



COOPERATIVE EDUCATION REPORT

A Practical Study of Reservation and Front Office Operations at Phuket Marriott Resort and Spa, Merlin Beach

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Abstract

This internship report summarizes a five-month internship at Phuket Marriott Resort and Spa, Merlin Beach, completed as part of an academic requirement. The internship was divided into two roles: Reservation Officer in the Sales and Marketing Department for two months and Guest Service Agent in the Front Office Department for three months. The main objective was to gain practical experience in hotel operations and understand the coordination between different departments in a luxury resort setting.

As a Reservation Officer, key responsibilities included handling room reservations through email, phone calls, and online systems, responding to guest inquiries, processing individual and group bookings, updating reservation records, coordinating with the sales team, and managing special requests while ensuring accuracy in rates and availability. This role provided exposure to sales support, revenue awareness, and effective communication skills.

As a Guest Service Agent, responsibilities focused on front-line guest interaction, including check-in and check-out procedures, handling guest requests and complaints, providing resort and local information, and coordinating with housekeeping and other departments to ensure smooth operations. This position enhanced customer service, problem-solving, and interpersonal skills while emphasizing service quality and professionalism.

Overall, the internship offered valuable hands-on experience, improved operational knowledge, and contributed to professional development in the hospitality industry.

Keywords: Hospitality Internship, Front Office Operations, Reservation Management

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Sincerely,

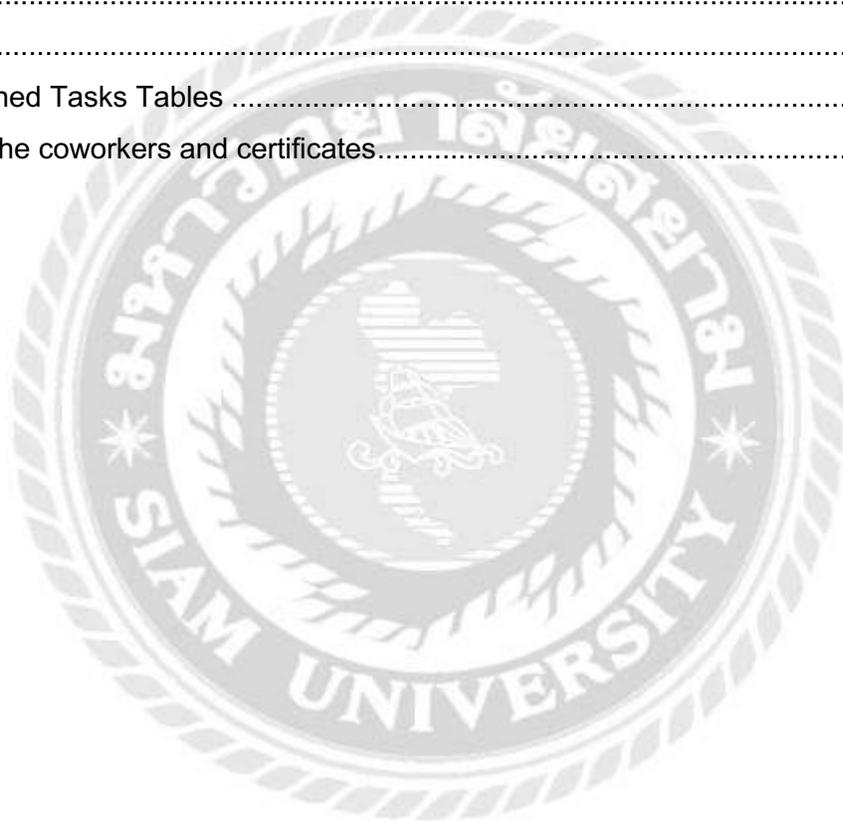
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Chapter 1: Introduction

1.0 Company Profile: Phuket Marriott Resort and Spa ,Merlin Beach

Phuket Marriott Resort & Spa, Merlin Beach is a distinguished five-star luxury beachfront resort located on the serene Tri-Trang Beach in Patong, Phuket, Thailand. Nestled along a picturesque stretch of white sand with stunning views of the Andaman Sea, the resort offers guests a perfect blend of relaxation and vibrant island life, positioned just minutes from the bustling entertainment and shopping hubs of Patong Beach and Phuket Old Town.



Figure1: Front Entrance of Phuket Marriott Resort and Spa, Merlin Beach

Established as part of the globally renowned Marriott International portfolio, the resort prides itself on delivering exceptional hospitality services and world-class amenities to a diverse international clientele, including families, couples, and business travelers. The property features a

wide array of well-appointed accommodations, ranging from modern guest rooms to expansive suites, each designed with contemporary décor, premium bedding, private balconies, and views of the garden, pool, beach, or sea.

The resort offers an extensive selection of facilities and services to enhance guest experiences, including three landscaped swimming pools, a 24-hour fitness center, a premium spa, and dedicated kids' club and splash zones. Guests can indulge in a variety of dining options with multiple on-site restaurants and bars serving international, Thai, Italian, and Japanese cuisine.

Unique to the property are its signature environmental and educational initiatives, such as the Merlin Butterfly Sanctuary and the on-site Reef Education Center, where guests can learn about local marine ecosystems and conservation efforts.

Additionally, the resort provides comprehensive event and meeting spaces suitable for corporate functions, weddings, and social gatherings, ensuring a versatile and memorable stay for all visitors.

Overall, Phuket Marriott Resort & Spa, Merlin Beach stands out as a premier destination that combines luxury hospitality, natural beauty, and rich cultural experiences in the heart of Phuket.

1.1 Mission of Phuket Marriott Resort and Spa, Merlin Beach

The mission of **Phuket Marriott Resort & Spa, Merlin Beach** is to deliver outstanding hospitality by combining world-class service standards with genuine Thai warmth in a peaceful beachfront setting. As a proud member of Marriott International, the resort is committed to creating memorable and meaningful experiences for every guest by consistently exceeding expectations through personalized service, attention to detail, and professional excellence.

The resort aims to provide a welcoming environment where guests can relax, reconnect, and enjoy high-quality facilities, luxurious accommodations, and diverse dining experiences. By embracing Marriott's core values, the hotel strives to foster a culture of teamwork, respect, and continuous improvement among associates, ensuring service consistency and operational excellence across all departments.



Figure 2: Merlin Snorkel Beach and the Resort View

In addition to guest satisfaction, Phuket Marriott Resort & Spa, Merlin Beach is dedicated to sustainable and responsible tourism. The resort actively supports environmental conservation, marine protection, and community engagement initiatives that preserve Phuket’s natural beauty and cultural heritage. Through education, awareness, and responsible practices, the hotel seeks to minimize its environmental impact while encouraging guests and staff to contribute positively to the destination.

Ultimately, the mission of the resort is to inspire guests to experience comfort, care, and connection—creating lasting memories while promoting sustainability, community well-being, and the true spirit of hospitality.

1.2 Vision of Phuket Marriott Resort and Spa, Merlin Beach

The vision of **Phuket Marriott Resort & Spa, Merlin Beach** is to be recognized as the leading luxury resort in Phuket, celebrated for delivering transformative guest experiences that embody the true essence of Thai hospitality fused with global service excellence. The resort aspires to set a benchmark in the hospitality industry by continuously innovating and elevating every aspect of the guest journey—from the moment of arrival to the fond farewell—ensuring that each stay is memorable, meaningful, and deeply personalized.

At the heart of the resort's vision is a dedication to creating an environment where guests feel valued, inspired, and enriched. By fostering a culture of service excellence, collaboration, and continuous learning, the resort aims to empower associates to deliver intuitive and heartfelt service that anticipates guest needs, exceeds expectations, and builds lasting loyalty.

The resort also envisions being a steward of sustainability and social responsibility within the local community and the broader hospitality network. It seeks to champion responsible tourism practices that protect the natural beauty of Merlin Beach, Tri-Trang Beach and the Andaman Sea, promote marine conservation, and encourage cultural appreciation. Through environmental initiatives, educational partnerships, and meaningful community engagement, the resort strives to create shared value for guests, associates, and local stakeholders.

Furthermore, Phuket Marriott Resort & Spa, Merlin Beach envisions a future where innovation and tradition coexist, blending modern technology with authentic cultural experiences that reflect the rich heritage of Phuket. By embracing sustainable practices, inspiring guest connections, and investing in people, the resort aims to be not only a top choice for travelers worldwide but also a proud contributor to the well-being of the destination.

In essence, the resort's vision is to be synonymous with exceptional hospitality, sustainable impact, and unforgettable experiences that resonate long after guests return home.

1.3 Strategies of Phuket Marriott Resort and Spa, Merlin Beach

Phuket Marriott Resort & Spa, Merlin Beach employs a range of strategic initiatives designed to sustain its competitive advantage in the luxury hospitality market, enhance guest satisfaction, and promote long-term growth. Central to its strategic direction is **service excellence**, achieved by cultivating a culture of continuous improvement, staff training, and empowerment. The resort invests in comprehensive training programs that develop associates' skills in communication, problem-solving, and cultural sensitivity, ensuring consistent delivery of personalized guest experiences that exceed expectations.



Figure 3: Special Gift Amenities Set Up to Enhance Guest Experience

A key strategy focuses on **diversified market segmentation and targeted marketing efforts**. By understanding varied guest profiles—leisure travelers, families, honeymooners, and business visitors—the resort tailors promotional packages, seasonal campaigns, and digital marketing initiatives to attract and retain diverse market segments. Collaboration with global distribution systems, travel agencies, and online travel platforms also enhances visibility and drives global bookings, while loyalty programs such as Marriott Bonvoy encourage repeat stays and strengthen guest loyalty.

Operational efficiency and innovation form another strategic pillar. The resort leverages modern property management systems and streamlined processes to optimize reservations, front office operations, and guest service delivery. By integrating technology with thoughtful human interaction, the hotel enhances responsiveness, reduces wait times, and improves overall operational performance.

Sustainability and **environmental stewardship** are core strategic commitments. The resort actively implements eco-friendly practices such as energy and water conservation, waste reduction, and marine protection initiatives. Educational programs for guests and staff promote awareness of local ecosystems, reinforcing the resort's role in preserving Phuket's natural beauty.

In addition, **community engagement and cultural integration** strategies strengthen local relationships. The resort partners with local suppliers, supports community projects, and encourages cultural experiences that highlight Phuket's heritage, benefiting both guests and local stakeholders.

Overall, these strategies align with the resort's mission and vision by fostering service excellence, operational innovation, sustainability, and community impact to ensure long-term success in the global hospitality industry.

2.0 Organizational Structure

Phuket Marriott Resort & Spa, Merlin Beach operates under a hierarchical organizational structure that is commonly adopted by large luxury resorts to ensure smooth and efficient operations. At the top of the structure is the General Manager, who is responsible for overall leadership, strategic planning, and ensuring that the resort meets Marriott International's brand standards. Reporting directly to the General Manager are hotel manager and the heads of major departments, including Front Office, Sales and Marketing, Food and Beverage, Housekeeping, Engineering, Finance, and Human Resources.

Each department is further organized into specific units and positions to handle daily operational tasks effectively. For example, the Front Office Department includes Guest Service Agents, Loyalty, Concierge and At Your Service, while the Sales and Marketing Department oversees reservations, sales coordination, and revenue management. This structured system establishes clear lines of authority and responsibility, encourages coordination between departments, and supports consistent service delivery. As a result, the organizational structure plays a vital role in maintaining operational efficiency and delivering high-quality guest experiences at the resort.

2.1 Diagram of the Organizational Structure



Figure 4: Diagram of the Organizational Structure

2.2 My Job Position and My Responsibilities

During the internship at Phuket Marriott Resort & Spa, Merlin Beach, two key positions were undertaken: Reservation Officer in the Sales and Marketing Department and Guest Service Agent in the Front Office Department. These roles provided exposure to both back-of-house and front-of-house operations within a luxury resort environment. The Reservation Officer role focused on handling bookings, coordinating with sales teams, and supporting revenue generation, while the Guest Service Agent role emphasized direct guest interaction, service delivery, and operational coordination. Together, these positions offered comprehensive insight into hotel operations, communication flow, and the importance of teamwork in ensuring guest satisfaction.

1. Reservation Officer – Sales and Marketing Department

As a Reservation Officer in the Sales and Marketing Department, the primary responsibility was to manage and process room reservations efficiently while supporting the hotel's revenue and occupancy objectives. This role involved handling reservation requests through various channels, including email, telephone, and online booking systems. Accuracy was essential when entering guest details, room types, rates, and special requests into the property management system to avoid discrepancies and ensure a smooth guest experience.

Another key responsibility was responding promptly and professionally to guest inquiries regarding room availability, pricing, promotions, and resort facilities. The role required close coordination with the sales team, front office, and revenue management to ensure correct rate application and availability control, especially during high-demand periods. Group bookings and special arrangements were also handled, requiring attention to detail and effective communication.

The position demanded strong organizational and time-management skills, as multiple reservation requests had to be handled simultaneously. Problem-solving skills were essential when addressing booking modifications, cancellations, or overbooking situations. Additionally, maintaining accurate reservation records and preparing daily reports contributed to operational efficiency.

Overall, the Reservation Officer role enhanced understanding of hotel sales operations, revenue awareness, and professional communication, while emphasizing the importance of accuracy and coordination in delivering quality service.

2. Guest Service Agent – Front Office Department

As a Guest Service Agent in the Front Office Department, the role served as the primary point of contact between the hotel and its guests, playing a vital role in shaping first and last impressions. Key responsibilities included managing guest check-in and check-out procedures in a courteous, efficient, and professional manner while ensuring all information was accurately recorded in the system.



Figure 5: Reception Desks of Phuket Marriott Resort and Spa, Merlin Beach

The position involved handling guest inquiries, requests, and complaints, requiring strong communication and interpersonal skills. Providing information about hotel facilities, services, and local attractions was a regular duty, helping guests fully enjoy their stay. Coordination with other departments such as Housekeeping, Engineering, and Food and Beverage was essential to fulfill guest requests promptly and resolve any issues efficiently.

Guest Service Agents were also responsible for managing room allocations, processing payments, handling billing inquiries, and ensuring compliance with hotel policies and procedures. Attention to detail and problem-solving skills were crucial, especially when dealing with special requests, room changes, or service recovery situations.

This role required maintaining professionalism under pressure, particularly during peak check-in and check-out times. Through daily interaction with guests from diverse cultural backgrounds, the position strengthened customer service skills, adaptability, and teamwork. Overall, the Guest Service

Agent role provided valuable hands-on experience in front office operations and highlighted the importance of service excellence in the hospitality industry.

2.3 Position You Help Fit into the Overall Company Organization

During the internship at Phuket Marriott Resort & Spa, Merlin Beach, the positions of Reservation Officer and Guest Service Agent played an important role within the overall organizational structure of the hotel. Both positions functioned at the operational level and directly supported the hotel's core objective of delivering high-quality guest experiences while maintaining efficient operations.

As a Reservation Officer in the Sales and Marketing Department, the position contributed to the hotel's revenue generation and occupancy management. This role acted as a link between guests, sales managers, and the Front Office Department by ensuring accurate booking information, rate integrity, and proper communication of guest requirements. The position supported management by providing reliable reservation data, which helped in planning room allocation and forecasting demand.

As a Guest Service Agent in the Front Office Department, the role was central to daily hotel operations and guest satisfaction. This position worked closely with Housekeeping, Engineering, Food and Beverage, and other departments to ensure smooth guest arrivals, departures, and stays. Guest Service Agents represented the hotel's service standards and brand image, making them essential to the successful execution of operational strategies.

Overall, both positions supported departmental managers and contributed to the coordination between departments, ensuring operational efficiency, service consistency, and positive guest experiences throughout the resort.

3.0 Intention and Motivation

The intention behind undertaking the internship at Phuket Marriott Resort & Spa, Merlin Beach was to gain practical experience in a real hospitality environment and to apply theoretical knowledge acquired through academic studies. The internship provided an opportunity to understand daily hotel operations, develop professional skills, and gain exposure to international service standards within a globally recognized luxury brand.

The motivation to choose this resort was driven by its strong reputation for service excellence, its affiliation with Marriott International, and its diverse operational departments. Working in both the Sales and Marketing and Front Office departments allowed for a broader understanding of how different functions within a hotel collaborate to achieve guest satisfaction and business objectives. The Reservation Officer role offered insight into revenue management and sales support, while the Guest Service Agent role enabled direct interaction with guests from various cultural backgrounds.

Additionally, the internship was motivated by a personal interest in building a career in the hospitality industry. The opportunity to develop communication, problem-solving, teamwork, and customer service skills was a key factor in selecting this internship. Overall, the experience was intended to enhance professional competence, build confidence in a real working environment, and provide a strong foundation for future career growth in the hospitality sector.

4.0 Strategic Analysis of Phuket Marriott Resort and Spa Merlin Beach: SWOT Analysis

A SWOT analysis provides a comprehensive understanding of the internal and external factors affecting the strategic position of Phuket Marriott Resort & Spa, Merlin Beach. This analysis highlights the resort's strengths and weaknesses while identifying opportunities and threats in the competitive hospitality environment.

1. Strengths

One of the key strengths of the resort is its strong affiliation with Marriott International, a globally recognized hospitality brand known for consistent service quality and operational excellence. This association enhances customer trust and provides access to the Marriott Bonvoy loyalty program, which drives repeat business. The resort's beachfront location at Merlin Beach offers scenic views and a peaceful atmosphere while remaining close to Patong's major attractions. Extensive facilities, including multiple swimming pools, diverse dining options, spa services, and family-friendly amenities, further strengthen its market appeal. Additionally, the resort's trained workforce and commitment to sustainability and marine conservation enhance its reputation and guest experience.

2. Weaknesses

Despite its strengths, the resort faces certain internal challenges. High operational and maintenance costs associated with luxury facilities can reduce profitability, particularly during low seasons. The resort's location, while scenic, is less convenient for guests seeking immediate access to nightlife and shopping. Service consistency may be affected by seasonal staffing, employee turnover, and the reliance on interns and temporary staff, requiring continuous training and supervision.

3. Opportunities

The growing global demand for luxury, wellness, and eco-friendly tourism presents significant growth opportunities. The resort can develop wellness retreats, personalized guest experiences, and environmentally focused programs to attract new market segments. Advancements in digital marketing, online booking platforms, and data-driven personalization can improve guest engagement and revenue performance. Partnerships with local communities and tour operators also offer opportunities to enhance authentic cultural experiences.

4. Threats

The resort operates in a highly competitive market with numerous luxury resorts in Phuket. External threats include economic instability, global travel disruptions, health crises, natural disasters, and seasonal tourism fluctuations. Increasing competition from boutique hotels and vacation rentals also challenges pricing strategies and market share.

Overall, by leveraging its strengths and opportunities while addressing weaknesses and mitigating threats, Phuket Marriott Resort & Spa, Merlin Beach can maintain long-term competitiveness and sustainability.

5.0 Objectives of This Co-operative Studies

The objectives of this co-operative study at Phuket Marriott Resort & Spa, Merlin Beach were established to enhance both academic learning and professional development through practical industry exposure. The primary objective was to apply theoretical knowledge gained from academic

studies to real working situations within a luxury hospitality environment. This allowed for a deeper understanding of hotel operations and management practices.

Another key objective was to develop professional skills such as communication, teamwork, time management, and problem-solving by working in the Sales and Marketing and Front Office departments. The co-operative study aimed to provide hands-on experience in reservation management, guest service operations, and interdepartmental coordination, which are essential for a career in the hospitality industry.

Additionally, the study sought to improve interpersonal skills and cultural awareness through daily interaction with international guests and colleagues from diverse backgrounds. Gaining exposure to Marriott International's service standards and organizational culture was also an important objective, as it helped build professionalism, discipline, and service excellence.

Furthermore, the co-operative study aimed to increase career readiness by familiarizing the student with workplace responsibilities, ethical practices, and organizational expectations. Overall, these objectives were designed to bridge the gap between academic learning and industry practice while preparing the student for future employment in the hospitality sector.

Chapter 2: Co-op Study Activities

1. My Job Description

During the internship at Phuket Marriott Resort & Spa, Merlin Beach, I was assigned to two operational positions: Reservation Officer in the Sales and Marketing Department and Guest Service Agent in the Front Office Department. As a Reservation Officer, my responsibilities included handling room reservation requests via email, telephone, and online systems, responding to guest inquiries, updating booking details, managing cancellations and modifications, and coordinating with the sales and front office teams to ensure accurate room availability and rate application.

As a Guest Service Agent, I was responsible for assisting with guest check-in and check-out procedures, handling guest requests and complaints professionally, providing information about hotel facilities and local attractions, processing payments, and coordinating with housekeeping and other departments to ensure a smooth guest experience. Both roles required strong communication, attention to detail, teamwork, and adherence to Marriott's service standards.

2. My Job Responsibilities

Reservation Department (Sales and Marketing)

As a Reservation Officer, my responsibilities involved 11. One of the primary tasks was updating reservation comments to assist the Front Office team during guest check-in. This included clearly documenting arrival details, payment methods, room preferences, and any important notes required for operational coordination.

I was responsible for entering and managing guest special requests in the reservation system, such as birthday and anniversary celebrations, honeymoon arrangements, connecting rooms, bed type preferences, early check-in or late check-out requests, and other personalized requirements. These details were carefully recorded to ensure proper preparation by Front Office, Housekeeping, and other departments.

Additionally, I handled the creation of new bookings for travel agencies by accurately entering guest details, room types, rate plans, market segments, and booking conditions. I also assisted with modifying existing reservations, processing cancellations, and ensuring rate accuracy in accordance

with hotel policies. Close communication with sales, front office, and revenue teams was maintained to ensure availability control and smooth operations.

Front Office Department

In the Front Office Department, I assisted Guest Service Agents with daily operational tasks related to guest arrival, stay, and departure. My responsibilities included assisting with the check-in process by preparing registration cards, verifying guest information, and supporting smooth guest arrivals during peak periods.

I was responsible for clearing and organizing departure registration cards daily to maintain accurate records and compliance with hotel procedures. The role also involved assisting guests with various requests, such as transportation arrangements, amenities, and general inquiries, while coordinating with Housekeeping, Engineering, and other departments.

I regularly escorted guests to their rooms, explained in-room facilities, and provided information about hotel services and amenities. In addition, I assisted in sending pre-arrival emails to confirm booking details and special requests. Administrative duties included reviewing daily audit reports and doing settlement to ensure accuracy and operational efficiency.

3. Activities in Coordinating with Co-Workers

During the internship at Phuket Marriott Resort & Spa, Merlin Beach, effective coordination with co-workers was essential to ensure smooth daily operations and high-quality guest service. In the Reservation Department, coordination involved working closely with the Sales and Marketing team, Front Office, and Revenue Management to ensure accurate reservation details, room availability, and rate application. Regular communication was maintained to update guest comments, special requests, and arrival details so that the Front Office and Housekeeping teams could prepare rooms accordingly.

In the Front Office Department, coordination with co-workers was a key part of daily responsibilities. I worked alongside Guest Service Agents, Guest Relations, and Front Office Supervisors during check-in and check-out periods to manage guest flow efficiently. Close cooperation with the Housekeeping Department was necessary to confirm room status, prioritize

early arrivals, and manage room changes. Coordination with Engineering was required when guests reported maintenance issues, while communication with Food and Beverage supported special occasions such as birthdays or anniversaries.

Additionally, teamwork with colleagues included sharing information during shift handovers, assisting each other during peak periods, and following standard operating procedures. These coordination activities strengthened teamwork, improved communication skills, and contributed to a seamless guest experience across departments.

4. Job Process Diagrams



Figure 7: Job Process Diagram in Reservation Department



Figure 7: Job Process Diagram in Front Office Department

5. Contributions as a Co-Op Student in the Hotel

Support in Reservation Operations

During my Co-Op studies at Phuket Marriott Resort & Spa, Merlin Beach, I contributed to daily reservation operations by supporting accurate booking management. I assisted in updating reservation comments with important guest information such as arrival details, payment methods, room preferences, and special requests. This helped the Front Office team prepare for guest arrivals and reduced operational errors. I also supported the creation of new reservations for travel agencies, handled reservation modifications, and processed cancellations according to hotel policies. My attention to detail helped maintain accurate reservation records and ensured smooth coordination between the Reservation, Sales, and Front Office departments.

Assistance in Front Office Services

In the Front Office Department, I contributed by assisting Guest Service Agents with daily guest service activities. I helped prepare registration cards, verified guest details, and supported check-in and check-out procedures during busy periods. These tasks helped reduce waiting time and improved guest flow at the front desk. I also assisted guests with transportation arrangements, amenities requests, and general inquiries, ensuring professional and friendly service. Escorting guests to their rooms and explaining hotel facilities contributed to positive guest experiences.

Administrative and Operational Support

I also contributed by assisting with administrative tasks such as organizing departure registration cards, sending pre-arrival emails, reviewing daily audit reports, and supporting basic settlement processes. These responsibilities helped maintain accurate records and supported front office efficiency. In addition, I coordinated with Housekeeping and Engineering to ensure room readiness and timely handling of maintenance requests, which supported smooth daily operations.

Teamwork and Professional Contribution

As a Co-Op student, I worked closely with colleagues from different departments and maintained a positive and professional attitude. I followed hotel policies, respected service standards, and remained flexible during peak periods. Overall, my contributions helped support daily hotel operations, enhance service efficiency, and maintain the high service standards expected of a luxury Marriott resort, while allowing me to gain valuable hands-on experience.

Chapter 3: Learning Process

This chapter describes the learning process experienced during the Co-Op studies at Phuket Marriott Resort & Spa, Merlin Beach. It explains how practical training, daily tasks, and real work situations helped develop professional skills and industry knowledge.

1. Problem or Issues of the Company

This section discusses the key problems and challenges faced by Phuket Marriott Resort & Spa, Merlin Beach in its daily operations. Identifying these issues is important for understanding how internal and external factors can affect service quality, operational efficiency, and overall performance. Addressing these challenges effectively is essential for maintaining competitiveness and delivering high-quality guest experiences.

1. High Operational Costs

One of the most significant challenges faced by Phuket Marriott Resort & Spa, Merlin Beach is the high operational cost required to maintain luxury service standards. As a large beachfront resort, the hotel incurs substantial expenses related to staffing, facility maintenance, utilities, landscaping, technology systems, and guest amenities. Maintaining swimming pools, spa facilities, restaurants, and extensive public areas requires continuous investment. In addition, complying with Marriott International's brand standards adds to operational costs. Effective budgeting, cost control, and efficient resource management are therefore essential to sustain profitability while continuing to deliver high-quality guest experiences.

2. Service Consistency across Departments

Ensuring consistent service quality across all departments remains a critical challenge. With multiple departments such as Reservations, Front Office, Housekeeping, Food and Beverage, and Engineering working together, any breakdown in communication or coordination can negatively impact guest satisfaction. For example, delays in room readiness, miscommunication of guest special requests, or slow response to maintenance issues can affect the overall guest experience. Continuous training, clear standard operating procedures, and strong interdepartmental communication are necessary to maintain consistent service delivery throughout the resort..

3. Guest Expectations and Service Recovery

As a luxury Marriott property, guest expectations are exceptionally high. Guests expect personalized service, prompt responses, and flawless experiences throughout their stay. Managing guest complaints and service recovery effectively can be challenging, especially during peak occupancy periods. Any service failure must be handled quickly and professionally to protect the hotel's reputation and maintain guest loyalty. This requires well-trained staff, empowerment at operational levels, and strong leadership support to resolve issues efficiently.

4. External and Environmental Factors

The resort is also affected by external factors beyond its control, such as global travel disruptions, economic uncertainty, changing travel trends, and weather conditions. Environmental regulations and sustainability requirements may also impact operations and costs. Adapting to these external challenges requires flexibility, risk management strategies, and a strong focus on sustainable practices to ensure long-term resilience and competitiveness in the hospitality industry.

2. How to Solve the Problem

1. Managing High Operational Costs

To control high operational costs, the resort should focus on effective budgeting, cost monitoring, and resource optimization. Implementing energy-saving technologies such as LED lighting, smart air-conditioning systems, and water-saving fixtures can significantly reduce utility expenses. Regular preventive maintenance can help minimize unexpected repair costs and extend the lifespan of facilities and equipment. In addition, optimizing staff scheduling based on occupancy levels and demand forecasting can reduce labor costs while maintaining service quality. Negotiating with suppliers and adopting centralized purchasing systems can also help lower procurement expenses without compromising service standards.

2. Improving Service Consistency across Departments

Enhancing interdepartmental communication is essential to ensure consistent service delivery. The resort should strengthen standard operating procedures (SOPs) and ensure they are clearly communicated and regularly updated. Cross-departmental training programs can help employees better understand each department's roles and responsibilities, leading to improved

coordination. The use of integrated property management systems (PMS) can also support real-time information sharing, reducing errors related to room status, guest requests, and maintenance issues. Regular departmental meetings and performance reviews can further support alignment and accountability.

3. Enhancing Guest Satisfaction and Service Recovery

To meet high guest expectations, staff should receive continuous training in customer service, problem-solving, and emotional intelligence. Empowering frontline employees to resolve minor guest issues immediately can improve response times and enhance guest satisfaction. Establishing clear service recovery guidelines ensures that complaints are handled consistently and professionally. Collecting and analyzing guest feedback through surveys and online reviews can help management identify recurring issues and implement corrective actions. Strong leadership support is essential to reinforce a guest-centric service culture throughout the resort.

Adapting to External and Environmental Challenges

To manage external and environmental factors, the resort should develop flexible operational strategies and risk management plans. Diversifying target markets and promotional strategies can help reduce dependence on specific travel segments during global disruptions. Implementing sustainable practices—such as waste reduction, energy efficiency initiatives, and environmentally responsible sourcing—can ensure compliance with environmental regulations while enhancing the brand’s reputation. Continuous monitoring of market trends and external risks allows management to respond proactively and maintain long-term resilience and competitiveness.

3. Recommendations to the Company

Based on my training experience at Phuket Marriott Resort & Spa, Merlin Beach, several recommendations can be made to further improve operational efficiency and service quality. As a trainee, I observed that a structured and well-organized training program is essential for helping trainees and new employees understand their roles and responsibilities. Providing clearer training guidelines, departmental manuals, and more hands-on demonstrations during the initial training period would enable trainees to perform their duties more confidently and consistently. Regular refresher training sessions could also help ensure that service standards remain aligned with Marriott International’s brand expectations.

Effective communication between departments is another key area for improvement. From a trainee's observation, occasional miscommunication between Front Office, Housekeeping, and Engineering may lead to delays in service delivery and affect guest satisfaction. Implementing short daily briefings and using digital communication tools to share real-time operational information could enhance coordination and reduce service errors. Additionally, empowering staff to handle minor guest concerns independently would improve service recovery and create a more positive working environment. Clear service recovery guidelines, supportive supervision, and recognition of good performance can help motivate employees and trainees alike. Finally, increasing awareness of sustainability practices among staff and trainees would further support the hotel's environmental initiatives. Overall, these recommendations aim to support continuous improvement while maintaining the high service standards of a luxury Marriott resort.

4. Things that I Learned During My Internship Period

During my internship at Phuket Marriott Resort & Spa, Merlin Beach, I gained valuable practical knowledge and professional skills that enhanced my understanding of hotel operations. One of the most important lessons I learned was the significance of teamwork and effective communication across departments. Working in both the Reservation and Front Office departments helped me understand how accurate information sharing is essential for smooth guest arrivals and service delivery. I learned how reservation details, special requests, and guest preferences directly impact front office operations and overall guest satisfaction.

The internship also strengthened my customer service skills, particularly in handling guest inquiries and responding to requests in a professional and courteous manner. I developed a better understanding of service standards in a luxury hotel environment, including the importance of attention to detail, time management, and consistency in service delivery. In addition, I gained hands-on experience using hotel systems for reservations, check-in procedures, and daily operational reporting, which improved my technical and administrative skills.

Furthermore, I learned the importance of adaptability and problem-solving, especially during peak periods when operations were fast-paced. Observing service recovery situations helped me understand how professionalism, empathy, and teamwork contribute to positive guest experiences. Overall, the internship provided valuable industry exposure, increased my confidence, and prepared me for future career opportunities in the hospitality industry.

5. Applying Academic Knowledge to Real Work

As a Hotel and Tourism Management student, my internship helped me understand how what I learned in class can be used in real hotel work. During my studies, I learned about hotel operations, customer service, reservations, and front office procedures. During my internship at Phuket Marriott Resort & Spa, Merlin Beach, I was able to apply this knowledge in my daily tasks. For example, lessons about the guest cycle helped me understand the check-in and check-out process in the Front Office. Knowledge of reservation systems and booking procedures helped me work more accurately in the Reservation Department when handling bookings and guest requests.

I also applied what I learned about customer service and communication when assisting guests and working with different departments. Classroom lessons about teamwork helped me understand the importance of cooperation between Front Office, Housekeeping, and other departments to provide smooth service. In addition, subjects related to professionalism and service quality helped me maintain a polite attitude and follow hotel standards.

Overall, applying academic knowledge to real work helped me understand the hotel industry better. It improved my practical skills, increased my confidence, and prepared me for my future career in hotel and tourism management.

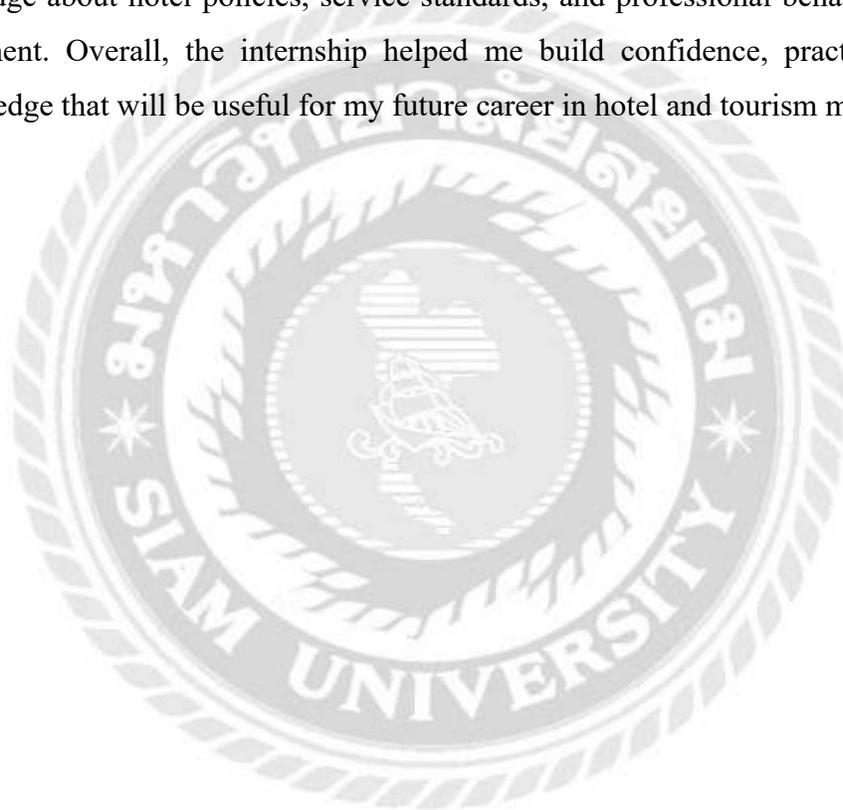
6. Skills and Knowledge Gained

During my internship at Phuket Marriott Resort & Spa, Merlin Beach, I gained many important skills and practical knowledge that helped me better understand the hotel and tourism industry. One of the main skills I developed was communication. Working in the Reservation and Front Office departments required clear and polite communication with guests, colleagues, and supervisors. I learned how to listen carefully to guest needs, explain information clearly, and respond professionally to questions and requests.

I also gained strong customer service skills. I learned how to greet guests properly, assist with check-in procedures, handle special requests, and provide helpful information about hotel facilities and services. Observing experienced staff helped me understand the importance of being friendly, patient, and attentive, especially when guests have concerns or problems. These experiences taught me how good service can improve guest satisfaction.

Another important skill I gained was teamwork. I learned how different departments such as Reservations, Front Office, Housekeeping, and Engineering must work together to ensure smooth operations. I understood how accurate reservation information and good coordination help prevent service mistakes. In addition, I gained basic technical knowledge by using hotel systems for reservations, guest information, and daily reports. This improved my accuracy and attention to detail.

Time management and adaptability were also important skills I developed. During busy periods, I learned how to work efficiently, prioritize tasks, and remain calm under pressure. I also gained knowledge about hotel policies, service standards, and professional behavior in a luxury hotel environment. Overall, the internship helped me build confidence, practical skills, and industry knowledge that will be useful for my future career in hotel and tourism management.



Chapter 4: Conclusion

This chapter summarizes the overall internship experience at Phuket Marriott Resort & Spa, Merlin Beach. It highlights the key learning outcomes, skills gained, and the value of the internship in supporting academic studies and future career development in the hotel and tourism industry.

1. Summary of Highlights from the Co-Op Studies at Phuket Marriott Resort and Spa, Merlin Beach

The co-op studies at Phuket Marriott Resort & Spa, Merlin Beach provided valuable hands-on experience and helped me understand real hotel operations in a professional environment. During the five-month internship, I had the opportunity to work in two departments: Reservations (Sales and Marketing) and Front Office. This allowed me to gain a broad understanding of how different departments work together to deliver high-quality service to guests.

In the Reservation Department, I learned how to manage bookings, update reservation comments, and handle guest special requests accurately. I gained experience in entering new reservations, modifying bookings, and coordinating with other departments to ensure guest needs were prepared in advance. This role helped me understand the importance of attention to detail, accurate information, and teamwork in hotel operations.

In the Front Office Department, I supported daily guest service activities such as check-in, guest assistance, and departure procedures. I learned how to communicate professionally with guests, handle inquiries, and provide information about hotel facilities and services. Escorting guests to their rooms and assisting during peak periods improved my confidence and customer service skills.

Throughout the co-op studies, I developed important skills such as communication, teamwork, time management, and problem-solving. I also learned how to apply classroom knowledge to real work situations and follow professional standards in a luxury hotel environment. Overall, the co-op experience was a meaningful learning opportunity that strengthened my practical skills, increased my confidence, and prepared me for a future career in hotel and tourism management.

2. Evaluation of the Work Experience

Overall, I consider my work experience during the Co-Op studies at Phuket Marriott Resort & Spa, Merlin Beach to be very valuable and meaningful for my personal and professional development. Through working in the Reservation and Front Office departments, I was able to assess my own strengths and areas for improvement. I improved my communication skills, confidence, and ability to work under pressure, especially during busy operational periods. I also learned to be more responsible, organized, and attentive to details when handling guest information and daily tasks.

This work experience contributed greatly to my career development by providing real exposure to hotel operations in a luxury hospitality environment. It helped me apply academic knowledge to real work situations and better understand my career interests within the hotel and tourism industry. The experience also clarified my career goals, as it increased my interest in front office and guest service roles and motivated me to further develop my professional skills.

In terms of personal growth, the Co-Op studies helped me become more adaptable, patient, and professional. I gained valuable teamwork experience and learned how to communicate effectively with colleagues from different departments. Overall, I am highly satisfied with my Co-Op studies, as the experience enhanced my skills, strengthened my career direction, and prepared me well for future employment in the hospitality industry.

3. Limitation of the Co-Op Studies

Although the Co-Op studies at Phuket Marriott Resort & Spa, Merlin Beach were very helpful, there were some limitations during the internship. As a trainee, my responsibilities were limited, and I was not allowed to handle important decisions or confidential tasks. This meant that I could not fully experience managerial roles or higher-level hotel operations.

Another limitation was the limited time of the internship. The five-month period allowed me to learn daily operational tasks, but it was not enough time to gain deeper knowledge of all hotel systems and procedures. During busy periods, staff were often focused on their work, which reduced opportunities for additional guidance and learning.

In some cases, repeating the same tasks every day limited my exposure to different responsibilities. Communication challenges also occurred occasionally, especially when dealing with international guests. However, these limitations helped me understand my weaknesses and areas for improvement. Overall, despite these challenges, the Co-Op studies provided useful experience and helped prepare me for future work in the hotel and tourism industry.

4. Recommendations for the Company

Based on my Co-Op experience at Phuket Marriott Resort & Spa, Merlin Beach, several recommendations can be made to improve the work experience for future trainees and overall work processes. First, providing a more structured training and orientation program at the beginning of the Co-Op period would help trainees understand their roles, responsibilities, and hotel procedures more clearly. Training manuals and basic system demonstrations would also help trainees adapt faster and reduce confusion.

Second, allowing trainees to experience a wider variety of tasks and rotate between related duties could improve learning and reduce task repetition. This would help trainees gain broader knowledge of hotel operations and better understand how different departments work together. Assigning a mentor or supervisor to guide trainees regularly would also provide better support, feedback, and learning opportunities.

In addition, improving communication between supervisors and trainees would be beneficial. Regular check-ins or short feedback sessions could help trainees understand their performance and areas for improvement. During busy periods, clear instructions and support would help trainees work more confidently and efficiently.

Finally, the hotel could provide more learning opportunities related to problem-solving and service recovery by allowing trainees to observe or assist in handling guest issues. These improvements would enhance the Co-Op experience, support trainee development, and help prepare students more effectively for future careers in the hotel and tourism industry

Bibliography

Marriott International. (n.d.). *Phuket Marriott Resort and Spa, Merlin Beach – Overview and booking*. Marriott. Retrieved February 14, 2026, from <https://www.marriott.com/en-us/hotels/hktmb-phuket-marriott-resort-and-spa-merlin-beach/overview/>



Appendixes

Weekly Learned Tasks Tables

Reservation Department (Sale and Marketing)

| | | | |
|--|--|--|--|
| <p>Week 1: Learned the structure of the Reservation Department, basic hotel reservation systems, room types, rate plans, and booking sources. Gained understanding of daily reservation workflows</p> | <p>Week 2: Learned how to update reservation comments accurately, including arrival details, payment methods, and room preferences to support Front Office check-in operations.</p> | <p>Week 3: Learned to enter and manage guest special requests such as celebrations, honeymoon arrangements, connecting rooms, bed preferences, early check-in, and late check-out requests.</p> | <p>Week 4: Learned how to create new reservations for travel agencies by entering guest information, room types, rate plans, market segments, and booking conditions correctly.</p> |
| <p>Week 5: Learned how to modify existing reservations, including changes to stay dates, room categories, and guest requests, in accordance with hotel policies.</p> | <p>Week 6: Learned how to process reservation cancellations, check rate accuracy, and understand basic room availability and inventory control</p> | <p>Week 7: Learned the importance of communication with Sales, Front Office, and Revenue teams to ensure accurate bookings and smooth operations.</p> | <p>Week 8: Gained overall understanding of reservation operations and learned to perform reservation tasks more independently with attention to accuracy and detail.</p> |

Front Office Department

| | | | |
|---|---|---|--|
| <p>Week 1: Learned the overall structure and responsibilities of the Front Office Department. Observed check-in, check-out, and guest interaction processes to understand the guest cycle.</p> | <p>Week 2: Learned how to prepare and organize registration cards, verify guest identification and booking details, and assist in arranging arrival documents to support smooth check-in procedures.</p> | <p>Week 3: Learned how to support Guest Service Agents during peak arrival periods by assisting with guest flow, answering basic inquiries, and ensuring guests were attended to promptly.</p> | <p>Week 4: Learned how to escort guests to their rooms professionally, explain in-room facilities such as air conditioning, Wi-Fi, and safety features, and introduce hotel services and amenities.</p> |
| <p>Week 5: Learned how to handle guest requests including transportation arrangements, amenities and general hotel information while maintaining polite and professional communication.</p> | <p>Week 6: Learned how to coordinate effectively with Housekeeping and Engineering to ensure room readiness, follow up on maintenance requests, and support guest satisfaction.</p> | <p>Week 7: Learned how to clear, organize, and file departure registration cards daily to maintain accurate records and follow hotel documentation procedures.</p> | <p>Week 8: Learned how to assist with sending pre-arrival emails to guests to confirm booking details, arrival times, and special requests in a professional manner.</p> |
| <p>Week 9: Learned how to review daily audit reports, understand basic financial figures, and assist with simple settlement procedures under supervision.</p> | <p>Week 10: Developed stronger communication and problem-solving skills by handling guest inquiries and observing service recovery situations during daily operations.</p> | <p>Week 11: Learned to perform routine Front Office tasks more independently, such as assisting with check-in support and guest requests, while maintaining service standards.</p> | <p>Week 12: Gained a comprehensive understanding of Front Office operations and reflected on professional growth, confidence, and skills developed throughout the internship period.</p> |

Photos with the coworkers and certificates



Figure 8: Internship Graduation Photo with Reservation Department



Figure 9: Internship Graduation Photo with Front Office Department



Figure 10: Internship Graduation Photo with General Manager and Assistant Director of Room



Figure 11: Certificate of Internship Completion



February 1st, 2026

TO WHOM IT MAY CONCERN

This certificate is to certify that **Ms. Kay Khine Su Thwe** has completed Training Program as a student trainee with Phuket Marriott Resort and Spa, Merlin Beach. **Sales & Marketing Department (Reservation)** during August 15, 2025 – October 15, 2025
Front Office Department during October 16, 2025 – January 15, 2025

Should you require any further information, please feel free to contact the undersigned.

Sincerely yours,



Ms. Nilubon Phetchrak
Learning & Development Manager

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Tel 66-0-76 335 300

Figure 12: Certificate of Internship Completion 2