



COOPERATIVE EDUCATION REPORT

Experiencing and Analyzing as a Front office staff in Cholchan Pattaya Beach Resort

Written by

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**This report is submitted in partial fulfilment of the requirements for
Cooperative Education**

Faculty of Hotel and Tourism Management

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Abstract

The report, titled “Implementing Loyalty and Guest Experience Initiatives as a Guest Service Agent at Cholchan Pattaya Beach Resort,” details the practical application of guest service strategies aimed at enhancing customer satisfaction and loyalty. This cooperative education assignment documents the diverse responsibilities and working experience acquired as an executive intern. The study encapsulates my 6-month tenure at Cholchan Pattaya Beach Resort as a Guest Service Agent within the Front Office Department, specifically focusing on the resort's guest recognition and retention efforts. The principal objectives of this study were:

- (1) To bridge the gap between theoretical hospitality concepts and real-world operations.
- (2) To cultivate an in-depth understanding of the local hospitality market and industry practices.
- (3) To actively uphold and monitor service standards essential for maintaining a strong resort brand image.

My primary responsibilities centered on delivering highly personalized service to loyal and high-value guests, including members of the resort’s recognition program, returning clients, and those celebrating significant life events such as honeymoons, anniversaries, and birthdays. The

study elaborates on the tasks and duties performed, addressing operational challenges encountered and the collaborative solutions developed with the resort team. This immersion in a demanding hospitality environment was instrumental in fostering greater accountability, proactive service delivery, and effective time management skills, which are invaluable assets for my future professional journey.

Keyword- Guest service, hospitality industry, skills



Acknowledgement

I wish to express my sincere gratitude for the opportunity and support that made this cooperative education report possible. First, I am deeply thankful to Siam University for structuring and providing the cooperative education period, which was an invaluable foundation for practical learning and professional development. My profound appreciation goes to the entire team at Cholchan Pattaya Beach Resort. I extend my deepest gratefulness to Mr Kong from Learning and Development for offering me the opportunity to intern with Marriott International. Special thanks are reserved for my supervisor and all my colleagues in the Front Office Department. Their exceptional support, mentorship, and precise guidance throughout my internship were crucial to the completion of this report. Finally, I acknowledge the dedication of all the lecturers at Siam University for imparting the fundamental knowledge and concepts of the Hospitality and Tourism Industry. It is my firm belief that the combination of academic foundation and the practical skills gained at Cholchan Pattaya Beach Resort will be the catalyst for a successful and fulfilling career path post-graduation.

Thank you.

Yours Sincerely,

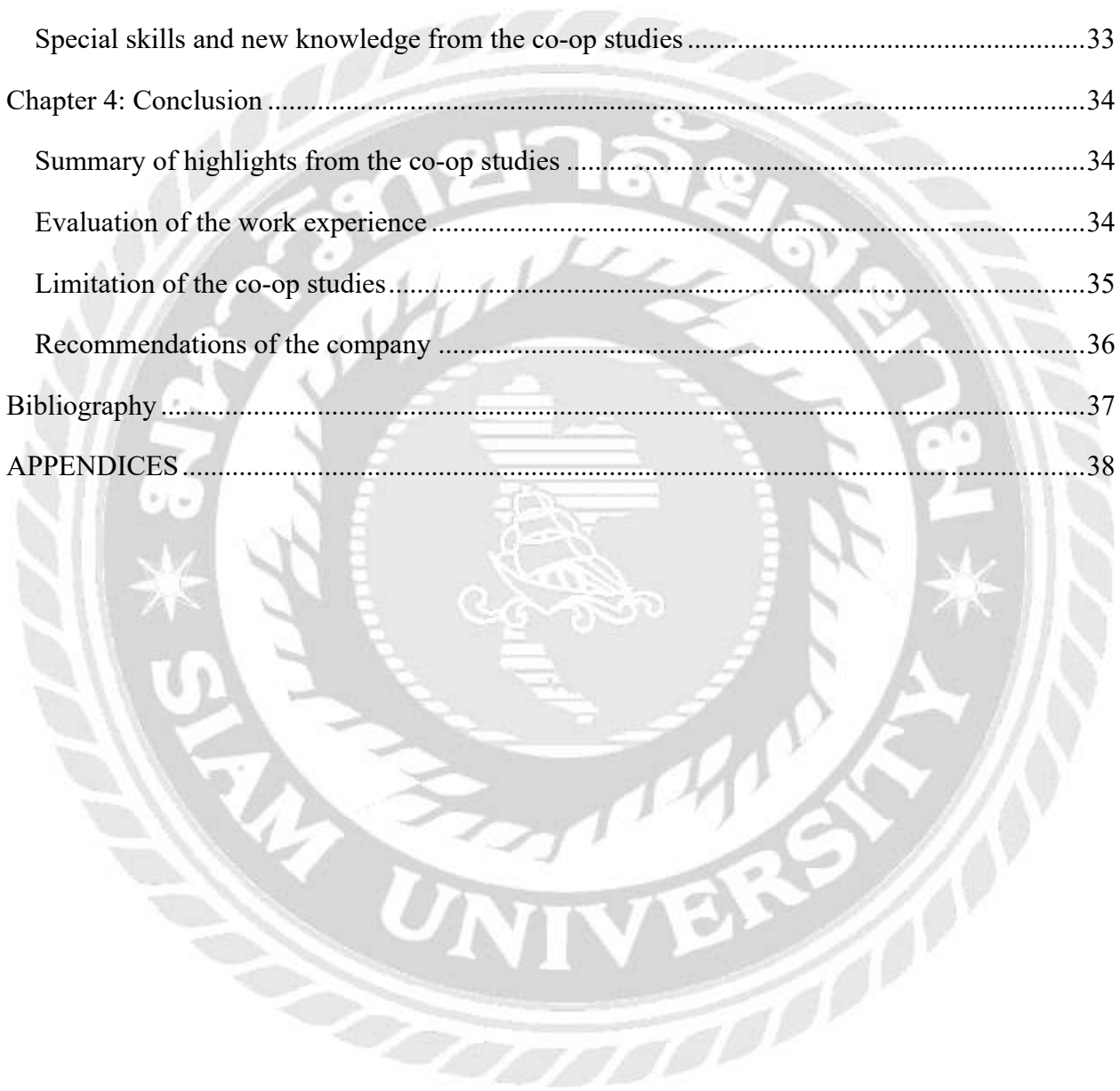
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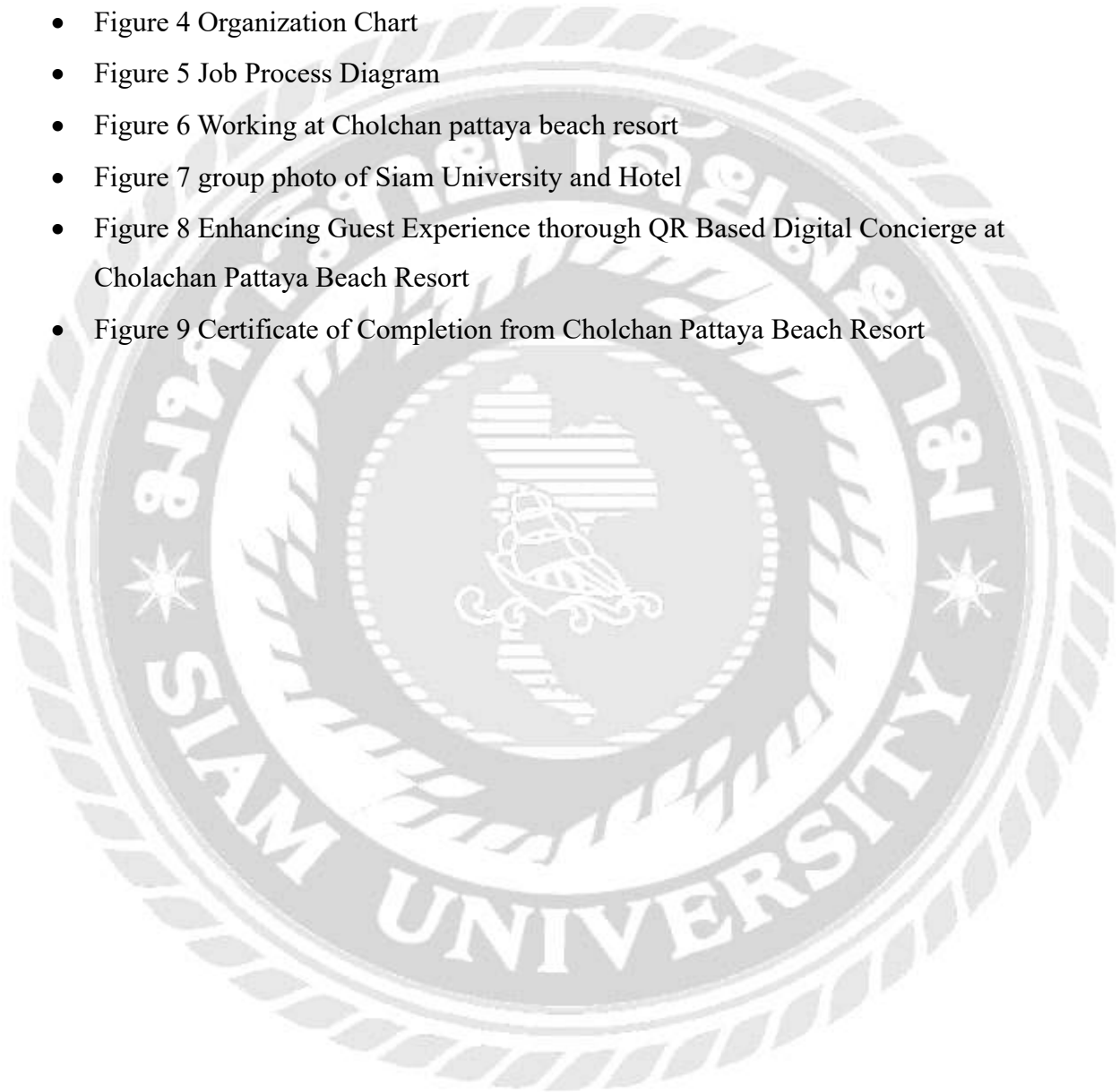
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Chapter 1: Introduction

1 Company Profile

A private getaway amidst nature in Pattaya, with its long-standing historical charm and home to many exciting and important tourist attractions. Established to serve travelers from around the world, Cholchan Pattaya Beach Resort offers a unique, full-service destination. This skyscraper hotel offers guests 180-degree panoramic sea views of Pattaya, and its conference and seminar rooms are ideal for groups. It's also close to many famous attractions, including Underwater World Pattaya, Khao Phra Tamnak, Wat Yansangwararam (Chinese Temple), Monster Aquarium, and several renowned golf courses. Easily accessible by car, the hotel also offers a shuttle service to various locations, ensuring you have a truly enjoyable and memorable trip. Discover new experiences in Pattaya. Cholchan Pattaya Beach Resort Pattaya is ready to provide happiness to you who want to relax on a private holiday with family, with loved ones or plan a seminar or meeting in Pattaya. Don't forget to think of our hotel's services first.

On behalf of **Chonchan Beach Pattaya**, we would like to express our sincere gratitude for welcoming all visitors to the best hospitality experience in Pattaya and for being one of the best hotels chosen by most travelers who are looking for private accommodation, family trips and group travel to all groups. Our resort is determined and committed to being the center of business negotiations in Pattaya, a destination for travelers who want convenience and complete comfort.



Figure 1 Cholchan Pattaya Beach Resort

Figure 2 Drone view of Cholchan Pattaya Beach Resort



1.1 Mission

Fostering a culture of discipline, diligence, and harmony among all team members. Ensuring every staff member understands and performs their duties with responsibility. Upholding integrity and honesty in all actions, contributing positively to the organization and community. Put simply, their mission centers on: Delivering high-quality service through responsible, honest, and harmonious teamwork. Focus Vision Be a respected leader in hospitality through integrity, teamwork, and service excellence. Mission Build a disciplined, responsible, and harmonious service culture to deliver outstanding guest experiences

1.2 Vision

While the official resort website doesn't explicitly list a formal vision statement in exactly those words, internal materials from training and marketing research indicate the resort's vision focuses on: Being recognized for commitment to disciplined, collaborative, and responsible service. Building a future driven by integrity, teamwork, and excellence in hospitality. So, in essence, their vision is something like: To be a leading hospitality organization known for honesty, hard work, harmony, and excellent service. Mission Build a disciplined, responsible, and harmonious service culture to deliver outstanding guest experiences.

Facilities

The large outdoor swimming pool, covered with trees and gardens within the hotel, offers a panoramic view of the sea. The main zone is for adults, while the separate zone for children features a Jacuzzi system, allowing the little ones to have even more fun playing in the water. Facilities are also provided for emergency assistance. A variety of beverages are available for you to choose from at the "Waves" pool bar.

The large outdoor swimming pool, covered with trees and gardens within the hotel, offers a panoramic view of the sea. The main zone is for adults, while the separate zone for children features a Jacuzzi system, allowing the little ones to have even more fun playing in the water. Facilities are also provided for emergency assistance. A variety of beverages are available for you to choose from at the "Waves" pool bar.

Open all day with friendly prices, you can enjoy coffee, snacks, meet ups, restaurants and bars. Currently closed, located on the lobby level, ready to entertain colleagues or friends. "Rendezvous" is known locally as a unique entertainment venue in Pattaya

To ensure you don't miss out on exercising when you come to relax with us, Chonchan Pattaya Beach Resort is ready to provide a complete range of exercise facilities, complete with equipment to help with your safety. If you wish to receive services, you can contact the front desk staff to receive services. Walkway at beachfront, a long beach path... a place to relax for health lovers. You can walk to exercise or ride a bicycle, sit and watch the sunset.

The hotel provides internet search services using computers to provide you with fast and accurate access to information. You can contact the front desk staff to request this service. All hotel guests can use the internet for free by simply using the access code in your room.

1.3 The Strategies of the Company

Cholchan Pattaya Beach Resort adopts strategic approaches to ensure sustainable growth, operational efficiency, and high standards of service within the competitive hospitality industry. The key strategies of the company are as follows:

1. Service Quality and Guest Satisfaction Strategy The company emphasizes delivering consistent, high-quality service by adhering to established hospitality standards. Continuous monitoring of guest feedback and service performance is implemented to improve customer satisfaction and loyalty.

2. Human Resource Development Strategy The resort prioritizes staff training and development to enhance professional skills, service mindset, and operational competence. Employees are encouraged to uphold service excellence, teamwork, and ethical conduct in all areas of operation.

3. Sustainability and Environmental Management Strategy Cholchan Pattaya Beach Resort integrates environmentally responsible practices into its operations, including resource conservation, waste management, and environmental awareness, in order to minimize negative impacts and support sustainable tourism.

4. Operational Efficiency Strategy The company focuses on improving operational processes and resource utilization to ensure cost-effectiveness and service reliability. Standard operating procedures (SOPs) are applied consistently to maintain efficiency and quality control.

5. Market Positioning and Brand Image Strategy The resort aims to strengthen its brand image as a premium beachfront destination by maintaining high service standards, professional presentation, and positive guest experiences, thereby enhancing its competitiveness in the hospitality market.



6. Continuous Improvement and Innovation Strategy The company encourages continuous evaluation and improvement of services, facilities, and management practices to adapt to changing guest expectations and industry trends.



2. Organizational Structure

2.1 Front Office Department Diagram

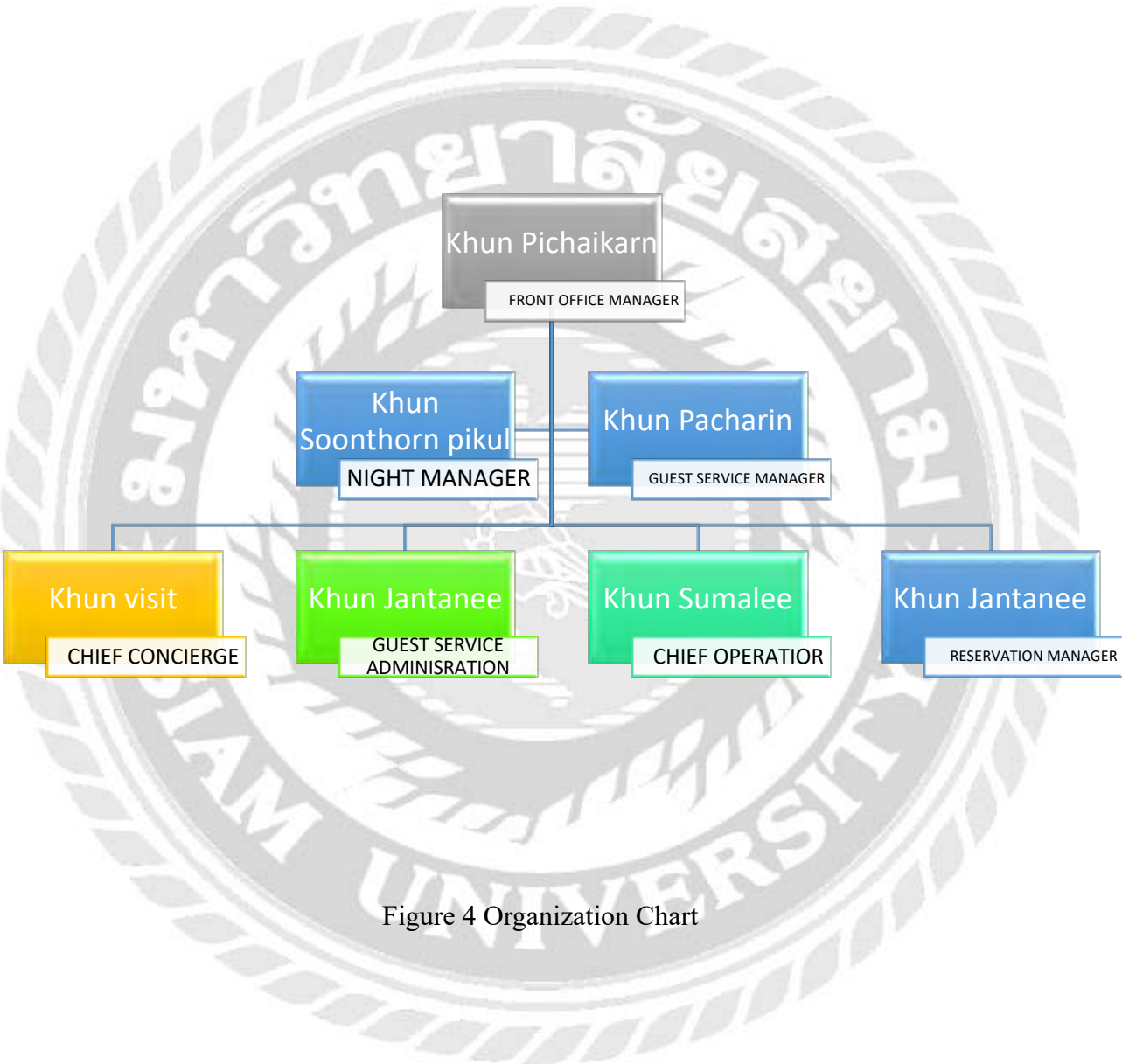


Figure 4 Organization Chart

2.2 My Job Position and Responsibility

During the cooperative education internship, I was assigned to the Front Office Department and participated in daily hotel operations under the supervision of Front Office supervisors and staff. The main responsibilities included the following:

1. Service Operations

The intern assisted in welcoming guests upon arrival and departure, supporting check-in and check-out processes to ensure efficiency and accuracy. Responsibilities included verifying guest information, preparing registration documents, issuing room keys, and providing clear explanations of resort facilities and services. This role required maintaining a professional appearance, polite communication, and a service-oriented attitude at all times.

2. Reservation and Room Management Support

The intern supported reservation and room allocation processes by coordinating with senior front office staff and the Housekeeping Department. This included checking room availability, updating room status in the property management system, and ensuring that assigned rooms met cleanliness and readiness standards prior to guest arrival. Through this task, the intern gained practical understanding of occupancy management and interdepartmental coordination.

3. Guest Communication and Problem Handling

The intern handled guest inquiries both in person and via telephone, providing information related to room types, resort facilities, dining services, and local attractions. Under supervision, the intern assisted in addressing guest concerns and minor complaints, learning basic service recovery techniques and the importance of empathy, professionalism, and timely follow-up in maintaining guest satisfaction.

4. Administrative and Documentation Tasks

The position involved supporting front office administrative duties such as filing guest documents, updating daily arrival and departure lists, and assisting with report preparation. The

intern also learned the importance of data accuracy and confidentiality when handling guest information, in accordance with hotel policy and legal requirements.

5. Coordination and Teamwork

The intern regularly coordinated with other departments, including Housekeeping, Bell Service, and Food and Beverage, to respond effectively to guest needs. This experience enhanced teamwork skills and provided insight into how cross-departmental collaboration contributes to smooth hotel operations and positive guest experiences.

6. Professional Conduct and Learning Development

Throughout the internship, the intern observed and applied standard operating procedures (SOPs), workplace discipline, and ethical conduct expected in the hospitality industry. Feedback from supervisors was used to improve performance, communication skills, and problem-solving abilities. The internship also strengthened adaptability, time management, and stress management skills, particularly during peak operational periods.

Overall Learning Experience

This internship provided comprehensive exposure to front office operations in a full-service beachfront resort. The experience enhanced the intern's practical knowledge of hospitality management, guest service excellence, and operational coordination, contributing significantly to professional development and career readiness in the hotel and tourism industry.

3 Intention and Motivation for Choosing Cholchan Pattaya Beach Resort

As a Bachelor's degree student in Hotel and Tourism, the decision to undertake a cooperative education internship at Cholchan Pattaya Beach Resort was strongly influenced by the need to integrate academic knowledge with practical industry experience. The internship was viewed as an essential component of professional preparation, enabling the application of hospitality theories, service management principles, and tourism operations learned during the course of study.

Cholchan Pattaya Beach Resort was selected due to its status as an established beachfront resort that operates within a competitive tourism destination. This environment provided an ideal platform to observe and participate in real-world hotel operations, particularly in relation to front office management, guest relations, and service quality control—key subject areas within the Hotel and Tourism curriculum.

The Front Office Department was chosen intentionally, as it plays a central role in hotel operations and reflects the integration of accommodation management, customer service, communication, and operational coordination. Through this role, the intern was able to gain firsthand experience in guest interaction, reservation systems, interdepartmental collaboration, and service recovery processes, which directly support the learning outcomes of the Hotel and Tourism degree program.

Furthermore, the resort's diverse guest profile, including domestic and international tourists, provided valuable exposure to cross-cultural service delivery and tourism behavior analysis, both of which are core components of tourism studies. The opportunity to work alongside experienced hospitality professionals also supported the development of professional ethics, leadership awareness, and industry-standard work practices.

In conclusion, the motivation for choosing Cholchan Pattaya Beach Resort was closely aligned with the academic objectives of the Bachelor's degree in Hotel and Tourism. The internship was expected to strengthen professional competencies, enhance practical understanding of hotel operations, and contribute to long-term career development within the hospitality and tourism industry.

3.1 Strategic Analysis of the company

SWOT Analysis

The SWOT analysis identifies internal and external factors affecting Cholchan Pattaya Beach Resort, based on operational exposure and observations during the internship period.

Strengths

Prime beachfront location, enhancing the resort's attractiveness to leisure and business travelers
Established reputation with long-standing experience in the hospitality industry
Professional service standards observed across departments such as Front Office, Housekeeping, and Food & Beverage. Well-structured operational procedures that support service consistency
Experienced staff members who provide guidance and support to interns and new employees

Weaknesses

Some facilities and systems require modernization to meet evolving guest expectations. Service efficiency may vary during peak seasons due to high guest volume.
Limited use of advanced digital technology in certain operational processes
Dependency on seasonal tourism, which may affect occupancy and revenue stability
Opportunities
Growth in domestic tourism and short-stay travel in Pattaya
Increasing demand for eco-friendly and sustainable hotel operations.

Opportunities

Opportunity to enhance digital services such as online reservations and guest communication
Potential development of staff skills through structured training programs and internships
Expansion of corporate events, meetings, and long-stay guest segments.

Threats

Intense competition from newly developed hotels and international hotel chains
Economic fluctuations affecting travel demand
Environmental concerns such as coastal erosion and climate-related risks
Health and safety risks that may impact tourism operations
Rapid changes in guest expectations and service standards.

3.2 PESTEL Analysis of the company

The PESTEL analysis evaluates external macro-environmental factors influencing the resort's operations, linked to real-world industry exposure during the internship.

Political Factors Government tourism policies and promotional campaigns supporting domestic and international travel Regulations related to labor laws, minimum wages, and employee welfare affecting hotel operations Safety and public health policies influencing hospitality service standards
Economic Factors Economic conditions impacting travel spending and hotel occupancy rates Inflation and rising operational costs, including utilities and supplies Exchange rate fluctuations affecting international guest arrivals Seasonal economic trends influencing staffing and revenue management
Social Factors Changing lifestyle and travel preferences toward relaxation, wellness, and beachfront destinations Increasing expectations for personalized and high-quality service.

Cultural diversity among guests requiring strong communication and service skills Growing awareness of sustainability and social responsibility in tourism
Technological Factors Increased reliance on online booking platforms and digital marketing Use of hotel management systems to support front office and reservation operations Opportunities to improve efficiency through automation and digital communication Need for staff and interns to develop technological competencies.

Environmental Factors Responsibility to protect the coastal environment and reduce ecological impact Implementation of waste management, energy-saving, and water conservation practices Climate change and weather conditions affecting beachfront operations Guest expectations for environmentally responsible accommodation
Legal Factors Compliance with hospitality-related laws, including labor regulations and safety standards Data protection and guest privacy requirements Licensing and operational regulations for hotel and food service operations Health, safety, and hygiene standards enforced by relevant authorities.

Alignment with Internship Experience This SWOT and PESTEL analysis reflects practical knowledge gained during the cooperative education internship, enhancing understanding of hotel operations, management challenges, and external business environments within the hospitality industry.

3.3 Objectives of the Cooperative Education Study

The objectives of this cooperative education study are to integrate academic knowledge from the Bachelor's degree program in Hotel and Tourism with practical experience gained through real-world hotel operations at Cholchan Pattaya Beach Resort. The specific objectives are as follows:

- To apply theoretical knowledge of hotel and tourism management to actual front office operations in a professional resort environment
- To develop practical skills in guest service, communication, and customer relationship management through direct interaction with domestic and international guests
- To gain hands-on experience in front office procedures, including check-in, check-out, reservation support, and interdepartmental coordination
- To enhance problem-solving, adaptability, and service recovery skills by addressing guest needs and operational challenges under professional supervision
- To understand organizational structure, standard operating procedures, and management practices within the hospitality industry
- To develop professional behavior, work ethics, and teamwork skills in accordance with industry standards
- To improve cross-cultural communication and interpersonal skills relevant to the tourism and hospitality sector
- To prepare for future career opportunities by gaining practical exposure, confidence, and industry-relevant competencies

Chapter 2: Co-op Study Activities

During my co-operative education program, I completed my internship at Cholchan Pattaya Beach Resort, a hospitality business that provides accommodation, food services, and customer service for both local and international guests. This internship allowed me to apply the knowledge and skills learned from my academic subject in a real working environment within the hospitality industry.

Throughout the internship, I participated in several operational activities related to hotel management and service operations. My responsibilities included assisting guests during check-in and check-out processes, supporting front office operations, communicating with guests to respond to inquiries, and coordinating with different hotel departments such as housekeeping and food and beverage services. These tasks helped me understand how hotel operations function systematically to ensure guest satisfaction.

The internship also allowed me to apply theoretical knowledge learned in class, such as customer service principles, communication skills, hospitality management concepts, and teamwork strategies. I learned how to handle customer requests professionally, solve problems efficiently, and maintain service standards in a fast-paced working environment.

In addition, I developed important professional skills, including time management, teamwork, adaptability, and cross-cultural communication. Working with guests from different countries improved my confidence in using English and enhanced my interpersonal communication abilities.

Another important part of my co-op study activities was observing workplace ethics and professional behavior. I learned the importance of responsibility, punctuality, proper grooming, and maintaining a positive attitude when interacting with guests and colleagues.

Overall, my co-op experience at Cholchan Pattaya Beach Resort helped me connect academic knowledge with practical experience. The internship strengthened my professional skills, increased my understanding of the hospitality industry, and prepared me for future career opportunities.

1 My Job Description

During my co-operative education program, I completed my internship as a Front Office Staff trainee at Cholchan Pattaya Beach Resort. The primary objective of this position was to support front office operations while gaining practical experience in hospitality management and customer service within a professional hotel environment.

My main responsibilities involved assisting in front desk operations, which serve as the central point of contact between the hotel and its guests. I participated in welcoming guests upon arrival, facilitating check-in and check-out procedures under staff supervision, and providing accurate information regarding hotel facilities, services, and local attractions. These duties required maintaining professionalism, effective communication, and a service-oriented attitude to ensure guest satisfaction.

In addition, I handled guest inquiries and requests by coordinating with relevant departments such as housekeeping, food and beverage, and maintenance services. This responsibility enhanced my understanding of interdepartmental communication and operational coordination necessary for efficient hotel management.

I also assisted with administrative tasks related to reservations and guest records, including preparing documentation, verifying booking details, and updating information using the hotel management system. These activities allowed me to develop organizational skills and familiarity with front office operational procedures.

Furthermore, I was expected to follow professional workplace standards, including punctuality, proper grooming, confidentiality, and adherence to hotel policies and service protocols. Maintaining courteous behavior and demonstrating cultural sensitivity when interacting with international guests were essential aspects of my role.

Overall, my position as a Front Office Staff trainee provided valuable hands-on experience that strengthened my practical knowledge of front office management, improved my communication and problem-solving skills, and enhanced my professional competence in the hospitality industry.

2 My job Responsibilities

During my internship as a Front Office Staff trainee, I was assigned various responsibilities that supported the daily operations of the front office department and contributed to maintaining high standards of guest service. My primary duties included the following:

- **Guest Reception and Assistance:**
Welcomed guests upon arrival in a professional and courteous manner, ensuring a positive first impression of the hotel. Assisted guests with general inquiries and provided information regarding hotel facilities, services, and nearby attractions.
- **Check-in and Check-out Procedures:**
Supported front desk staff in handling guest registration and departure processes, including verifying reservation details, preparing registration documents, and ensuring accurate billing procedures under supervision.
- **Handling Guest Requests and Inquiries:**
Responded to guest questions, requests, and concerns promptly and professionally. Coordinated with relevant departments to ensure efficient service delivery and guest satisfaction.
- **Reservation and Administrative Support:**
Assisted with reservation-related tasks such as confirming bookings, updating guest information, organizing documents, and maintaining accurate records using the hotel management system.
- **Interdepartmental Coordination:**
Communicated effectively with housekeeping, food and beverage, and maintenance departments to relay guest requests and ensure timely service operations.
- **Customer Service and Problem Resolution:**
Observed and participated in handling guest complaints or service issues by applying appropriate service recovery techniques under staff guidance.

- **Professional Standards Compliance:**

Maintained professional appearance, punctuality, and adherence to workplace policies, confidentiality requirements, and hospitality service standards.

- **Workplace Learning and Observation:**

Observed operational procedures and learned front office workflows, including customer service strategies, communication practices, and hotel operational protocols.

Through these responsibilities, I developed practical knowledge of front office operations and strengthened essential professional competencies required in the hospitality industry.

3 Activities in coordination with Co-workers

During my internship as a Front Office Staff trainee, coordination and collaboration with co-workers played a significant role in ensuring efficient hotel operations and delivering high-quality guest services. Working in a hospitality environment required continuous communication and teamwork among staff members from different departments.

One of my primary collaborative activities involved working closely with front office colleagues to manage guest arrivals and departures. I assisted team members in preparing check-in documents, verifying reservation details, and ensuring that guest requests were communicated accurately. Through this cooperation, I learned the importance of teamwork in maintaining smooth front desk operations, especially during busy periods.

In addition, I coordinated regularly with the housekeeping department to monitor room availability and cleanliness status. Effective communication with housekeeping staff ensured that rooms were prepared on time for arriving guests and that special requests, such as additional amenities or room preferences, were fulfilled efficiently.

I also worked with the food and beverage department when guests requested restaurant information, room service, or event-related services. By relaying accurate information between departments, I contributed to improving service efficiency and guest satisfaction.

Furthermore, I collaborated with supervisors and senior staff members who provided guidance, feedback, and training throughout my internship. Participating in team briefings and daily

operational discussions helped me understand workplace expectations, problem-solving approaches, and professional communication practices.

These cooperative activities enhanced my interpersonal skills, adaptability, and ability to work effectively within a multicultural team environment. The experience emphasized the importance of mutual support, clear communication, and shared responsibility in achieving organizational goals within the hospitality industry.

4 My job Process diagram

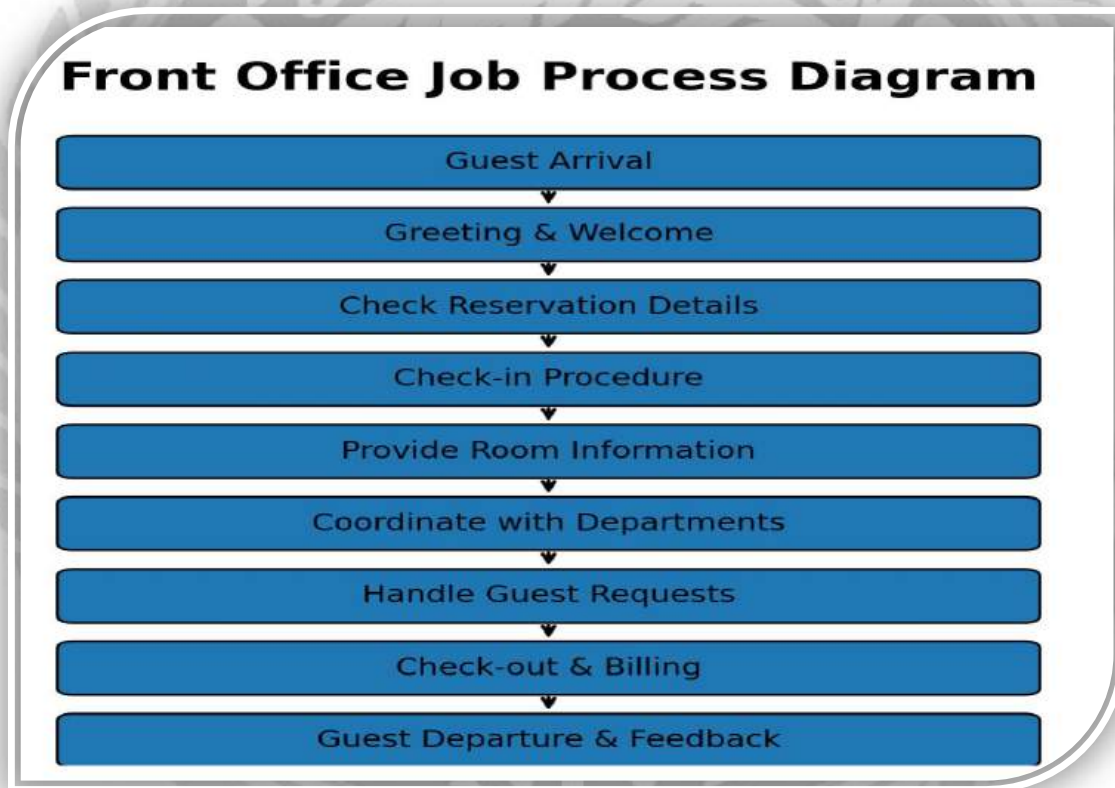


Figure 5 Job Process Diagram

5 Contribution as A Co-op Student in the company

During my co-operative education internship at Cholchan Pattaya Beach Resort, I actively contributed to the daily operations of the front office department by supporting staff members and assisting in delivering efficient guest services. My role as a Front Office Staff trainee allowed me to participate in operational activities that enhanced service quality and supported the overall functioning of the hotel.

One of my primary contributions was assisting in guest reception and front desk operations. By welcoming guests, providing accurate information, and supporting check-in and check-out procedures, I helped reduce staff workload during peak hours and ensured that guests received timely and professional service. My assistance contributed to maintaining a smooth flow of operations at the front office.

Additionally, I supported effective communication between guests and various hotel departments, including housekeeping and food and beverage services. By accurately relaying guest requests and coordinating with co-workers, I helped improve response time and service efficiency, which positively influenced guest satisfaction.

I also contributed through administrative support tasks such as organizing documents, verifying reservation details, and maintaining accurate guest records under supervision. These activities helped ensure operational accuracy and minimized errors in daily front office procedures.

Furthermore, I demonstrated professionalism by adhering to workplace standards, maintaining punctuality, and showing a positive service attitude when interacting with guests and colleagues. My willingness to learn, adapt, and cooperate with team members supported a collaborative working environment.

Overall, my contribution as a co-op student extended beyond learning experiences, as I actively participated in supporting hotel operations, enhancing teamwork, and promoting a positive guest experience. This internship enabled me to add value to the organization while simultaneously developing my professional competencies in the hospitality industry.

Chapter 3: Learning Process

1 Problems and issue of the company

During my internship at Cholchan Pattaya Beach Resort, I observed several operational challenges that reflect both industry-wide issues and organization-specific limitations. These challenges provided valuable insight into the practical difficulties faced by hospitality businesses in maintaining service efficiency and competitiveness.

One significant issue observed was that the hotel, being an established and long-operating resort, faces challenges related to outdated technology systems and facilities. Some operational processes relied on older management systems and manual procedures, which occasionally slowed down front office operations such as reservation updates, guest record management, and coordination between departments. Compared with modern hotels that utilize advanced digital systems, these technological limitations sometimes reduced operational efficiency and increased staff workload.

Another challenge involved high workload during peak periods, particularly during weekends, holidays, and large group arrivals. The front office department experienced increased pressure to manage guest services efficiently while maintaining high service standards. Limited technological automation further contributed to longer processing times during busy hours.

Additionally, interdepartmental communication occasionally presented difficulties. Effective coordination between the front office, housekeeping, and other service departments is essential in hotel operations; however, delays sometimes occurred when room status updates or guest requests were communicated manually rather than through integrated digital systems.

The hotel also encountered language barriers with international guests, which occasionally required additional time and effort to ensure accurate communication and understanding of guest needs. This highlighted the importance of multilingual skills and effective communication strategies in the hospitality industry.

Furthermore, the company faced ongoing challenges in adapting to evolving guest expectations. Modern travelers increasingly expect fast digital services, online communication, and technology-supported convenience. Maintaining competitiveness while operating within an older infrastructure requires continuous improvement and strategic investment.

Despite these issues, the hotel demonstrated strong teamwork and commitment to customer service, allowing staff members to manage challenges effectively. Observing these operational limitations helped me understand the importance of technological modernization, efficient communication systems, and continuous organizational development in sustaining long-term success in the hospitality industry.

2 How to solve the Problem

Based on the problems and operational challenges observed during my internship at Cholchan Pattaya Beach Resort, several improvement strategies can be proposed to enhance operational efficiency, service quality, and organizational competitiveness.

1. Technological Modernization

One of the most important solutions is upgrading the hotel's outdated technology systems. Implementing a modern Property Management System (PMS) would improve reservation management, guest record accuracy, and interdepartmental communication. Digital integration between front office, housekeeping, and other departments could reduce manual processes, minimize errors, and accelerate service delivery. Additionally, adopting online check-in systems and automated reporting tools would help reduce staff workload and improve operational speed.

2. Improvement of Communication Systems

To address coordination challenges, the company could introduce centralized digital communication platforms that allow real-time updates on room status and guest requests. Standardized communication procedures and regular interdepartmental briefings would also help ensure information accuracy and reduce service delays.

3. Staff Training and Skill Development

Providing continuous professional training programs can help employees adapt to new technologies and improve service performance. Training in digital systems, customer service techniques, and foreign language communication would enhance staff confidence and efficiency when dealing with international guests.

4. Workflow Optimization During Peak Periods

To manage high workloads during busy seasons, the hotel could implement improved scheduling strategies, such as flexible staffing or shift adjustments based on occupancy forecasts. Clear task allocation and teamwork planning would help reduce pressure on front office staff and maintain service quality during peak hours.

5. Enhancing Guest Experience Through Innovation

The hotel may improve competitiveness by gradually introducing digital guest services, such as mobile communication channels, online service requests, and faster payment systems. Even small technological upgrades can significantly improve guest convenience and satisfaction.

6. Continuous Evaluation and Improvement

Regular evaluation of operational performance through guest feedback surveys and staff meetings would allow management to identify weaknesses and implement continuous improvements. This approach supports long-term organizational development and service excellence. Overall, implementing these solutions would help the company overcome operational limitations, modernize its service processes, and strengthen its position within the competitive hospitality industry while maintaining its established reputation.

3 Recommendations for the Company

Based on my observations and experiences during the co-operative education internship at Cholchan Pattaya Beach Resort, several recommendations can be proposed to enhance operational efficiency, improve guest comfort, and strengthen the company's competitiveness within the hospitality industry.

1. Upgrade Technological Systems

It is recommended that the company gradually modernize its operational technology by implementing updated hotel management systems. A modern Property Management System (PMS) would improve reservation processing, guest data management, and interdepartmental communication. Digital solutions such as online check-in, automated billing, and integrated room status updates would reduce manual procedures and improve service efficiency.

2. Renovation and Facility Improvement

As an established resort, periodic renovation of facilities and guest areas is recommended to maintain a modern and attractive image. Updating room amenities, furniture, and public spaces would help meet current guest expectations and enhance overall satisfaction.

3. Improvement of Lobby Environment and Air Conditioning

An important recommendation is to enhance the lobby environment by expanding or improving the air-conditioned lobby area. Since the lobby serves as the first point of contact for guests, maintaining a cool and comfortable atmosphere is essential, especially in Thailand's tropical climate. Increasing air-conditioning coverage or upgrading cooling systems would improve guest comfort during check-in, waiting periods, and peak arrival times, while also creating a more welcoming and professional first impression.

4. Enhance Staff Training Programs

Continuous professional development programs should be provided to employees, particularly in technology usage, customer service excellence, foreign language communication, and service recovery techniques. Skilled and knowledgeable staff contribute directly to improved service quality and guest satisfaction.

5. Strengthen Interdepartmental Communication

The company may benefit from improving coordination among departments through standardized communication procedures and digital platforms. Regular team briefings and clearer information-sharing systems would help reduce operational delays and improve teamwork efficiency.

6. Improve Marketing and Digital Presence

Expanding online marketing strategies and strengthening the hotel's digital presence through social media platforms and online booking channels could attract more international guests. Promoting the resort's beachfront location and relaxing atmosphere would enhance brand visibility.

7. Implement Guest Feedback and Continuous Improvement Systems

Establishing a systematic guest feedback evaluation process would allow management to identify service strengths and areas requiring improvement. Continuous monitoring and response to guest feedback would support long-term service development and organizational growth.

4 What I have learned during Co-op studies

During my co-operative education internship at Cholchan Pattaya Beach Resort, I gained valuable knowledge and practical experience that significantly enhanced both my professional competencies and personal development. The co-op program provided an opportunity to apply theoretical knowledge from my academic studies in a real workplace environment within the hospitality industry.

One of the most important lessons I learned was the practical application of **customer service principles**. Working at the front office allowed me to understand how professional communication, politeness, and attentiveness directly influence guest satisfaction. I learned how to welcome guests appropriately, respond to inquiries effectively, and manage guest expectations while maintaining a positive service attitude.

I also developed a deeper understanding of **front office operations and hotel management procedures**. Through participation in check-in and check-out processes, reservation verification, and coordination with other departments, I learned how different operational units work together to ensure smooth hotel services. This experience helped me understand the importance of accuracy, organization, and efficiency in daily operations.

Another significant learning outcome was the improvement of **communication and interpersonal skills**. Interacting with international guests and co-workers from diverse backgrounds strengthened my confidence in communication, particularly in English language usage and cross-cultural interaction. I learned how to communicate clearly, listen actively, and adapt my communication style to different situations.

The co-op experience also enhanced my **teamwork and collaboration skills**. Working closely with colleagues from various departments taught me the importance of cooperation, mutual support, and effective coordination in achieving common organizational goals.

In addition, I developed essential **professional work ethics**, including punctuality, responsibility, discipline, and maintaining professional appearance and behavior. I learned how to manage time efficiently, handle workplace pressure during busy periods, and remain calm while solving problems.

Furthermore, observing operational challenges such as outdated technology systems and high guest expectations helped me understand the importance of continuous improvement and innovation in the hospitality industry.

Overall, my co-op studies provided meaningful experiential learning that strengthened my practical knowledge, professional skills, and career readiness. The internship experience has prepared me to adapt confidently to future professional environments and pursue a career in the hospitality industry.

5 The Knowledge from Course Work to the Real Working Situation

The co-operative education internship at **Cholchan Pattaya Beach Resort** provided an opportunity to apply academic knowledge gained from coursework to real working situations in the hospitality industry. Concepts learned in hospitality management, customer service, and communication courses were directly applied in my role as a Front Office Staff trainee. I practiced professional guest interaction, assisted with check-in and check-out procedures, and provided service information, which helped transform theoretical understanding into practical skills.

Knowledge of communication and organizational behavior learned in class supported my daily interactions with guests and coordination with different departments such as housekeeping and food and beverage. I also applied problem-solving and teamwork skills when handling guest requests and assisting during busy operational periods. Additionally, observing challenges related to outdated technology systems helped me understand the real importance of technological efficiency discussed in academic studies.

Overall, the co-op experience successfully connected classroom learning with professional practice. It strengthened my ability to apply theoretical knowledge in real workplace situations and enhanced my readiness for a future career in the hospitality industry.

6 Special skills and new knowledge from the co-op studies

During my co-operative education internship at Cholchan Pattaya Beach Resort, I developed several special skills and gained new knowledge through direct involvement in real-life working situations. The co-op study allowed me to move beyond theoretical learning and experience actual workplace responsibilities within the hospitality industry.

One of the most significant skills I developed was **professional customer service competency**. By interacting with guests at the front office, I learned how to communicate politely, respond effectively to guest inquiries, and manage service situations professionally. This real-world experience improved my confidence in handling guests from diverse cultural backgrounds and strengthened my interpersonal communication skills.

I also gained practical knowledge of **front office operations and hotel management systems**. Through participation in check-in and check-out procedures, reservation verification, and coordination with other departments, I learned how hotel operations function in real time. Implementing classroom knowledge in actual working conditions helped me understand operational workflows, accuracy requirements, and service standards more clearly.

Another important skill developed during the co-op study was **teamwork and workplace collaboration**. Working alongside experienced staff members taught me how to cooperate effectively, follow organizational procedures, and adapt to a professional work environment. I learned to manage responsibilities under time pressure, particularly during peak service periods.

Furthermore, I acquired new knowledge related to **problem-solving and adaptability**. Handling real guest requests and observing operational challenges, including limitations caused by outdated technology systems, helped me understand how employees must adjust and find practical solutions in real situations.

Chapter 4: Conclusion

1 Summary of highlights from the co-op studies

The co-operative education internship at **Cholchan Pattaya Beach Resort** provided valuable practical experience in the hospitality industry and allowed me to apply academic knowledge in a real working environment. As a Front Office Staff trainee, I participated in guest service operations, assisted with check-in and check-out procedures, and coordinated with different departments to ensure smooth hotel operations.

One of the main highlights of the co-op study was the development of professional communication, customer service, and teamwork skills through direct interaction with guests and co-workers. I gained hands-on experience in handling real workplace situations, improving problem-solving abilities, and understanding operational challenges such as managing busy periods and working with existing technological systems.

Overall, the co-op experience enhanced my professional competence, increased my confidence in a real working environment, and prepared me for future career opportunities in the hospitality industry.

2 Evaluation of the work experience

The work experience gained during my co-operative education internship at Cholchan Pattaya Beach Resort was highly valuable and contributed significantly to my professional and personal development. The internship provided an opportunity to experience real workplace responsibilities and understand the practical operations of the hospitality industry beyond classroom learning.

From a professional perspective, the internship successfully enhanced my understanding of front office operations, customer service standards, and hotel management procedures. Performing tasks such as assisting with guest check-in and check-out, handling inquiries, and coordinating with different departments allowed me to develop practical skills that cannot be fully acquired through academic study alone. The experience also improved my communication abilities, particularly when interacting with international guests and working within a team environment.

The work environment encouraged responsibility, punctuality, and professional behavior, which strengthened my work ethics and adaptability. I learned how to manage time effectively, work under pressure during busy periods, and maintain a positive attitude while solving problems. These experiences increased my confidence in handling real-life work situations.

Although some challenges were observed, including heavy workloads during peak hours and limitations caused by outdated technology systems, these situations provided meaningful learning opportunities. They helped me understand the importance of flexibility, teamwork, and continuous improvement in organizational operations.

3 Limitation of the co-op studies

Although the co-operative education internship at Cholchan Pattaya Beach Resort provided valuable practical experience, several limitations were observed during the training period. These limitations affected the scope of learning and the range of responsibilities that could be fully explored.

One limitation was the **restricted level of responsibility** assigned to a trainee position. As an intern, my duties were primarily supportive and conducted under supervision, which limited opportunities to participate in managerial decision-making or advanced operational tasks. Consequently, some aspects of hotel management and strategic planning could only be observed rather than practiced directly.

Another limitation involved **time constraints**. The internship duration was relatively short compared to the complexity of hotel operations, making it difficult to gain comprehensive experience in all departments. Most learning activities were concentrated in the front office department, which limited exposure to other operational areas such as sales, marketing, and financial management.

Additionally, the presence of **outdated technological systems** within the organization sometimes restricted learning opportunities related to modern digital hospitality practices. While this provided insight into operational challenges, it limited hands-on experience with advanced hotel technologies commonly used in newer establishments.

Language differences and busy operational periods also occasionally reduced opportunities for detailed training or extended learning discussions with supervisors, as staff members needed to prioritize guest service during peak hours.

Despite these limitations, the co-op study remained a valuable learning experience that enhanced practical skills and professional understanding. The challenges encountered also contributed to developing adaptability and problem-solving abilities in a real working environment.

4 Recommendations of the company

Based on my observations, several recommendations can be proposed to support the company's continued development and enhance both guest satisfaction and employee performance. First, upgrading technological systems would improve operational efficiency and reduce reliance on manual processes, allowing staff to provide faster and more accurate service. Additionally, improving the air-conditioned lobby area would create a more comfortable and welcoming environment for guests, particularly during peak arrival periods in a tropical climate.

Furthermore, enhancing employee welfare is an important factor in maintaining service quality. Providing better cafeteria food options for staff would support employee well-being, energy, and overall job satisfaction. Improving the comfort of staff working spaces, including rest areas and operational workstations, would also contribute to higher productivity and a more positive working environment.

The company may also benefit from continued staff training, improved interdepartmental communication systems, and gradual facility modernization to remain competitive in the evolving hospitality market. These improvements would strengthen organizational efficiency while preserving the hotel's established reputation and service culture.

Overall, implementing these recommendations would not only enhance operational performance but also improve both guest experiences and employee satisfaction, supporting the long-term sustainability and success of the organization.

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APPENDICES

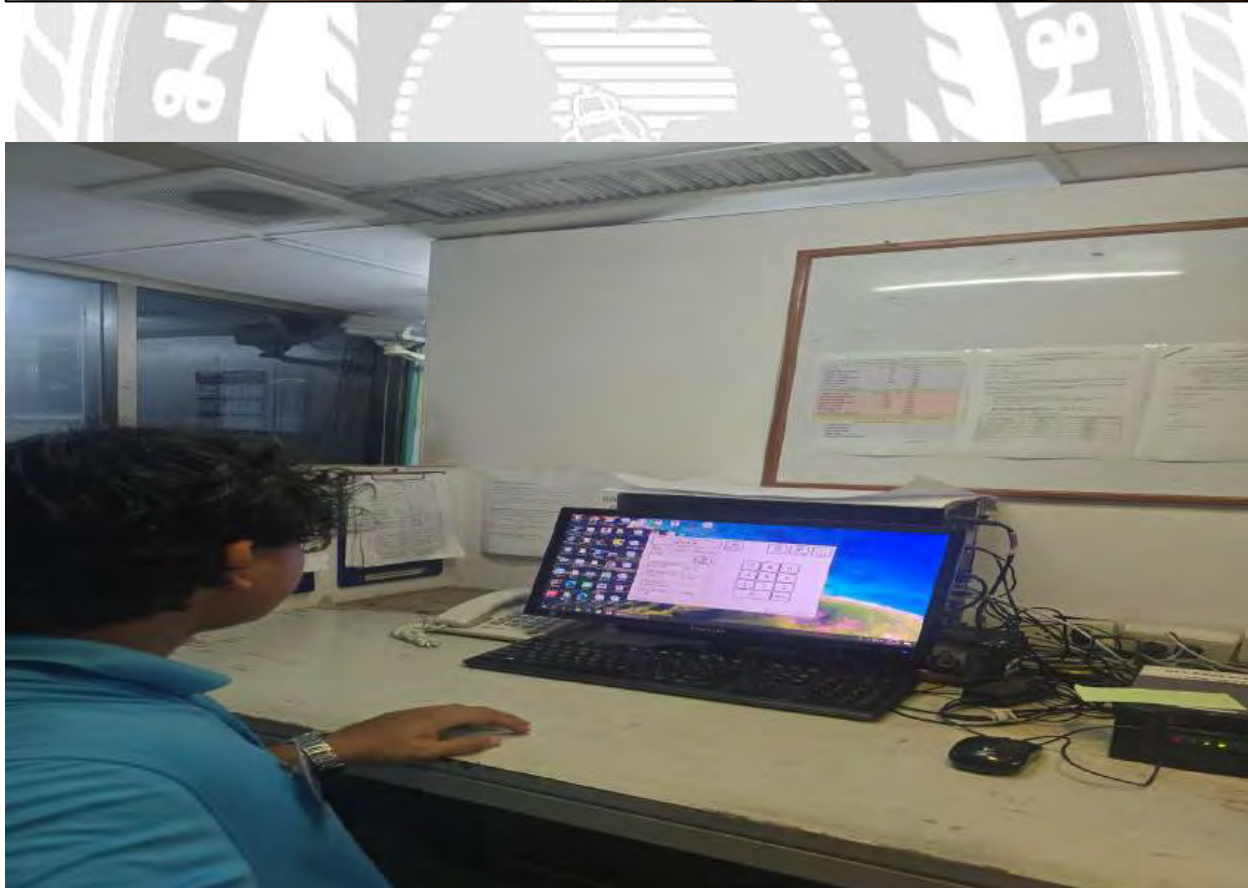


Figure 6 Working at Cholchan pattaya beach resort



Figure 7 group photo of Siam University and Hotel



Figure 8 Enhancing Guest Experience through QR Based Digital Concierge at Cholachan Pattaya Beach Resort



Figure 9 Certificate of Completion from Cholchan Pattaya Beach Resort



DUTY ROSTER FOR THE MONTH OF JULY 2025

FRONT OFFICE DEPARTMENT

Name	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
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MORNING SHIFT																																
Pichakarn	M	M	M	M	M	M	DO	M	M	M	M	M	M	DO	M	M	M	M	M	M	DO	M	M	M	M	M	M	M	DO	M	M	M
Wein	M	M	DO	M	M	M	M	M	DO	M	M	M	M	M	M	DO	M	M	M	M	M	M	DO	M	M	M	M	M	M	M	DO	
Noppaket	M	DO	A	A	M	M	M	DO	M	M	M	M	M	M	DO	M	M	M	M	M	M	DO	M	M	M	M	M	M	DO	M	M	
AFTERNOON SHIFT																																
Pacharin	A	A	A	A	A	DO	MI	A	A	A	A	A	DO	MI	A	A	A	A	A	DO	MI	A	A	A	A	A	DO	MI	A	A	A	
Kanyapat	DO	A	A	A	A	A	A	A	A	DO	EX	A	A	A	A	DO	A	A	A	A	A	A	DO	A	A	A	A	A	A	DO	A	
Weerapat	A	A	DO	A	A	A	A	DO	A	A	A	A	A	A	DO	A	A	A	A	A	A	DO	A	A	A	A	A	A	DO	A	A	
Titworada	A	DO	M	M	A	A	A	A	DO	A	A	A	A	A	A	DO	A	A	A	A	A	DO	A	A	A	A	A	A	A	DO	A	
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Soonthorn	N	N	DO	N	N	N	N	N	N	DO	N	N	N	N	N	DO	N	N	N	N	N	N	N	N	N	N	N	N	N	N	DO	
Padungsak	DO	N	N	N	N	EX	EX	DO	N	N	N	N	N	N	N	N	N	N	N	N	N	DO	N	N	N	N	N	N	N	DO	N	
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DUTY ROSTER FOR THE MONTH OF AUGUST 2025

FRONT OFFICE DEPARTMENT

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Pichakarn	M	M	M	DO	M	M	M	M	M	M	DO	M	M	M	M	M	DO	M	M	M	M	M	M	M	M	DO	M	M	M	M	M	
Padungsak	EX	M	M	M	M	DO	M	M	M	M	M	DO	M	M	M	M	M	DO	M	M	M	M	M	M	M	DO	M	M	M	M	M	
Weerapat	A	EX	EX	EX	DO	M	M	M	M	M	M	M	DO	M	M	M	M	M	DO	M	M	M	M	M	M	M	M	DO	M	M	M	
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Kanyapat	A	A	A	A	A	DO	EX	EX	EX	EX	A	A	A	A	A	A	A	A	DO	A	A	DO	A	A	DO	A	A	A	DO	A	A	
Noppaket	M	A	A	A	DO	A	A	A	A	A	A	A	A	DO	EX	EX	A	A	DO	A	A	A	A	A	A	DO	A	A	A	A	A	
Wein	M	M	M	A	A	DO	A	A	A	A	A	A	DO	A	A	A	A	A	A	A	DO	DO	A	A	A	A	A	A	A	DO	A	
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Titworada	N	N	N	N	DO	N	N	N	N	N	N	DO	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	DO	N	N	
Jantane	N	N	N	N	N	DO	N	N	N	N	N	N	N	N	N	N	EX	N	N	DO	N	N	N	N	N	N	N	N	N	DO	N	N



DUTY ROSTER FOR THE MONTH OF SEPTEMBER 2025

FRONT OFFICE DEPARTMENT

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Patcharin	M	DO	A	A	A	A	A	A	A	DO	A	A	A	A	A	A	A	DO	A	A	A	A	A	DO	A	A	A	A	A	DO
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Padungak	M	DO	A	A	A	A	A	A	A	DO	A	A	A	A	A	A	DO	M	A	A	A	A	A	A	DO	A	A	A	A	A
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DUTY ROSTER FOR THE MONTH OF OCTOBER 2025

FRONT OFFICE DEPARTMENT

REVISED

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DUTY ROSTER FOR THE MONTH OF NOVEMBER 2025

REVISED #2

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DUTY ROSTER FOR THE MONTH OF DECEMBER 2025

REVISED

FRONT OFFICE DEPARTMENT

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Win Htet Aung	A	A	DO	M	M	M	M	M	M	M	DO	M	M	M	M	M	M	M	M	M	DO	M	M	M	M	M	M	M	DO	M	M	M
AFTERNOON SHIFT																																
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Weerapat	M	M	M	DO	A	A	A	A	A	DO	M	A	A	A	A	DO	M	A	A	A	A	A	A	DO	A	A					DO	
Thitiworada	A	A	A	A	DO	A	A	A	A	A	A	DO	A	A	A	A	A	DO	A	A	A	A	A	A	A	DO	A	A	A	A	A	
NIGHT SHIFT																																
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