



## **COOPERATIVE EDUCATION REPORT**

**Delivering Personalized Guest Experiences in an Ultra-Luxury Resort: A Guest Relations Intern Perspective**

**WRITTEN BY**

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## ABSTRACT

This report provides my comprehensive overview of my learning skills and giving exceptional service to guests as Guest Relation intern in Phu lay Bay Ritz Carlton Reserve at Krabi, Thailand. Phu lay Ritz Carlton Reserve is the Ultra- luxury Property of Marriott. The main objective is to do training at this property for getting in-depth knowledge about the service and learning how to enhance my communication skills. The guest relation officer is the central nerve of the hotel.

We have different elite members like Sliver, Gold, Platinum, Titanium, Ambassador. I check that our guest is an elite member then we provide amenities to them by their elite rank. Sometimes elite members get room upgrades. like some guests have a honeymoon or anniversary and birthday we provided amenities from our side. Working In this property I get in-depth knowledge about my department. The team is very quick to give solutions and helpful nature and very professional to work. Working and getting excellent knowledge about the detailing of the guest service and enhanced my communication skills helps me to grow my career in the future.

**Keywords:** Guest Relation Officer, Marriott, Ultra-luxury Property, Elite member.

## ACKNOWLEDGEMENT

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I extend my deepest gratitude to my university and my co-operative advisor for their support of my report. Their advice and support make it easier to complete my report.

Lastly, I thank my family who always support me with their emotional support and who always pray for my future and continuous support toward my education which makes me more comfortable during my internship.

Thank you.

Sincerely

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## CHAPTER 1: INTRODUCTION

### 1.0 Company Profile

Phulay Bay, a Ritz Carlton Reserve opened on December 2009 as the First Property under the Ritz Carlton Reserve Brand at Krabi. The Meaning of Phulay is Phu means Mountain and Lay means Ocean. The property located in the national park. The property surrounded by rainforest and hidden water fall nearby. The resort has only 54 villas and pavilions across tropical gardens and offering high privacy. They have beach villas, ocean pavilion, reserve pool villa, royal beach villa. the interior of the resort is mixed with Thai traditional aesthetic elements wood -handed painted panels with modern luxury finishes. The resort doesn't have reception they have direct Check In room which is done by Butler. They provided 24-hour Butler service if guest personalized request like dining or in villa dining and spa booking or recreation Butler book for them. This resort awarded as Micheline star.

**Figure 1.1 Welcome Pavilion of Phulay Bay a Ritz Carlton Reserve (Sala Srichan)**



**Figure 1.2 Beach Villa**



The Resort has four restaurants that are Lae lay which have seafood fusion with modern fine dining with sea view and they have a rooftop lounge. Jampoon is Mediterranean inspired and international cuisine. This restaurant is open for breakfast, lunch and dinner daily. Sri Trang is a traditional Thai restaurant especially with southern Thai taste. It only opens for dinner. Chomtawan is a sunset bar where people enjoy their cocktails and mocktails while seeing sunset. Plaifah is a pool bar where guests enjoy swimming and enjoy seeing the sea with continental food.

## **The Spa treatment and facilities**

Phulay Bay, a Ritz Carlton spa is offering a holistic approach to freshness that blends ancient Thai healing traditions with modern luxury. The resort offers private treatment villas provided changing rooms, outdoor relaxation terrace or garden, often with a steam room, herbal sauna and private jacuzzi and vitality pool. The focus is on bespoke wellness; therapies are often inspired by Thai and ayurvedic traditions using locally sourced ingredients like Thai herbs, spices and minerals. We have a relaxation lounge which beautifully decorated rooms where guests can sip on herbal tea enjoy infused water and relax on luxurious daybeds before or after their treatments.



**Figure 1.4 Spa and wellness**

## **FITNESS CLUB**

The Fitness Facilities are designed for those who wish to maintain their routine in an inspiring environment without compromising on the resort signature luxury. The

air-conditioned gym is equipped with a comprehensive range of the latest cardiovascular and strength training machines from top- tier brands like life fitness or Technogym. Having large windows frame views of the resort's lush landscaping, allowing you to work out while feeling connected to the natural beauty of Krabi. The fitness club typically offers a schedule of complimentary group classes such as yoga, Pilates and Muay Thai.



**Figure 1.5 Fitness Club**

## **1.2 Vision of Ritz Carlton Reserve**

The vision of Ritz Carlton Reserve is reflecting the brand commitments to create personalized and extraordinary experiences in the world's rare destinations. The concept is to create a sanctuary of experiences where guests connect deeply with local culture, nature and give them personalized luxury and heartfelt service. This is

an ultra luxury property of Marriott. Marriott Divided in three tiers and two styles categories that are Classic Vs Distinctive.

### **LUXURY**

- **The Ritz Carlton:** luxury and Legendary services.
- **St. Regis:** Refined elegance and bespoke experiences.
- **JW Marriott:** Sophisticated Luxury with a focus on wellness and Mindfulness.
- **The Luxury Collection:** Unique hotel rooted in their local culture.
- **W hotels:** Bold design and social atmosphere.
- **Ritz Carlton Reserve:** Ultra-Luxury sanctuaries offering rare personalized service and immersive experiences

### **Premium**

- **Marriott Hotels:** Trusted Flagship Brand for business and leisure.
- **Sheraton:** Global community and updated modern Comfort.
- **Delta Hotels by Marriott:** Simple and efficient premium stays.
- **Le Meridien:** European Flair and art-inspired stays.
- **Westin Hotels and Resorts:** Focus on wellness and well -being.
- **Renaissance Hotels:** Local Discovery and creative design.
- **Gaylord Hotels:** large convention resorts with immersive experiences.

### **Selected**

- **Courtyard By Marriott:** Designed for Business Travelers.
- **Four Points by Sheraton:** Comfort and Practical style.
- **Fairfield by Marriott:** Warm and Simple
- **Aloft Hotels:** trendy tech forward and youthful Vibes.

### **1.6 Marriott Brand Collections**

	CLASSIC	DISTINCTIVE
LUXURY	 THE RITZ-CARLTON  ST. REGIS  JW MARRIOTT	 EDITION  THE LUXURY COLLECTION  W HOTELS  BVLGARI HOTELS & RESORTS
PREMIUM	 MARRIOTT  SHERATON  THE MARRIOTT VACATION CLUBS  DELTA HOTELS	 WESTIN  MERIDIEN  RENAISSANCE HOTELS  AUTOGRAPH COLLECTION HOTELS  RESERVE PORTFOLIO  DESIGN HOTELS  GAYLORD HOTELS  MGM RESORTS
SELECT	 COURTYARD  FOUR POINTS  SPRINGHILL SUITES  Fairfield  PROTEA HOTELS	 AC HOTELS  loft  mojo
MIDSCALE	 CITY EXPRESS  FOUR POINTS FLEX	
LONGER STAYS	 Residence Inn  TOWNEPLACE SUITES  MARRIOTT  STUDIOS	 HOME2 SUITES  HOMES & VILLAS  APARTMENTS BY MARRIOTT

### 1.3 Mision of Phulay a Ritz Carlton Reserve

Reserve brand is most exclusive and experiential tier of Ritz Carlton. Phulay bay Ritz Carlton Reserve is the first reserve property in the Reserve concept. The mission begins when guest arrive. The iconic towering purple pavilions and the long pathways that builds anticipation are intentionally designed. Its not just a hotel to creating a sense of wonder and leaving the outside world behind. Phulay bay mission is to be sanctuary that harmonizes with its breathtaking environment. The design with its world's largest Pavilion, private plunge pools and stunning views of the Andaman Sea from Phang Nga bay, is intentionally crafted to inspire awe and provide a sense of place.

### Loyalty Program of Marriott

The loyalty program of Marriott has so many benefits like discounts in food, free amenities from hotel and room upgrades. You are high priority guest they always focused in giving personalized services to their members and make them happy.

RITZ-CARLTON RESERVE	Member	Silver Elite	Gold Elite	Platinum Elite	Titanium Elite	Ambassador Elite
Complimentary In-Room Internet Access (Enhanced Internet)	●	●	●	●	●	●
Mobile Check-in/Services (where available)	●	●	●	●	●	●
Ultimate Reservation Guarantee		●	●	●	●	●
Points Bonus		10% Bonus	25% Bonus	50% Bonus	75% Bonus	75% Bonus
In-Hotel Welcome Gift of Points (per stay)			500 Points	1,000 Points	1,000 Points	1,000 Points
Ambassador Service						●
Your24 (Ambassador Elite Requests)						●
\$150 Resort Credit*						●

\* Resort Credit issued per stay for each room under the Ambassador member's name and member number

## Staff Training and Employee Growth

The Ritz Carlton Reserve includes the Luxury and personalized service with in The Marriott Portfolio. The Credo of the Ritz Carlton is deeply ingrained in every employee that established a culture of mutual respect where staff are empowered to provide exceptional services.

### 2.1 My Job Position

As intern in my job position in Phulay bay a Ritz Carlton Reserve I directly report to my Guest relation office supervisor who report directly to FO manager. All information I gathered is reported directly to Guest Service Supervisor for analysis and decision making.

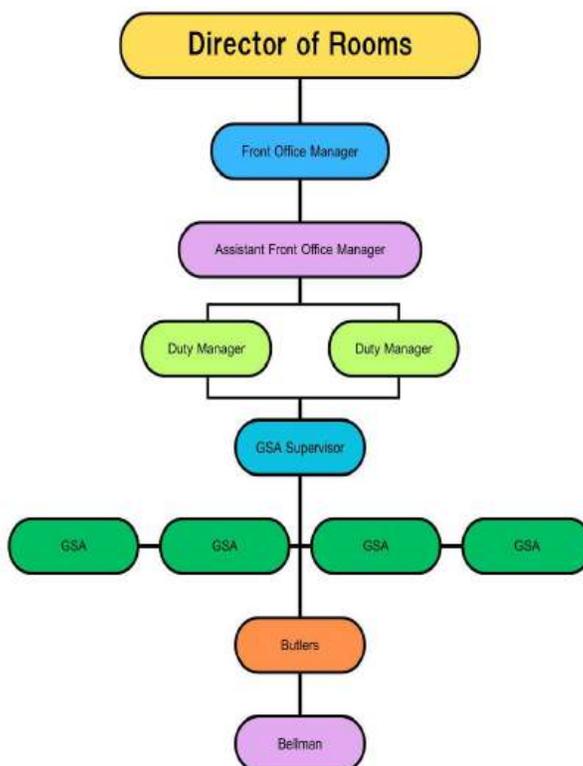
### 2.2 My Job Position and Responsibilities.

As an intern I am not only working in one department sometime I have to help to different departments. From that I gain a lot of understanding about the other operations. Front office is main department which is connected with every department where we have to give information's. The following are responsibilities are that I have to do in hotel:

- First, I have to Prepare Keys for Butlers and check the key list.
- Prepare Welcome drinks and cold towels, hand guardian and kept in sala for welcome guest.
- Warm welcome guest.

- Save emergency reports.
- Order Amenities for next day in house guests, check out and check in guest.
- Update Check in guest profiles.
- Checking bills and prepare bills for check out guest.
- Pickups internal and external calls and give them information.
- Prepare Bulter assignments where we have written their preferences and allergy and transportation details and which elite member they are.
- Handling guest inquires and gives solution.
- Airport Representative

## 1.6 Front Office Department Organizational Chart



### 2.3 My Motivation and Intension

There are so many reasons motivate to do internship at phulay a ritz carlton reserve at Krabi is here are detailed:

Firstly, Phu lay Bay a Ritz Carlton reserve is the first reserve property in Ritz Carlton Reserve Concept from where the reserve concept comes. I am not just motivated to work in a resort I am very excited to learn about the personalized and exclusive of the Ritz-Carlton Brand. The reserve concept makes me attracted and interested about the property where they are focus on personalized services by the butler services. I want to understand how luxury give services to their guest. I learn a lot about guest preference how to understand guest every guest is VIP in the resort how give them more privacy and excellent services and the team is very passion and commit to give services.

Another reason to do internship in Phulay Bay a Ritz Carlton Reserve is how to be professional and skill person. How to be proactive learner and supportive what type of amenities we provide to Vip guest and how to welcome them. In Ritz carlton we use guest name and even in office we use name by using Khun to our senior. How we can predict what guest need and provide them before they react.

Moreover, I also Admired the global reputation and strong careers plans of the hotels. As an intern Phulay Bay a Ritz Carlton allows me to understand about the environment high standard guest services, know their preferences and commitment to providing professional work within the hotel industry. It helps me a lot in develop my communication skills and being social and emotional intelligences and that I can handle more difficult situation in my future careers.

### 2.4 Strength of Phu lay Bay a Ritz Carlton Reserve

- **Location:** The one of the most important of strength is location of Phulaybay a Ritz Carlton Reserve is located near the national parks and have a direct beautiful view of Andaman Sea which makes more beautiful to resort and surrounding by green hilly mountains and peaceful location and privacy.

- **Accommodations Services:** The Room is very spacious and the king-sized bed is centered in the sleeping pavilions. Each villa includes private outside sala for relaxing and see the beautiful view and private walled garden for Privacy. The design is renowned by Lek Bunnag uses Thai pillars, soaring ceiling, in the door Thai traditional arts. They provided personal butler for more personalized services.
- **Global Brand Recognition:** Phulay Bay a Ritz Carlton Reserve is the most beautiful resort with peaceful environment. The personalized service makes more beautiful to this resort where guest come to make them relax and happy. Phulay a bay resort is listed as one of the best 1 position in Thailand and Asia. They have 3 key Michelin for their high-quality service and facilities. The High profile guest are the most market for this resort and billionaires come their privacy and give them high priority and facilities.

## 2.5 Opportunities

- **Spa and Wellness:** Phulay Bay a Ritz Carlton Reserve offers private treatment rooms; a spa pool and a variety of treatments and guest can also practice in Thai massage course.
- **Cultural Experiences:** The Resort provides opportunities to learn Thai culture through Thai cooking classes, batik painting and Thai language classes.
- **Dinning:** Phulay Bay have a variety of dining options including three fine dining restaurants a pool bar and cocktail bar with a beautiful sunset view. These restaurant offers western, mediterranean and seafood. Sri Trang is serving the authentic southern Thai cuisine.

## 2.6 Weakness

- **No Real Beach:** The resort doesn't have beach for swimming and relax. The coastline is rocky and at low tide, it becomes muddy flats. Some guest wants

to step directly from their resort to beach but by this problem guest feel disappointed.

- **Location:** The resort is far from city and remote setting for them who are seeking privacy but some guest wants to explore local restaurants and attractions are far to getting around requires transportations are more expenses.
- **Limited Nightlife:** The resort is very quiet in the evening. The guest who looking for nightlife scene they have to take transportation a far that added more expenses.

### 2.7 Threats

- **Intense Competition:** The luxury travel market in Thailand particularly in popular destinations like Krabi is highly competitive. New ultra-luxury resorts are constantly built everyone trying to offer more privacy and unique and best facilities. Brands like Rosewood, Six senses and Aman are direct competitor.
- **Environment Challenges:** The Krabi region is vulnerable to the effects of climate changes including rising sea level and rain and intense storms or heatwaves. The severe weather can damage the property and harm the natural beauty.
- **Changing Tastes in Luxury:** The meaning of luxury is evolving. There is growing demand for authentic, sustainable and wellness focused travel. If Phulay Bay fail to keep consistent with these trends the resort seen as date or less appealing that competitors who are leaders in eco-luxury or wellness focused

### 2.8 Objectives of the Co-operative Studies

Some people think working in the hospitality industry is easy and they assume that they only need minimal skills and knowledge. But the reality is different. There are a lot of things in hospitality to do. Their preferences, their feelings and giving them exceptional services and adapted to the unfamiliar culture and patience. The following main objective for doing internship in this position in the hospitality field.

- To understand the Front office operation work.
- To handle guest inquires and complaints.
- Improving my communication skills
- To be proactive and learn multitask skills
- To understand people
- To learn how to use Property management System
- To learn how to work with team and understand their culture
- To make better future in hospitality field.



## CHAPTER 2: CO-OP STUDY ACTIVITIES

### 1. My Job Description

I joined as Guest service agent trainee under the supervision of GSA supervisor at Phulay Bay a Ritz Carlton Reserve. Where I have to pickup call of internal and external give accurate information. Prepare welcome drinks and cold towels for welcoming guest give them warm welcome. I have to order amenities for guest and write about the guest preference and dietary. Go to Krabi and Phuket airport for pickup and drop the guest. Sometime I have to help to different department also like F&B. Check the room and update profiles of guest, save emergency report and prepare key for butlers.

### 2. My Job Responsibilities

There are 3 shifts at Phulay Bay a Ritz Carlton Reserve it has morning, afternoon and night. As a trainee I work at morning and afternoon shift. I work for 10 hour per day and five days a week and 2 days off.

While working as GSA trainee I prepare presentation Of VIP guest Presentation and give to FOM to present. Printing Registration card for next day coming guest. Check bills for Check out guest and tomorrow check out guest. Prepare Butler assignment.

As a GSA trainee my Primary job is prepare welcome drinks, cold towels and give warm welcome to guest. Save emergency reports and order amenities for guest like fruit plate and different types of wine and champagne for guest. Order birthday cake, anniversary cake for guest. Prepare room keys for butlers and handover them. I have to airport to pickup guest and drop the guest. Mostly the property has butlers so we don't have too much interreact with guest.

As a cooperative education student, I actively contributed to the organization through teamwork, communication, and operational support. My contributions can be summarized as follows:

**Team Support:** I consistently supported my colleagues during busy periods by assisting with guest arrivals, preparing welcome amenities, and sharing

information to avoid operational delays. My willingness to help created a positive working environment and strengthened team efficiency.

**Communication Skills:** I assisted colleagues in communicating with international guests, especially when language accents or communication barriers occurred. By ensuring clear and polite communication, I helped prevent misunderstandings related to billing, amenities, and guest requests.

**Diversity and Cultural Awareness:** Working with colleagues and guests from diverse cultural backgrounds enhanced my cultural awareness and adaptability. This exposure improved teamwork, mutual respect, and service quality within the workplace.

**Suggestions and Initiative:** As an early trainee before peak season, I gained a clear understanding of operational workflows. When new trainees joined, I was given the opportunity to guide them, which helped reinforce my own knowledge and improve my confidence. I also shared suggestions with senior staff on improving coordination and trainee orientation, contributing positively to overall operations.

### **3. Activities Coordinating with Co-Workers**

While I am doing my internship I have to communicate with my coworkers and talk with guests to understand how they are feeling in our resort, their feedback and inquires. I train new trainee about their system teach them how we order amenities and pickup the calls and update profile and welcome guests. I communicate with my co workers while guest luggage needs to shift to room. Sometime talk with butlers to pickup guest from room to their place. Communicate with F&B team about the in-villa dining and clean the plates from rooms. Give brief to my trainee team what is remaining to do and what has been completed. What is the most important and immediate things to do.

### **4. Contribution as a Co-op Student in the company**

As an intern I used my skills and knowledge to contribute to many aspects to company. the following are some of my contributions:

- **Team support**

While working with strong teamwork can save time and can avoid mistakes in workplace. I support other co workers by helping with give information and serving welcome drinks and cold towel during check in period. And also prepare cold towels and understand the situation and help to team to get directions.

- **Communication Skills**

Most of the staff speaks very well English but sometimes the guest from different way of talking accents which make difficult to understand for associates as they handling bills and important documents so I often help them for guest inquires.

- **Diversity**

While working with different people from different behaviors and countries that help us a lot. it helps to boost the productivity of the staff and we learn from each other, including working culture and mutual respect.

- **Suggestions**

I am early trainee before start peak and high season. I get to know how the operation work and faces challenges and scenario of the work place. When new trainee joined the seniors also gave me the opportunity to teach them how to order amenities, prepare keys for butlers and update profiles and how our operation works and it helps me also to remind my memories and improves my skill

## Chapter 3: Learning Process

This chapter discusses my learning experiences during the internship at Phulay bay a Ritz Carlton Reserve at Krabi. Focusing on the challenges I observed, how I responded to them and their relation to my academic background. The main parts as follows.

### 1. Problem or Issues of the Company

- **Limited Beach Accessibility**

One of the major issues of the resort is the lack of swimmable beach. The beach is rocky and during low tide area become muddy which limits direct beach activities. Some guests expect luxury beachfront resort to provide easy access to swimming and sunbathing and this limitation can lead disappointment especially for first time visitors.

- **Remote Location**

The resort is located in a secluded area near a national park which supports privacy and exclusivity. However, the remote location creates challenges for guests who wish to explore local attractions, nightlife or nearby restaurants. Transportation costs are relatively high.

- **High Guest Expectations**

As an ultra-luxury property under the Ritz Carlton Reserve Brand, guest expectations are extremely high. Even minor service delays, miscommunication, or unmet personalized request can lead to dissatisfaction.

- **Environmental and climate challenges**

The resort is surrounded by natural landscapes and coastal areas, making it vulnerable to climate – related issues such as heavy rainfall, storms and rising sea levels. These environmental factors can disrupt outdoor activities affect guest experiences and increase maintenance costs.

## **2. How to Solve the Problem**

- **Limited Beach Accessibility**

We have to clear communicate and provide them information about we don't have nice beach for swimming. Enhance alternative luxury experiences such as infinity pool and private yacht, island hopping and sunset cruises.

- **Remote Location and Accessibility**

Offer Complimentary shuttle services to key tourist areas. Create local experiences packages like temple visits, cultural tours and night markets. Provide personalized itinerary planning through butler services to enhance convenience.

- **High Guest Expectations in Ultra Luxury Segment**

Conduct Continuous services excellences training for associates. Strengthen inter – department communication through daily briefings. Use guest preference data effectively to anticipate needs before arrival.

- **Environmental and climate challenges**

Implement Sustainable practices such as water conservation and eco – friendly materials. Partner with local universities/ NGO For ongoing monitoring and restoration projects. Retrofit Building for flood resistance and heat management elevated foundations, shade planting.

## **3. What I have learned During the Co- Op Studies**

During my internship period, I gained a lot of communication skills. I learned important how to create warm welcome for guests and give them expectational services during their stay. Give them clear information and paying attention on small details. As a working in Front office department, we don't have to much interaction with guest this property offers butlers.

I developed my critical thinking skills and understanding situations. It taught me how to be patience, active listening and professionalism when dealing with complaints or their inquiries. The most important technical skills I gain is how to use

opera system. How we can know the room is occupied or clean. Update profiles of check in guest and preparing the bills.

Lastly, I how to be professional, how to behave with guest, maintain a friendly environment and respectful to people. This experience taught me what is good hospitality should work and it help my future growth.

#### **4. How I Applied the Knowledge from Coursework to Real Working**

There is a lot things to do in hospitality industry that what we studied in university the majority of the coursework have covered the fundamentals I gained theoretical knowledge in hospitality operations, communication skills and problem solving.

When handling guest complaints and special request I learn how to be clam, good listener and give them accurate information's that skill proved me that I can maintain the guest satisfaction.

I learn how to adapt the different culture people how to react, being friendly and work with team. I learn how to be responsibility person and gain leadership skills that help to grow my future.

#### **5. Skills And Knowledge, I get from the Co – Op studies**

- **Communication skills:** While doing my internship I improved my communication skills while talking with international guests, supervisor and colleagues. I learn how to use polite language, professional tone and body language and ensure be clear and respectful communication in luxury hotel.
- **Guest relations and Customer Service:** During internship I learn how to make them special by providing expectational services. Handle guest special request and respond them with professional and empathetic manner with Ritz Carlton service standards
- **Front Office Operational Knowledge:** I gain practical knowledge about how the front office department works what is their primary duties. I learn how to order amenities for guest and pickup calls and give them

information's Update profiles of guest, check bills for check out. The importance gives them Warm welcome.

- **Team Work and Professionalism:** While working in hotel I make better teamwork skills working with colleagues from different departments. I learn how to respect workplace and follow standard operating procedures, manage time and maintain a professional personality and attitude.



## **Chapter 4: Conclusion**

In conclusion, doing an internship at Phu lay Bay a Ritz -Carlton Reserve provided me a lot of invaluable practical experience and professional exposure in the ultra-luxury hospitality sector. This internship allows me to apply the theoretical knowledge gained from my academic coursebook to real work.

During my internship as Guest Relation Officer training. I Developed strong communication, customer services, teamwork and problem-solving skills. Working in ultra luxury property with highly professional and service-oriented environment taught me how to handle guest inquires, understand their special request. I gain hands on experience with front office system, guest profile management and update profiles and order amenities, and how be confidence while talking with guest.

The internship strengthened my professionalism, discipline and sense of responsibility. talking with colleagues from diverse cultural backgrounds improved my adaptability and respect for teamwork while exposure to ritz Carlton service standards. I make better my critical thinking provided best solution on situation.

The internship helped me develop strong communication and interpersonal skills as I interacted with international guests, supervisors, butlers and colleagues from diverse cultural backgrounds. These interactions enhanced my adaptability, patience and cultural awareness essential qualities in the global hospitality industry. I also gained hands- on experience using the Opera Property Management system handling guest profiles, preparing bills, ordering amenities, coordinating airport transfers and supporting butler operations.

The challenges faced during the internship such as high guest expectations, remote location limitations and service personalization demands, provided valuable learning opportunities. These challenges taught me how to remain calm, think critically and offer appropriate solutions while maintaining luxury service standards. They also helped me build resilience, responsibility and professionalism which are essential for long term success in the hospitality industry.

## **Evaluation of the Work Experience**

The cooperative education experience at Phu lay Bay, a Ritz-Carlton Reserve was highly valuable and enriching, providing practical exposure to the ultra-luxury hospitality industry. Working as a Guest Relation Officer (GRO) Trainee allowed me to apply theoretical knowledge gained from university coursework to real working situations while developing professional skills essential for my future career.

Throughout the internship, I gained hands-on experience in front office operations, guest relations, and service coordination. My daily responsibilities included welcoming guests, handling inquiries, preparing amenities, updating guest profiles, coordinating airport transfers, and supporting butler operations. These tasks enhanced my understanding of luxury service standards, attention to detail, and the importance of personalized guest experiences.

The work environment encouraged teamwork, discipline, and responsibility. I observed strong coordination among departments, which highlighted the importance of collaboration in delivering seamless guest experiences. Additionally, exposure to the Opera Property Management System improved my technical skills related to guest data management and billing procedures.

Despite challenges such as high guest expectations and limited direct guest interaction due to the butler service concept, these situations provided valuable learning opportunities. They helped me develop problem-solving skills, adaptability, and a proactive service mindset. Overall, the work experience was extremely beneficial. It strengthened my professional attitude, enhanced my practical knowledge, and prepared me for future roles in the hospitality industry. This internship confirmed my interest in pursuing a long-term career in luxury hotel operations and

## **Recommendations of the Company**

Based on my internship experience at Phu lay Bay, a Ritz-Carlton Reserve, the following recommendations are proposed to further enhance service quality, operational efficiency, and guest satisfaction while maintaining ultra-luxury standards:

### **1. Enhance Guest Pre-Arrival Communication**

The resort should provide clearer pre-arrival information regarding beach conditions, resort location, and available activities. This will help manage guest expectations and reduce dissatisfaction related to beach accessibility and remoteness.

### **2. Develop More Alternative Luxury Experiences**

Since the resort has limited swimmable beach access, more emphasis can be placed on curated experiences such as private yacht trips, island hopping, wellness retreats, cultural excursions, and sunset cruises to enrich the guest experience.

### **3. Strengthen Continuous Staff Training**

Regular training programs focusing on personalized service, communication skills, and handling high guest expectations should be conducted to ensure consistent service excellence across all departments.

### **4. Improve Transportation and Accessibility Options**

Providing scheduled shuttle services or customized transportation packages to nearby attractions and town areas would increase guest convenience and satisfaction, especially for first-time visitors.

### **5. Increase Sustainability and Environmental Initiatives**

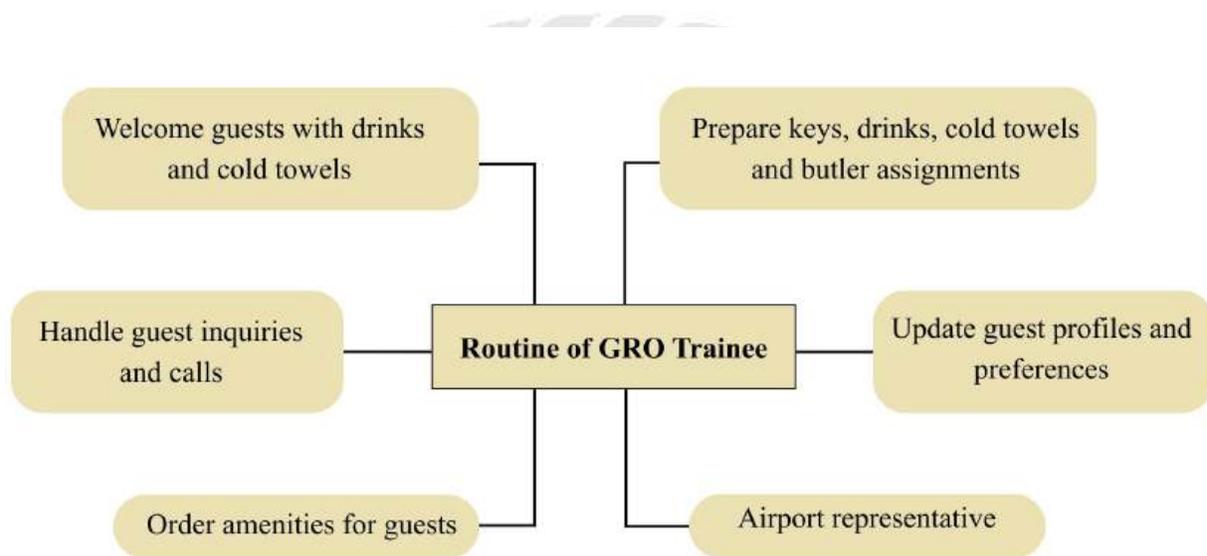
The resort should continue strengthening eco-friendly practices such as energy conservation, waste reduction, and nature preservation to align with evolving luxury travel trends focused on sustainability and wellness.

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## 1.8 Routine as a GRO Trainee



## APPENDICES

### WEEKLY REPORT OF MY DURING INTERNSHIP

#### Week 1

- Orientation about the resort, policies, and service standards
- Introduction to Front Office and Guest Relations department
- Learned workplace rules, grooming standards, and basic hotel etiquette

#### Week 2

- Observed check-in and check-out procedures
- Assisted in preparing welcome drinks and cold towels
- Learned basic guest greeting and professional communication

#### Week 3

- Assisted in handling guest inquiries (internal & external calls)
- Learned how to prepare room keys for butlers
- Observed coordination between Front Office and Butler team

#### Week 4

- Learned how to update guest profiles in Opera PMS
- Assisted in preparing guest registration cards
- Observed VIP guest handling procedures

#### Week 5

- Assisted in ordering guest amenities (fruit plates, cakes, wine)
- Learned to note guest preferences and allergies
- Improved communication skills with colleagues

#### Week 6

- Assisted in preparing Butler assignment sheets

- Learned about Marriott Bonvoy elite membership levels
- Observed personalized service delivery for elite guests

**Week 7**

- Supported airport pickup and drop-off coordination
- Learned guest transportation procedures
- Improved teamwork and time management skills

**Week 8**

- Assisted during busy check-in periods
- Helped in handling guest complaints under supervision
- Learned problem-solving techniques in luxury service

**Week 9**

- Assisted in checking guest bills for check-out
- Learned billing procedures and accuracy importance
- Improved attention to detail

**Week 10**

- Supported Front Office operations during peak hours
- Assisted new trainees with basic procedures
- Gained confidence in daily operational tasks

**Week 11**

- Coordinated with F&B team for in-villa dining requests
- Assisted in communication between departments
- Learned importance of interdepartmental teamwork

**Week 12**

- Assisted in preparing emergency reports

- Learned hotel safety and emergency procedures
- Improved sense of responsibility and professionalism

**Week 13**

- Handled guest inquiries more independently
- Improved communication with international guests
- Practiced professional telephone etiquette.

**Week 14**

- Assisted in VIP arrival preparation.
- Learned importance of pre-arrival planning
- Observed high-level personalized guest service.

**Week 15**

- Reviewed overall Front Office operations.
- Assisted in daily briefings and handovers.
- Reflected on personal strengths and areas of improvement.

**Week 16**

- Completed final duties and internship evaluation.
- Reviewed learning outcomes and professional growth
- Prepared for final report submission and presentation.



**Figure 1.9 Pictures of Doing Internship**



**Figure 1.10 Internship Certification**

