly grateful to everyone who contributed to making it a rewarding and memorable experience.

Sincerely,

Aye Thinzar Aung

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## List Of Abbreviations

- GSA: Guest Service Agent
- SOPs: Standard Operation Procedures
- FIT: Free Independent Traveller

## Chapter 1: Introduction

### 1. Company Profile

Cholchan Pattaya Beach Resort is a premier beachfront destination that offers a unique blend of relaxation, comfort, and modern amenities. It is located along the picturesque coastline of Pattaya, this resort is known for its magnificent sea views, luxurious accommodations and exceptional hospitality. With a range of facilities including variant elegant rooms options, beachfront bar, restaurants, a wave pool, and versatile event spaces. The hotel also caters to both leisure and business travelers.

Cholchan Pattaya Beach Resort has a rich history that dates back to its origins as part of the global hospitality industry. The resort initially began construction in 1988 (w.a. 2531), marking the first steps in creating what would become a premier beachfront destination in Pattaya. After several years of development, the resort opened its doors on January 15, 1996 (w.f. 2539) under the name "Mercure Pattaya Resort" as part of the Accor group, a renowned international hospitality company. This partnership helped establish the resort as a high-standard accommodation with a focus on exceptional service and guest experience. On December 20, 1999 (w.f. 2542), the property rebranded itself as Cholchan Pattaya Beach Resort, separating from the Mercure brand but continuing to grow as a leading independent resort in Pattaya. Since then, the resort has maintained its commitment to providing guests with a serene beachfront experience, complete with modern amenities, top-notch facilities, and warm Thai hospitality.

Over the years, the resort has adapted to the evolving tourism landscape, continuously upgrading its facilities and services to cater to both leisure and business travelers. Today, Cholchan Pattaya Beach Resort is well-regarded for its beautiful sea views, luxurious rooms, and proximity to key attractions in Pattaya, making it a favored destination for vacationers and event organizers alike.

The resort's serene atmosphere, combined with its proximity to major attractions such as the Sanctuary of Truth and Pattaya's vibrant beach life, makes it an ideal getaway for those seeking both relaxation and adventure. Whether you are planning a romantic getaway, a family vacation, or a business retreat, Cholchan promises an unforgettable experience with top-tier service and beautiful surroundings.



Figure:1 The Front of the Resort



Figure:2 The Drone View of the Resort

## 1.1 Mission of the company

Cholchan Pattaya Beach Resort is committed to providing high-quality hospitality services by delivering excellent guest experiences, warm Thai hospitality, and professional service standards. The resort aims to ensure guest satisfaction through attentive service, comfortable accommodations, and efficient operations while maintaining a welcoming and safe environment for all guests.

## 1.2 Version of the Company

Cholchan Pattaya Beach Resort is a well-established beachfront resort in Pattaya that focuses on providing comfortable accommodations and quality services for a wide range of guests, including leisure travelers, families, group tours, and corporate events. The resort combines traditional Thai hospitality with a relaxing seaside atmosphere, making it suitable for both vacation and business purposes.

Cholchan Pattaya Beach Resort can be understood through its service positioning and main operational segments as follows:

### 1. Resort and Leisure Services:

The resort emphasizes relaxation and leisure experiences, offering beachfront access, swimming pools, spa services, and recreational facilities. This segment mainly caters to leisure travelers, families, and tour groups seeking a peaceful seaside environment.

### 2. Accommodation Services:

The resort provides various room types designed to meet different guest needs and budgets. The focus is on comfort, functionality, and cleanliness, ensuring a pleasant stay for both short-term and long-stay guests.

### 3. Meeting, Incentive, Conference, and Event (MICE) Services:

Cholchan Pattaya Beach Resort offers meeting rooms and event spaces suitable for conferences, seminars, weddings, and corporate functions. This segment serves business travelers and organizations looking for a resort-style venue with professional support services.

### 4. Food and Beverage Services:

The resort operates restaurants and banquet services that offer Thai and international cuisine. These services support in-house guests as well as group events, contributing to overall guest satisfaction and revenue generation.

Each service segment of Cholchan Pattaya Beach Resort is designed to serve different guest expectations while maintaining consistent service standards. This diversified approach allows the resort to accommodate various market segments and enhance its competitiveness within the hospitality industry in Pattaya.

## 1.3 The Strategies of the Company

### 1. Service Excellence Strategy

Cholchan Pattaya Beach Resort places strong emphasis on delivering personalized, professional, and efficient guest services in order to enhance overall guest satisfaction and loyalty. Employees are encouraged to understand individual guest needs, preferences, and expectations, allowing them to provide services that create positive and memorable experiences. By maintaining consistent service standards and a service-minded attitude, the resort aims to build a strong reputation and encourage repeat visits and positive word-of-mouth recommendations.

### 2. Human Resource Development Strategy

The resort recognizes that human resources are a key factor in service quality and organizational success. Therefore, Cholchan Pattaya Beach Resort focuses on continuous training and development programs for employees and interns to enhance service skills, operational knowledge, teamwork, and professional behavior. On-the-job training, supervision, and performance feedback are provided to support staff development and prepare employees for long-term career growth within the hospitality industry.

### 3. Operational Efficiency Strategy

Cholchan Pattaya Beach Resort emphasizes effective front office operations and strong coordination between departments such as housekeeping, food and beverage, and engineering. Clear communication, standardized procedures, and teamwork are promoted to ensure smooth daily operations. This strategy helps reduce service delays, minimize operational errors, and enable quick problem identification and resolution, ultimately improving overall operational efficiency and guest satisfaction.

### 4. Customer Relationship Strategy

Building strong and long-term relationships with guests is an important strategic focus of the resort. Cholchan Pattaya Beach Resort encourages staff to communicate professionally and politely with guests, actively listen to feedback, and handle complaints promptly and effectively. Service recovery practices are implemented to address guest concerns and restore satisfaction, helping to strengthen trust, enhance guest loyalty, and maintain positive brand image.

### 5. Sustainability and Quality Strategy

Cholchan Pattaya Beach Resort is committed to sustainable business practices and maintaining high standards of service quality and safety. The resort implements environmentally friendly initiatives such as energy and water conservation, waste management, and responsible resource usage. At the same time, strict quality control and safety standards are maintained to ensure a safe and comfortable environment for guests and employees, supporting long-term business success and responsible tourism development.

## 2. Organizational Structure

Cholchan Pattaya Beach Resort operates under a well-defined and structured organizational system designed to ensure efficient management, effective communication, and high-quality service delivery. The organizational structure clearly defines roles, responsibilities, and reporting lines, which helps support smooth coordination among departments and promotes accountability at all operational levels.

Each department, including Front Office, Housekeeping, Food and Beverage, Engineering, Sales and Marketing, and Human Resources, functions according to established procedures while working collaboratively to achieve overall organizational goals. This structured system allows departments to coordinate efficiently, share information promptly, and respond effectively to guest needs and operational requirements.

The organizational structure also supports effective decision-making by enabling management to monitor performance, allocate resources appropriately, and maintain consistent service standards throughout the resort. Clear supervision and leadership at each level help ensure that daily operations run smoothly, service quality is maintained, and potential issues are addressed in a timely manner.

Overall, this structured organizational system plays an important role in enhancing operational efficiency, supporting teamwork, and delivering a positive guest experience. By maintaining a clear and organized management framework, Cholchan Pattaya Beach Resort is able to operate efficiently and uphold its commitment to professional hospitality services.

### 2.1 Diagram of the organizational structure



Front Office Organizational Chart

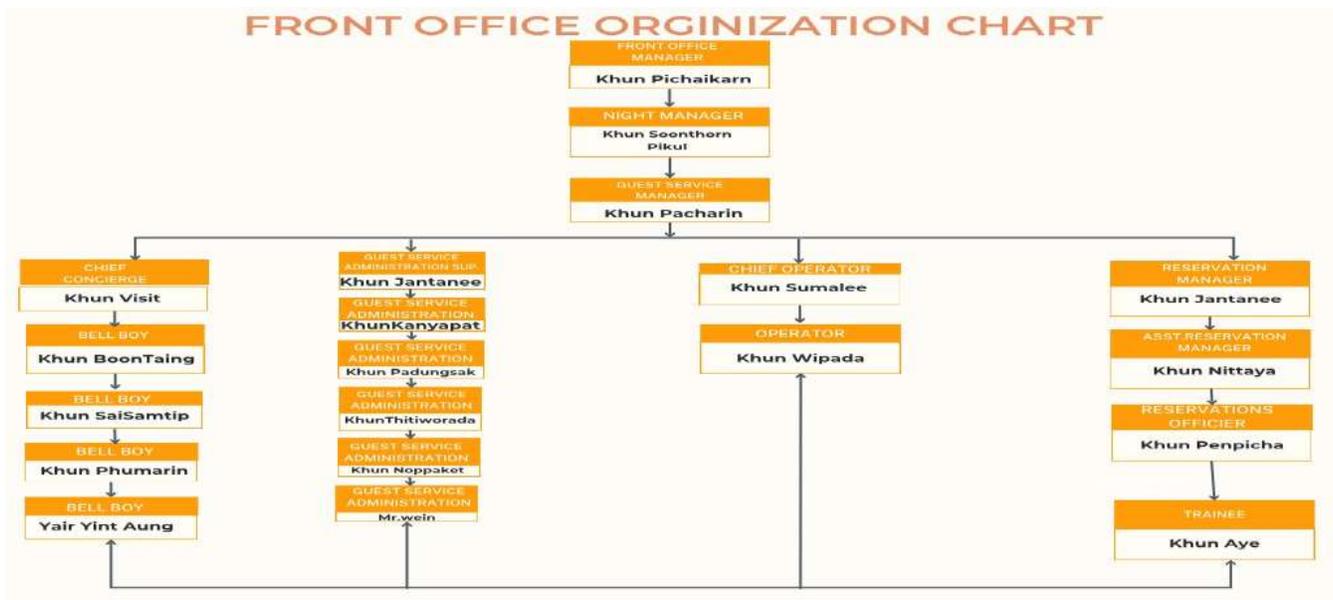


Figure:3 Organization Charts

### 2.3 My job position or my responsibilities

I worked as a Guest Service Agent(GSA) and Receptionist at Cholchan Pattaya Beach Resort, Pattaya, Thailand, where I was responsible for providing front office services and ensuring a positive guest experience throughout their stay. My role involved handling guest check-in and check-out procedures, managing reservations, responding to guest inquiries and requests, and coordinating with other departments to ensure smooth daily operations. This position required strong communication skills, professionalism, and the ability to deliver efficient and courteous service in a multicultural hospitality environment.

My responsibilities were as follows:

1. Front Desk Operations

Performed guest check-in and check-out procedures efficiently, ensuring accuracy of guest information, room assignments, and billing details.

2. Guest Services and Communication

Welcomed guests with professional and friendly service, responded to guest inquiries, provided resort information, and assisted with special requests to ensure guest satisfaction.

3. Reservation Handling

Managed room reservations, confirmed bookings, processed cancellations or modifications, and updated guest records using the hotel management system.

4. Complaint Handling and Service Recovery

Addressed guest complaints politely and professionally, coordinated with relevant departments to resolve issues promptly, and followed up to ensure guest satisfaction.

5. Interdepartmental Coordination

Communicated effectively with housekeeping, engineering, and food and beverage departments to ensure smooth operations and timely service delivery.

#### 6. Cashiering and Administrative Duties

Handled payments, prepared invoices, processed deposits, and ensured accurate financial records in accordance with hotel procedures.

#### 7. Professional Standards and Safety

Maintained front office standards, adhered to hotel policies, ensured guest privacy, and followed safety and security procedures at all times.

### 3. My Intention and Motivation

My intention in joining Cholchan Pattaya Beach Resort as a Guest Service Agent and Receptionist was to gain practical, hands-on experience in a professional beachfront resort environment and to apply the theoretical knowledge acquired from my studies in hotel and tourism management. I was particularly interested in front office operations, as the front desk plays a vital role in shaping guests' first impressions and overall satisfaction. By working at Cholchan Pattaya Beach Resort, I aimed to develop a comprehensive understanding of guest service procedures, reservation systems, and front office coordination within a well-established hospitality organization.

My motivation for choosing Cholchan Pattaya Beach Resort was influenced by its strong reputation for providing warm Thai hospitality, quality service standards, and a diverse international clientele. I was motivated to learn how professional guest service agents handle daily operations, guest interactions, and service recovery in a real resort setting. This opportunity allowed me to improve my communication skills, customer service attitude, and ability to work effectively in a multicultural environment.

Additionally, I was motivated to develop professional discipline, teamwork, and problem-solving skills by working closely with experienced supervisors and colleagues. The position encouraged me to build confidence in handling guest inquiries, complaints, and special requests while maintaining professionalism and courtesy at all times. Overall, my intention and motivation were driven by my desire to grow both personally and professionally, gain valuable industry experience, and prepare myself for a future career in the hospitality and tourism industry.

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

#### **Strengths - Core Advantages**

##### 1. Prime Beachfront Location

Cholchan Pattaya Beach Resort is advantageously located along the beachfront in Pattaya, offering guests scenic sea views and direct access to a peaceful coastal environment. This prime location provides a relaxing atmosphere away from crowded city areas, making the resort an attractive choice for leisure travelers, families, and guests seeking comfort and tranquility. The beachfront setting also enhances the overall guest experience and adds significant value to the resort's image.

## 2. Strong Reputation for Thai Hospitality

The resort is well recognized for its warm Thai hospitality and friendly customer service. Staff members are trained to provide polite, attentive, and professional service, ensuring that guests feel welcomed and well cared for throughout their stay. This service-oriented culture helps build guest satisfaction, trust, and loyalty, contributing positively to the resort's reputation and repeat visitation.

## 3. Spacious Resort Layout and Comprehensive Facilities

Cholchan Pattaya Beach Resort features a spacious layout with well-planned facilities designed to meet diverse guest needs. The resort offers swimming pools, restaurants serving Thai and international cuisine, meeting and banquet rooms, and various recreational areas. These comprehensive facilities allow the resort to accommodate different types of guests, including individual travelers, families, tour groups, and corporate clients.

## 4. Experienced Staff and Effective Interdepartmental Coordination

The resort is supported by experienced and well-trained staff who demonstrate strong coordination among departments such as Front Office, Housekeeping, Food and Beverage, and Engineering. Clear communication and teamwork help ensure smooth daily operations, efficient problemsolving, and consistent service delivery, which directly enhances operational efficiency and guest satisfaction.

## 5. Suitability for Leisure and Group Events

Cholchan Pattaya Beach Resort is suitable for both leisure travelers and organized group events, including conferences, seminars, and weddings. The availability of event spaces, professional support services, and resort-style facilities allows the resort to effectively serve a wide range of market segments, increasing its competitiveness within the hospitality industry.

### **Weaknesses - Internal Challenges**

#### 1. Facility and Room Modernization

Some facilities and guest room interiors at Cholchan Pattaya Beach Resort may require modernization to better meet the expectations of newer market segments. While the resort maintains acceptable standards of cleanliness and comfort, certain design elements, furniture, and in-room amenities could be updated to align with current hospitality trends. Modernization would enhance the overall guest experience and help the resort remain competitive, particularly among younger travelers and international guests who value contemporary design and technology.

#### 2. Service Response Time During Peak Seasons

Due to the large size and spacious layout of the resort, service response times may occasionally be longer, especially during peak seasons or periods of high occupancy. Increased guest volume can place additional pressure on operational teams, particularly in front office and housekeeping coordination.

Improving workflow planning and staff allocation during busy periods could help minimize delays and maintain service efficiency.

### 3. Accessibility and Transportation Limitations

The resort's location, while advantageous for its beachfront setting, has limited access to public transportation compared to hotels located in the city center. This may create inconvenience for guests who rely on public transport to travel to nearby attractions or commercial areas. Enhancing transportation support services, such as shuttle arrangements or clearer travel information, could improve guest convenience and satisfaction.

### 4. Dependence on Manual Operational Procedures

Certain operational areas within the resort still rely on manual procedures, such as paperwork and non-integrated systems, which may reduce overall efficiency and increase the risk of human error. Greater use of digital systems and hotel management software could streamline operations, improve accuracy, and support faster service delivery, particularly in front office and interdepartmental coordination.

## **Opportunities - Growth Potential**

### 1. Growth in Domestic and International Tourism

Following the recovery of the tourism industry, Pattaya continues to experience growth in both domestic and international tourist arrivals. This increasing demand creates opportunities for Cholchan Pattaya Beach Resort to attract a wider range of guests, improve occupancy rates, and strengthen its market position. By offering competitive packages and maintaining high service standards, the resort can benefit from the positive tourism trend and long-term market growth.

### 2. Increasing Demand for Beachfront and Wellness-Oriented Travel

There is a growing demand for beachfront resorts and wellness-focused travel experiences, as travelers increasingly prioritize relaxation, health, and well-being. Cholchan Pattaya Beach Resort's beachfront location and resort-style facilities place it in a strong position to meet these expectations. By enhancing wellness services such as spa programs, recreational activities, and relaxation-focused amenities, the resort can attract health-conscious travelers and extend guest stays.

### 3. Opportunities for Digital Marketing and Online Presence Enhancement

Advancements in digital technology provide opportunities for the resort to strengthen its digital marketing strategies, online booking systems, and social media presence. Improved digital platforms can enhance brand visibility, reach international markets, and provide convenient booking experiences for guests. Active engagement through social media and online travel platforms can also help attract younger travelers and increase direct bookings.

#### 4. Development of Eco-Friendly and Sustainable Tourism Initiatives

There is increasing awareness among travelers regarding environmental responsibility and sustainable tourism practices. Cholchan Pattaya Beach Resort has the potential to develop eco-friendly initiatives such as energy conservation, waste reduction, and environmentally responsible operations. Implementing sustainability programs can enhance the resort's brand image and attract environmentally conscious travelers while supporting long-term business sustainability.

#### 5. Expansion of MICE and Long-Stay Guest Markets

The growing demand for Meetings, Incentives, Conferences, and Exhibitions (MICE), as well as long-stay accommodations, presents additional opportunities for the resort. With its spacious layout and event facilities, Cholchan Pattaya Beach Resort can further develop customized packages for corporate events, group meetings, weddings, and extended-stay guests. This diversification can help increase revenue stability and reduce reliance on seasonal tourism.

#### **Threats - External Risks**

##### 1. High Competition in the Hospitality Market

Cholchan Pattaya Beach Resort faces strong competition from newly developed and modern hotels and resorts in Pattaya and nearby areas. Many competitors offer contemporary designs, advanced technology, and innovative services that appeal to changing guest preferences. This high level of competition places pressure on the resort to continuously improve service quality, upgrade facilities, and develop attractive pricing and promotional strategies in order to maintain its market share.

##### 2. Economic Fluctuations and Global Travel Uncertainties

Economic instability, global travel restrictions, and unexpected events can significantly impact tourist arrivals and travel behavior. Changes in exchange rates, inflation, or international travel policies may affect guests' spending power and travel decisions. These uncertainties create challenges in demand forecasting and revenue planning for the resort.

##### 3. Seasonal Tourism Demand

Tourism demand in Pattaya is highly seasonal, with peak and low seasons affecting occupancy rates and revenue consistency. During low seasons, the resort may experience reduced bookings, which can impact cash flow and operational planning. Effective marketing strategies and diversified target markets are required to help minimize the effects of seasonal fluctuations.

##### 4. Rising Operational and Maintenance Costs

Increasing operational costs, including labor wages, utility expenses, and property maintenance, pose ongoing challenges for the resort. As a large beachfront property, Cholchan Pattaya

Beach Resort requires continuous maintenance to ensure safety, service quality, and guest satisfaction. Rising costs may affect profitability and require careful cost control and efficiency management.

## 5. Environmental and Coastal Challenges

Environmental factors such as weather conditions, coastal erosion, and climate-related impacts may affect resort operations and guest experiences. Heavy rainfall, storms, or changes in coastal conditions can disrupt outdoor activities and beachfront services. These challenges highlight the importance of environmental management, disaster preparedness, and sustainable operational practices.

## 5. Objectives of the Co-operative Studies

Many people believe that working in the hospitality industry is easy and does not require extensive skills or knowledge. However, the hospitality industry demands a high level of professionalism, adaptability, and responsibility, especially when interacting with guests from diverse cultural, social, and national backgrounds. Hospitality professionals must be able to communicate effectively, handle unexpected situations, and provide consistent service quality while maintaining a positive attitude under pressure. Therefore, practical experience in a real working environment is essential to fully understand the complexity and importance of this industry.

This cooperative education program was undertaken to bridge the gap between academic knowledge and real-world practice. The following section outlines the main objectives for selecting the position of Guest Service Agent and participating in cooperative education in the hospitality field:

1. To apply theoretical knowledge to real workplace situations
2. To gain practical experience in the hospitality industry
3. To develop professional skills, work ethics, and responsibility
4. To enhance communication and customer service skills
5. To improve problem-solving, adaptability, and teamwork abilities
6. To understand hotel operations and organizational structure
7. To prepare for future employment and career development

## Chapter 2: CO-OP STUDY ACTIVITIES

### 1. My Job Description

As a Guest Service Agent and Receptionist at Cholchan Pattaya Beach Resort, I was responsible for delivering high-quality customer service while ensuring a smooth, professional, and welcoming experience for all guests from arrival to departure. My role involved managing daily front office operations, including guest check-ins and check-outs, room assignments, payment processing, and handling reservations accurately and efficiently.

In addition, I assisted guests with inquiries, special requests, and concerns by providing clear information about hotel facilities, services, and local attractions. I handled guest complaints politely and professionally, aiming to resolve issues promptly and enhance overall guest satisfaction. Effective communication and problem-solving skills were essential in maintaining positive guest relations.

I also coordinated closely with other departments such as housekeeping, bell service, maintenance, and food and beverage to ensure guest needs were met in a timely manner. This collaboration helped maintain service quality, operational efficiency, and a seamless guest experience. Through this role, I developed strong interpersonal skills, cultural awareness, and a deeper understanding of front office procedures within the hospitality industry.

### 2. My Job Responsibilities

There are 3 shifts in our section which are 7AM , 2PM and 11PM. While working as a GSA trainee, I mainly work 7AM shift.

As a Guest Service Agent and Receptionist at Cholchan Pattaya Beach Resort, I was responsible for welcoming guests and creating a positive first impression. I handled check-in and check-out procedures, verified guest information, assigned rooms, and explained hotel services and policies clearly to guests.

I managed room reservations, cancellations, and changes using the hotel system which is Eptome. I answered guest inquiries in person and by phone, and assisted with requests or complaints in a polite and professional manner to ensure guest satisfaction.

I also worked closely with housekeeping and other departments to make sure rooms were ready and guest needs were met on time. In addition, I maintained accurate guest records, followed hotel rules and service standards, and supported smooth daily front office operations.

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

During the cooperative education period at Cholchan Pattaya Beach Resort, I worked closely with co-workers across various departments to ensure smooth front office operations and high-quality guest service. Coordination with front office staff was essential in managing daily check-in and checkout procedures, updating guest information, and allocating rooms accurately. Regular

communication with the housekeeping department was maintained to confirm room readiness, arrange early check-ins and late check-outs, and respond promptly to guest requests. In addition, collaboration with bell staff and concierge supported efficient luggage handling and assisted guests with directions and resort information. I also coordinated with the reservations team to verify booking details, manage walk-in guests, and maintain accurate records in the hotel management system. Furthermore, cooperation with the food and beverage department, security team, and maintenance staff was necessary to handle guest inquiries, report issues, and ensure a safe and comfortable stay for all guests. Through continuous teamwork and effective communication with co-workers, the student developed professional coordination skills and gained practical experience in front office operations within a resort environment.

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

During my cooperative education period at Cholchan Pattaya Beach Resort, I actively contributed to the daily operations of the Front Office Department in my role as a Guest Service Agent intern. I assisted with guest check-in and check-out procedures, responded to guest inquiries, and provided accurate information regarding the resort's facilities and services in accordance with company standards. Through these responsibilities, I supported smooth front office operations and enhanced overall guest satisfaction.

In addition, I contributed by coordinating with various departments, including housekeeping, reservations, food and beverage, maintenance, and security, to ensure guest requests and issues were handled efficiently. I supported senior staff during peak periods by managing guest flow, preparing necessary documentation, and handling basic guest concerns under supervision. By performing my duties responsibly and working collaboratively with my co-workers, I was able to contribute positively to the organization while developing practical skills and professional experience in the hospitality industry.

## Chapter 3: Learning Process

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

### 1. Problems or Issues of the Company

During my cooperative education at Cholchan Pattaya Beach Resort, I observed several operational problems and challenges that affected service efficiency and daily front office operations. One of the main issues was communication gaps between departments, particularly between the front office, housekeeping, and maintenance teams. Delays in updating room status or responding to maintenance requests occasionally resulted in longer waiting times for guests and increased pressure on front desk staff.

Another significant issue was staff shortage during peak seasons, weekends, and public holidays. With a high number of guest arrivals and departures, employees were required to handle multiple responsibilities simultaneously, which sometimes led to fatigue, longer service times, and reduced service consistency. This situation also limited opportunities for staff to provide personalized service to guests.

In addition, some operational procedures relied heavily on manual processes, such as paperwork and verbal communication, which increased the risk of human error and miscommunication. Limited use of advanced technology in certain areas slowed down service delivery and made it more difficult to track guest requests efficiently.

Furthermore, differences in work experience and communication styles among staff from diverse backgrounds occasionally caused misunderstandings. This highlighted the need for clearer standard operating procedures and continuous staff training to ensure consistent service quality. These problems emphasized the importance of effective communication systems, adequate staffing, and improved operational management to enhance overall guest satisfaction and organizational performance.

### 2. How to Solve the Problem

To address communication issues between departments, the company could strengthen internal communication by implementing a standardized digital system for updating room status, maintenance requests, and guest special requirements in real time. Regular interdepartmental briefings at the beginning of each shift would also help ensure that all staff receive accurate and consistent information.

To reduce the impact of staff shortages during peak periods, the resort could improve workforce planning by scheduling additional staff, part-time employees, or interns during high-occupancy seasons. Cross-training employees to perform multiple roles would further increase operational flexibility and reduce workload pressure on individual staff members.

In order to minimize errors caused by manual processes, the company could increase the use of technology in front office operations, such as upgrading property management systems and digitizing documentation. Clear standard operating procedures (SOPs) and regular training programs would also help staff perform tasks more efficiently and consistently.

Furthermore, to improve teamwork among employees from diverse backgrounds, the company could provide communication and service training focused on teamwork, cultural awareness, and problem-solving skills. These solutions would contribute to improved service efficiency, stronger staff cooperation, and higher levels of guest satisfaction.

### 3. Suggestions for the Company

Based on my cooperative education experience at Cholchan Pattaya Beach Resort, I would like to offer several suggestions for further improvement. The company could enhance operational efficiency by strengthening interdepartmental communication through regular briefings and improved use of digital systems. This would help reduce delays and ensure accurate information sharing among departments.

The resort could also improve service quality by increasing staffing levels during peak periods and providing cross-training opportunities for employees. This would reduce workload pressure and allow staff to deliver more personalized and consistent service to guests.

In addition, investing in infrastructure upgrades and preventive maintenance would help minimize service disruptions and improve guest comfort, especially in areas affected by the coastal environment. The company may also consider expanding environmental sustainability initiatives, such as energy-saving systems, waste management programs, and water conservation practices, to reduce environmental impact and operating costs.

Lastly, continuous staff training in customer service, communication, and cultural awareness would support professional development and strengthen teamwork. These suggestions could help the company enhance service standards, improve operational effectiveness, and maintain a positive reputation in the hospitality industry.

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

During my internship period at Cholchan Pattaya Beach Resort, I gained valuable practical knowledge and professional skills related to front office operations and guest services. I learned how to handle guest check-in and check-out procedures accurately, manage reservations, and respond to guest inquiries in a polite and professional manner. This experience helped me understand the importance of service standards and attention to detail in the hospitality industry.

I also learned how to communicate effectively with guests from diverse cultural backgrounds and how to coordinate with different departments, such as housekeeping, food and beverage, and maintenance, to ensure smooth operations. Additionally, I developed problem-solving skills by handling guest concerns and adapting to unexpected situations under supervision.

Furthermore, the internship improved my teamwork, time management, and responsibility. I learned how to work under pressure during peak periods, follow company policies, and maintain professional behavior in the workplace. Overall, this internship enhanced my confidence and prepared me for future career opportunities in the hospitality and tourism industry.

## 5. Applying Academic Knowledge to Real Work

During my cooperative education at Cholchan Pattaya Beach Resort, I was able to apply academic knowledge from my hotel and tourism studies to real working situations. Subjects such as front office management, customer service, and hospitality operations helped me understand standard procedures for guest check-in and check-out, reservation handling, and service quality management.

I also applied communication and intercultural studies knowledge when interacting with guests from different nationalities, which enabled me to respond professionally and appropriately to diverse needs and expectations. In addition, theoretical knowledge related to teamwork, problem-solving, and service recovery supported me in handling guest complaints and coordinating effectively with different departments. This experience strengthened my understanding of how academic concepts are implemented in real-world hospitality operations.

## 6. Skills and Knowledge Gained

During my cooperative education at Cholchan Pattaya Beach Resort, I developed a range of professional skills and practical knowledge essential to the hospitality industry. I gained hands-on knowledge of front office operations, including guest check-in and check-out procedures, reservation management, and the use of hotel operating systems. This experience improved my understanding of service standards and operational workflows within a resort environment.

In terms of skills, I enhanced my communication and interpersonal abilities by interacting with guests from diverse cultural backgrounds and coordinating with colleagues across different departments. I also developed problem-solving and adaptability skills by responding to guest requests and handling unexpected situations under supervision. Additionally, the internship strengthened my teamwork, time management, and professionalism, enabling me to work efficiently during peak periods. Overall, these skills and knowledge gains contributed significantly to my personal and professional development in preparation for a future career in the hospitality industry.

## Chapter 4: Conclusion

In conclusion, this report has summarized the key experiences, challenges, and learning outcomes gained during the cooperative education period. The internship provided valuable practical exposure, strengthened professional skills, and enhanced the understanding of how academic knowledge is applied in a real working environment.

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

During my cooperative education studies as a Guest Service Agent at Cholchan Pattaya Beach Resort, I gained comprehensive hands-on experience in front office operations. My main responsibilities included handling guest check-ins and check-outs, managing reservations, answering guest inquiries, and providing accurate information about hotel services and facilities. This experience helped me understand the importance of efficiency, accuracy, and professionalism in daily hotel operations.

Throughout the internship, I had the opportunity to interact with guests from diverse nationalities and cultural backgrounds. This significantly improved my communication skills, service mindset, and ability to handle different guest expectations. I learned how to respond to guest requests, manage complaints calmly, and ensure guest satisfaction while maintaining the hotel's service standards.

In addition, the co-op studies allowed me to apply academic knowledge from my hotel and tourism studies to real working situations. I gained practical insights into teamwork, time management, and problem-solving in a fast-paced hospitality environment. Overall, this cooperative education experience enhanced my professional confidence, strengthened essential hospitality skills, and better prepared me for a future career in the hotel and tourism industry.

### 2. Evaluation of the Work Experience

#### **Understanding of Hotel Operations**

The cooperative education experience as a Guest Service Agent at Cholchan Pattaya Beach Resort provided a clear and practical understanding of front office operations. I became familiar with daily hotel procedures, including guest check-in and check-out processes, reservation management, and coordination with other departments. This experience helped me understand how different sections of the hotel work together to deliver smooth and efficient service to guests.

#### **Development of Professional and Communication Skills**

Throughout the internship, I interacted with guests from diverse cultural and national backgrounds, which significantly improved my communication and interpersonal skills. I learned how to use polite and professional language, listen actively to guest needs, and respond appropriately to requests and complaints. Handling real guest situations increased my confidence and taught me the importance of patience, empathy, and professionalism in the hospitality industry.

### **Application of Academic Knowledge**

This work experience allowed me to apply theoretical knowledge from my hotel and tourism studies to real working situations. Concepts such as customer service quality, service recovery, and front office management became more meaningful through hands-on practice. The opportunity to apply classroom learning in a real hotel environment strengthened my understanding and enhanced my ability to perform tasks effectively.

### **Teamwork and Workplace Adaptability**

Working alongside supervisors and colleagues helped me develop strong teamwork and adaptability skills. I learned how to follow instructions, manage time efficiently, and adjust to a fastpaced working environment. Collaborating with different departments improved my ability to communicate clearly and work responsibly as part of a professional team.

### **Overall Professional Growth**

Overall, the cooperative education experience at Cholchan Pattaya Beach Resort was highly beneficial and rewarding. It enhanced my technical skills, professional attitude, and self-confidence, while also confirming my interest in pursuing a career in the hospitality industry. This experience has prepared me well for future employment and professional growth in hotel and tourism management.

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

One limitation was the restricted exposure to other hotel departments. As the role mainly focused on guest service and front office duties, opportunities to learn about housekeeping, food and beverage, and sales operations were limited, resulting in a narrower understanding of overall hotel management.

The workload during peak periods was also a challenge. Busy operational hours required full attention to task completion, which sometimes reduced opportunities for learning, observation, and detailed guidance from supervisors.

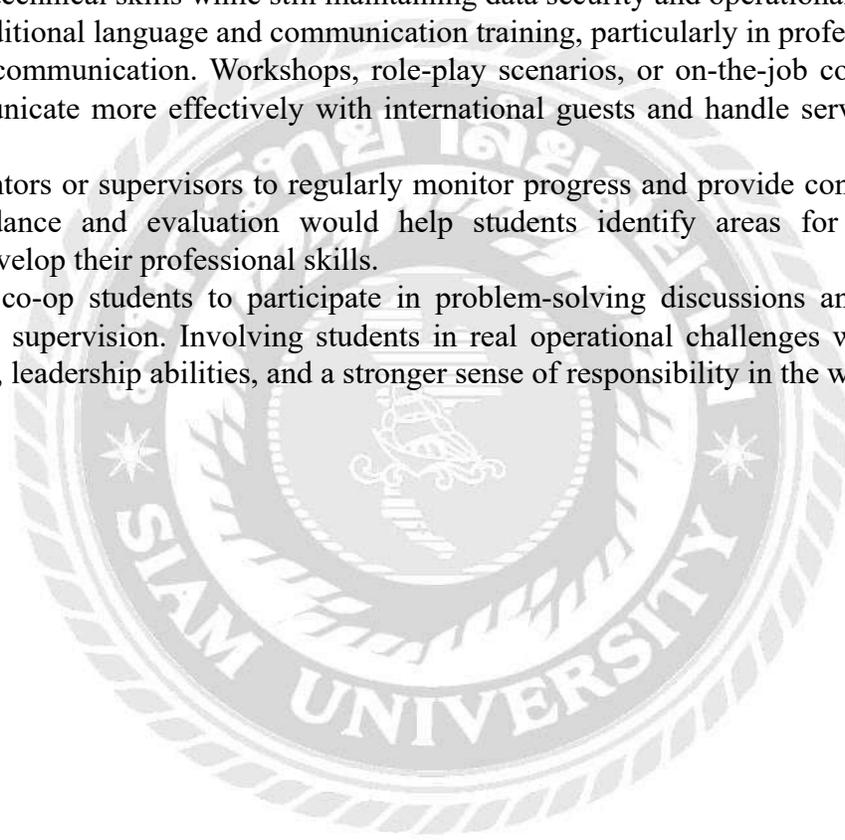
Additionally, language and communication challenges occasionally arose when dealing with international guests. Differences in accents, cultural expectations, and communication styles sometimes made it difficult to handle complex situations smoothly.

There was also a limitation regarding access to hotel software systems. As a co-op student, access to certain hotel management software and system functions was restricted, which limited opportunities to practice advanced system operations and gain deeper technical knowledge.

Lastly, as a co-op student, decision-making authority was limited. Most critical situations required approval from supervisors, which reduced opportunities to independently manage complex tasks and develop leadership and decision-making skills.

#### 4. Recommendations of the Company

- Provide broader cross-departmental exposure for co-op students by arranging short rotations or scheduled observation sessions in departments such as housekeeping, food and beverage, sales, and accounting. This would help students gain a clearer understanding of how each department contributes to overall hotel operations and guest satisfaction.
- Develop a more structured and systematic training program at the beginning of the co-op period. This could include detailed job descriptions, standard operating procedures, service standards, and step-by-step guidance to help students adapt to their roles more quickly and confidently.
- Grant limited, role-appropriate, and supervised access to hotel management software systems. Allowing co-op students to practice essential system functions, such as reservations or guest profiles, would enhance technical skills while still maintaining data security and operational control.
- Provide additional language and communication training, particularly in professional English and service-related communication. Workshops, role-play scenarios, or on-the-job coaching would help students communicate more effectively with international guests and handle service situations with confidence.
- Assign mentors or supervisors to regularly monitor progress and provide constructive feedback. Consistent guidance and evaluation would help students identify areas for improvement and continuously develop their professional skills.
- Encourage co-op students to participate in problem-solving discussions and decision-making processes under supervision. Involving students in real operational challenges would help develop critical thinking, leadership abilities, and a stronger sense of responsibility in the workplace.



# Bibliography

**Cholchan Pattaya Beach Resort.** (n.d.). *Cholchan Pattaya Beach Resort.* <https://pattayaresort.com>



# APPENDICES

## MY ROUTINE AS A GSA TRAINIEE

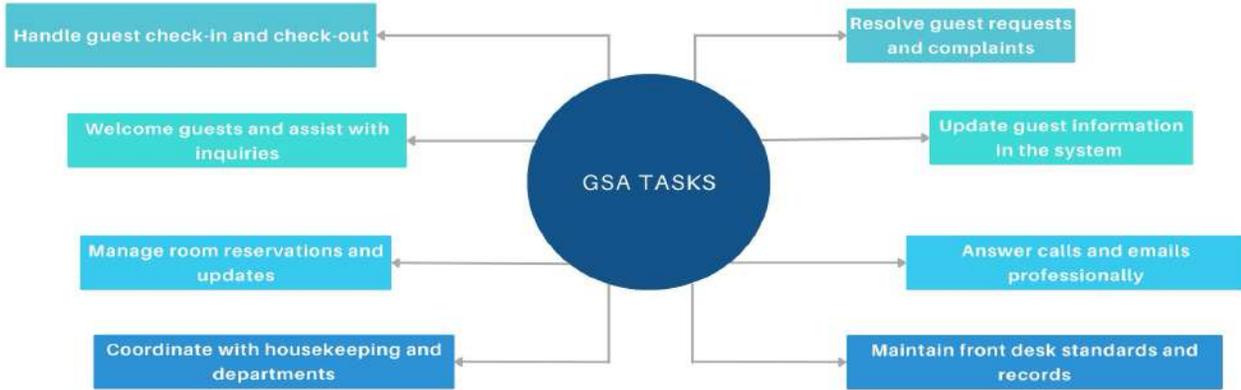


Figure:4 Routine As a GSA Trainee

 <b>DUTY ROSTER FOR THE MONTH OF JULY 2025</b> <b>FRONT OFFICE DEPARTMENT</b>																																
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<b>MORNING SHIFT</b>																																
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Wein	M	M	DO	M	M	M	M	M	M	DO	M	M	M	M	M	M	DO	M	M	M	M	M	M	M	DO	M	M	M	M	M	DO	
Noppaket	M	DO	A	A	M	M	M	DO	M	M	M	M	M	M	DO	M	M	M	M	M	M	DO	M	M	M	M	M	M	DO	M	M	
<b>AFTERNOON SHIFT</b>																																
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Kanyapat	DO	A	A	A	A	A	A	A	A	DO	EX	A	A	A	A	DO	A	A	A	A	A	A	DO	A	A	A	A	A	A	DO	A	
Weerapat	A	A	DO	A	A	A	A	DO	A	A	A	A	A	A	DO	A	A	A	A	A	A	DO	A	A	A	A	A	A	DO	A	A	
Titiworada	A	DO	M	M	A	A	A	A	DO	A	A	A	A	A	A	DO	A	A	A	A	A	A	DO	A	A	A	A	A	A	DO	A	
<b>NIGHT SHIFT</b>																																
Soonthorn	N1	N1	DO	N1	N1	N1	N1	N1	N1	DO	N1	N1	N1	N1	N1	DO	N1	N1	N1	N1	N1	N1	DO	N1	N1	N1	N1	N1	N1	DO	N1	
Padungsak	DO	N	N	N	N	EX	EX	DO	N	N	N	N	N	N	DO	N	N	N	N	N	N	DO	N	N	N	N	N	N	DO	N	N	
Jantanee	N	DO	N1	N	N	N	N	N	DO	N1	N	N	N	N	N	DO	N1	N	N	N	N	N	DO	N1	N	N	N	N	N	DO	N1	

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Padungsak	EX	M	M	M	M	DO	M	M	M	M	DO	M	M	M	M	M	DO	M	M	M	M	M	M	M	M	M	DO	M	M	M	M	M	M	
Weerapat	A	EX	EX	EX	DO	M	M	M	M	M	M	M	DO	M	M	M	M	M	M	M	DO	M	M	M	M	M	M	DO	M	M	M	M	M	
<b>AFTERNOON SHIFT</b>																																		
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Kanyapat	A	A	A	A	A	DO	EX	EX	EX	EX	A	A	A	A	A	A	A	A	A	A	DO	A	A	DO	A	A	A	A	DO	A	A	A	A	
Noppaket	M	A	A	A	DO	A	A	A	A	A	A	A	A	DO	EX	EX	A	A	DO	A	A	A	A	A	A	DO	A	A	A	A	A	A	A	
Wein	M	M	M	A	A	DO	A	A	A	A	A	A	DO	A	A	A	A	A	A	A	DO	DO	A	A	A	A	A	A	A	A	A	DO	A	
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Jantane	N1	N1	N1	N1	N1	DO	N1	N1	N1	N1	N1	DO	N1	N1	N1	EX	N1	N1	DO	N1	DO	N1	N1	N1										



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Kanyapat	DO	M	M	M	M	M	A	DO	M	M	M	M	M	DO	A	A	A	A	C1	A	DO	M	M	M	M	M	A	DO	EX	EX	
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Weerapat	A	A	DO	M	A	A	A	A	A	DO	M	M	A	A	A	A	M	M	A	DO	A	A	A	DO	M	M	A	A	COB		
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Win Htet Aung	A	A	A	A	A	DO	A	A	A	A	A	A	DO	A	A	A	A	A	A	A	A	A	A	DO	A	A	A	A	DO	A	
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Name		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
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<b>MORNING SHIFT</b>																																
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Win Htet Aung		A	A	DO	M	M	M	M	M	M	DO	M	M	M	M	M	M	M	M	M	M	M	DO	M	M	M	M	M	M	DO	M	M
<b>AFTERNOON SHIFT</b>																																
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Kanyapat		M	A1	A1	A	A	A1	DO	M	A	A	A	A	A1	DO	M	A	A	A	A	A1	M	M	A	DO	A	A	A1	M	M	A	A
Weerapat		M	M	M	DO	A	A	A	A	DO	M	A	A	A	A	DO	M	A	A	A	A	A	A	DO	A	A	A	A	A	A	DO	A
Thitiworada		A	A	A	A	DO	A	A	A	A	A	DO	A	A	A	A	A	A	A	A	DO	A	A	A	A	A	A	DO	A	A	A	A
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Figure:5-10 Daily Roster of GSA My lovely seniors and mentors





Figure:11-12 Team members of Front Office Certificate of Completion

