



## **COOPERATIVE EDUCATION REPORT**

**Reservation Operations and Internship Experience at Holiday Inn Resort Phuket by IHG**

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## ABSTRACT

This Co-operative Education Report presents a comprehensive analysis of the 16-week internship experience at Holiday Inn Resort Phuket by IHG, where the student worked as a Reservation Agent. The report aims to describe the organizational structure, strategic positioning, operational processes, and the student's contributions and learning outcomes during the cooperative education period.

The study begins with a detailed company profile, including mission, vision, corporate strategies, and organizational structure. A strategic analysis using SWOT and Porter's Five Forces frameworks is conducted to evaluate the competitive environment of the hospitality industry in Phuket. The report then outlines the student's job responsibilities, daily operational processes, and contributions to improving reservation efficiency and guest satisfaction.

Furthermore, the report identifies key operational challenges, including high competition, fluctuating seasonal demand, and communication gaps between departments. The student applies theoretical knowledge from hospitality management coursework to analyze these issues and propose practical recommendations. The integration of classroom theory with practical experience enhanced professional competencies, including communication skills, problem-solving abilities, time management, and technical proficiency in hotel reservation systems.

Overall, this cooperative education experience significantly contributed to the student's professional growth and career development in the hospitality industry.

**Keywords:** Reservation Agent, Hospitality Management, Strategic Analysis, Guest Satisfaction.

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I am especially grateful to the Area Learning & Development Manager (Mr. Witchupol Singhapol), Reservation Manager (Ms. Ratre Kwanakul), my mentor (Ms. Ananyaphon Chareon), for the guidance, encouragement, and support throughout my internship. I would also like to sincerely thank the reservation team for sharing valuable knowledge about hotel operations as well as for recognizing my improvement and encouraging my learning throughout the internship period. I am thankful for the opportunity to develop my skills in reservation operations and for the support that allowed me room to grow and improve.

Finally, I would like to express my gratitude to all colleagues and staff members who supported me and shared their experience during my internship. Their kindness and cooperation made this learning experience both meaningful and memorable.

This cooperative education experience has been an important step in my academic journey, and I am truly grateful to everyone who contributed to my learning and growth.

Sincerely,

Soe Yu Thadar Tun

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## Chapter 1 – Introduction

### 1.0 Company Profile: Holiday Inn Resort Phuket by IHG

Holiday Inn Resort Phuket is a family-friendly resort located in the heart of Patong Beach, Phuket, Thailand. The resort is managed by InterContinental Hotels Group (IHG), one of the world's leading international hospitality companies. Its location at 52 Thaweewong Road provides convenient access to Patong Beach, shopping areas, restaurants, and entertainment venues, making it a popular destination for both international and domestic travelers.



Figure 1 Front View of Holiday Inn Resort by IHG Patong, Phuket

The resort offers a total of 398 guest rooms divided into two main sections: the Main Wing and the Busakorn Wing. The Main Wing includes 258 rooms, such as Kids Suites and Family Suites, and is designed to accommodate families with children. The Busakorn Wing features 140 Thai-style studios and villas, providing a quieter and more private environment with its own pool and swim-up bar.

Holiday Inn Resort Phuket also offers a wide range of facilities to enhance the guest experience. These include four restaurants serving Thai, Italian, and international cuisine, six

outdoor swimming pools, a fitness center, spa services, and the FunLab interactive playground for children. The resort also provides supervised activities and family programs such as the “Kids Stay & Eat Free” program, which highlights the hotel’s strong focus on family-oriented hospitality.

With its strategic location, comfortable accommodations, and family-focused services, Holiday Inn Resort Phuket provides a welcoming environment and a complete resort experience for travelers visiting Phuket.



Figure 2 IHG Hotels and Resorts

## 1.2 Mission of the Company

The mission of InterContinental Hotels Group is to deliver meaningful hospitality experiences through its global purpose of “True Hospitality for Good.” This mission focuses on creating memorable moments for guests while fostering strong connections, inclusiveness, and sustainability in the communities where the company operates. At Holiday Inn Resort Phuket, the mission is reflected in its commitment to providing memorable, family-friendly, and value-driven vacations in a welcoming tropical environment.

The resort aims to “Make Every Moment Matter” for guests by ensuring that every interaction and service experience contributes to a joyful and unforgettable stay. As a family-oriented resort, the hotel focuses on creating safe, engaging, and enjoyable experiences for guests of all ages. Facilities such as the FunLab interactive playground, Kid’s Clubs, and family-focused programs are designed to enhance the experience for families traveling with children. In addition, the hotel

emphasizes reliability and value by providing high-quality accommodation, professional service, and comfortable facilities that meet the expectations of international travelers.



Figure 3FunLab

Through these efforts, the mission of the company is not only to satisfy guests but also to promote responsible hospitality by supporting community involvement, environmental sustainability, and inclusive service. By maintaining strong service standards and continuously improving the guest experience, the organization strives to deliver genuine hospitality that benefits both guests and the wider community.

### 1.3 Vision of the Company

The vision of InterContinental Hotels Group is to become one of the most trusted and respected hospitality companies in the world while creating lasting value for guests, employees, and local communities. For Holiday Inn Resort Phuket, this vision focuses on becoming a leading **family-oriented resort destination in Phuket** by delivering high-quality services, comfortable accommodations, and memorable vacation experiences.

The resort aims to provide guests with a safe and enjoyable **“home away from home”** atmosphere where families and travelers can relax and create lasting memories together. In

addition to delivering excellent hospitality services, the company also seeks to promote environmental awareness and community engagement through initiatives such as beach cleaning activities and sustainable tourism practices.



Figure 4The Busakorn Premium Wing Pool

Furthermore, the vision of the resort includes blending authentic Thai hospitality with modern facilities and international service standards. By combining cultural warmth, innovative guest experiences, and high-quality amenities, the company aims to ensure that every guest enjoys a unique and memorable stay. Through continuous improvement, employee development, and commitment to responsible hospitality, the organization strives to strengthen its reputation as one of the preferred family resort destinations in Phuket.

## 1.3 Strategies of the Company

Holiday Inn Resort Phuket applies both corporate-level and business-level strategies.

### 1.3.1 Generic Competitive Strategy

The resort primarily applies a **differentiation strategy**, focusing on:

- Strong international brand reputation
- High service quality
- Family-oriented facilities
- Prime beachfront location
- Loyalty program (IHG One Rewards)

By differentiating through service excellence and brand trust, the hotel maintains competitive advantage in the highly competitive Patong hospitality market.



Figure 5 Two Bedroom Family Suite

### 1.3.2 Intensive Growth Strategies

The hotel applies the following intensive strategies:

1. Market Penetration
  - Promotions during low season
  - Partnerships with Online Travel Agencies (OTAs)
  - Loyalty program campaigns
2. Market Development
  - Targeting emerging markets (India, Middle East, ASEAN)
  - Corporate and long-stay guests
3. Product Development
  - Family-themed rooms
  - Special packages (honeymoon, family packages)
  - Seasonal promotions

## 2. Organizational Structure

## 2.1 Organizational Structure Diagram

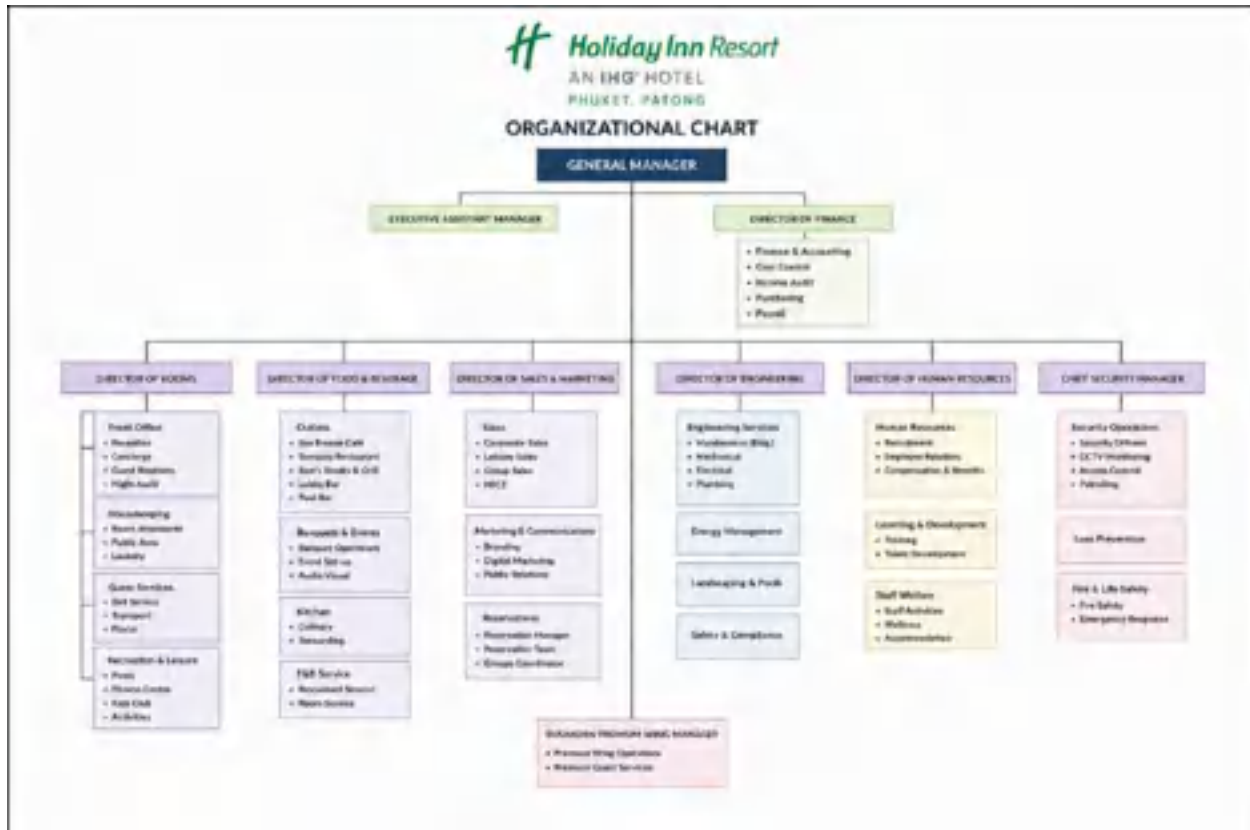


Figure 6 Organizational Structure Diagram

## 2.2 My Job Position

My position during the Co-Operative Education program was **Reservation Agent**.

## 2.3 My Position in the Organizational Structure

As a Reservation Agent, I reported directly to the Reservation Manager. My role served as a crucial connection between guests and the hotel. I worked closely with:

- Front Office Department
- Sales and Marketing Department
- Revenue Management Team
- Housekeeping Department

My position contributed directly to revenue generation, occupancy rate management, and guest satisfaction.

## 3. Intention and Motivation to Choose This Company

As a final-year Hotel and Tourism Management student, I selected Holiday Inn Resort Phuket because:

- It is an internationally recognized brand under IHG
- It provides structured training programs
- It offers exposure to global hospitality standards
- It has strong operational systems and revenue management practices

I wanted to gain professional experience in reservations and revenue operations, as this area is critical in hotel profitability.

## **4. Strategic Analysis of the Company**

### **4.1 SWOT Analysis**

Strengths:

- Strong international brand reputation
- Prime beachfront location
- Loyal customer base
- Professional management system

Weaknesses:

- High operational costs
- Dependence on international tourism
- Seasonal fluctuations

Opportunities:

- Growth in Asian tourism market
- Expansion of digital marketing
- Increased direct bookings

Threats:

- High competition in Patong
- Economic downturns
- Political instability
- Online price competition

### **4.2 Porter's Five Forces Analysis**

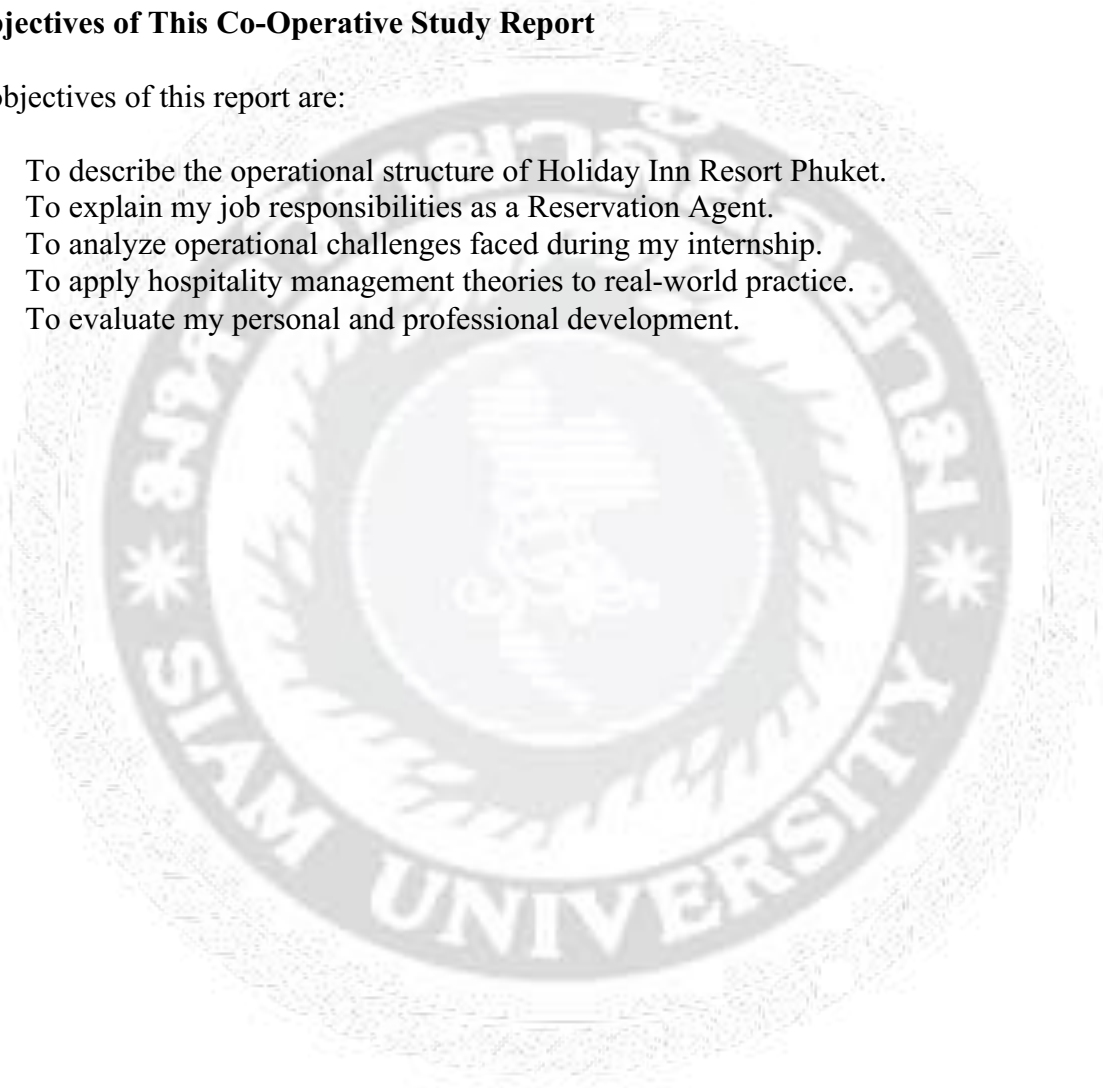
1. Competitive Rivalry – High  
Patong has many 4-star and 5-star hotels competing for similar markets.

2. Threat of New Entrants – Moderate  
High investment required but Phuket remains attractive for investors.
3. Bargaining Power of Buyers – High  
Guests can easily compare prices online.
4. Bargaining Power of Suppliers – Moderate  
Suppliers include OTAs and service providers.
5. Threat of Substitutes – Moderate  
Airbnb and private villas are alternatives.

## **5. Objectives of This Co-Operative Study Report**

The objectives of this report are:

1. To describe the operational structure of Holiday Inn Resort Phuket.
2. To explain my job responsibilities as a Reservation Agent.
3. To analyze operational challenges faced during my internship.
4. To apply hospitality management theories to real-world practice.
5. To evaluate my personal and professional development.



## **CHAPTER 2**

### **CO-OP STUDY ACTIVITIES**

#### **2.1 Job Description**

During my 16-week Co-operative Education program at Holiday Inn Resort Phuket, I worked as a **Reservation Agent** under the Rooms Division Department. The Reservation Department plays a critical role in revenue generation, occupancy forecasting, and guest satisfaction management.

The primary purpose of a Reservation Agent is to handle room reservations accurately and efficiently while ensuring excellent guest communication. The position requires strong organizational skills, attention to detail, customer service abilities, and technical knowledge of reservation systems.

The official job description included the following responsibilities:

- Handling room reservations via email, telephone, and Online Travel Agencies (OTAs)
- Processing booking modifications and cancellations
- Entering reservation details into the Property Management System (PMS)
- Coordinating with Front Office and Housekeeping departments
- Managing room inventory availability
- Supporting revenue optimization strategies
- Responding to guest inquiries regarding room types, promotions, and policies
- Ensuring compliance with IHG brand standards

The Reservation Department is one of the most revenue-sensitive departments in a hotel. Accuracy in reservation handling directly impacts room occupancy rates, guest satisfaction scores, and overall profitability.

#### **2.2 Job Responsibilities and Daily Work Duties**

Beyond the standard job description, my daily responsibilities required active communication, coordination, and problem-solving. My typical daily workflow included the following:

##### **2.2.1 Handling Direct Reservations**

I managed reservations made directly through:

- Hotel official website
- Email
- Telephone calls
-

My responsibilities included:

- Checking room availability
- Quoting rates based on seasonality
- Applying promotions or corporate rates
- Explaining cancellation policies
- Confirming bookings via email

Accuracy was essential because errors could lead to overbooking, revenue loss, or guest dissatisfaction.

### **2.2.2 Managing Online Travel Agency (OTA) Bookings**

The hotel collaborates with multiple OTAs such as:

- Booking.com
- Expedia
- Agoda

I monitored incoming reservations from OTAs, verified guest details, and ensured accurate rate mapping in the system. Since OTA bookings represent a significant portion of total occupancy, maintaining synchronization between OTA platforms and PMS was crucial.

### **2.2.3 Reservation Modifications and Cancellations**

Guests frequently request:

- Date changes
- Room upgrades
- Early check-in
- Late check-out
- Cancellation due to personal reasons

Each modification required:

- Reviewing rate differences
- Checking availability
- Applying cancellation policies
- Updating system records
- Informing related departments

### **2.2.4 Coordination with Other Departments**

As a Reservation Agent, I regularly communicated with:

### Front Office Department

- To inform about VIP arrivals
- To update special requests

### Housekeeping Department

- To prepare special room arrangements
- To prioritize early arrival rooms

### Sales and Marketing Department

- To apply corporate or group rates
- To confirm promotional packages

### Revenue Management Team

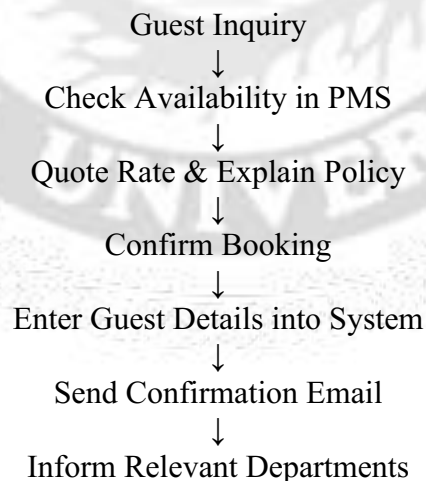
- To monitor occupancy levels
- To adjust rates during peak season

This interdepartmental communication ensured operational efficiency.

## 2.3 Job Process Diagram and Work Process Explanation

Below are simplified process diagrams and detailed explanations of key responsibilities.

### 2.3.1 Reservation Handling Process

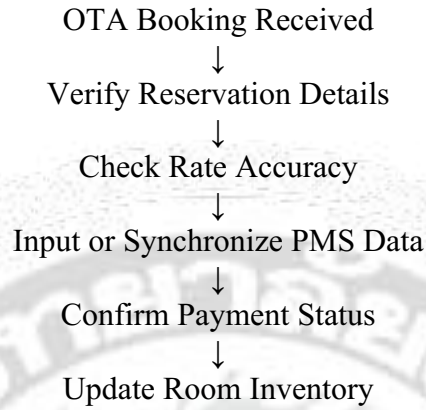


#### **Explanation:**

When a guest contacts the hotel, the first step is to check room availability using the Property Management System. If rooms are available, I provide detailed information about rates, cancellation policies, and available promotions. After confirmation, the reservation is recorded in

the system, and a confirmation email is sent to the guest. Special requests are forwarded to relevant departments.

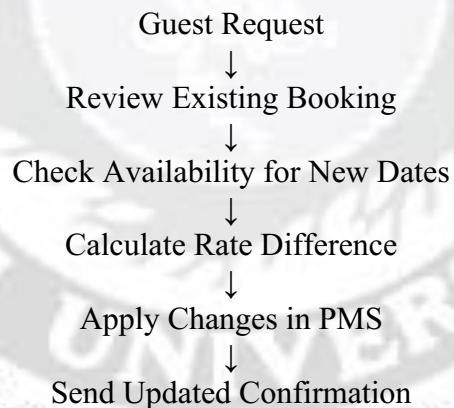
### 2.3.2 OTA Reservation Monitoring Process



#### Explanation:

OTA bookings are automatically imported into the system. However, manual verification is necessary to prevent discrepancies. I ensured the rates matched the contracted rate plan and updated the room inventory to avoid overbooking.

### 2.3.3 Reservation Modification Process



This process required precision, especially during high season when room availability is limited.

## 2.4 Contributions as a Co-Op Student

During my internship, I contributed to the department in several meaningful ways.

### 2.4.1 Improving Response Time

I helped reduce email response time by:

- Organizing email inquiries by urgency
- Using standardized reply templates
- Prioritizing same-day arrivals

This improved guest satisfaction and increased the likelihood of direct bookings.

### **2.4.2 Supporting High Season Operations**

During peak tourist season in Phuket, occupancy rates were significantly high. I assisted in:

- Monitoring availability frequently
- Preventing overbooking situations
- Coordinating closely with Revenue Management

This helped maintain operational stability.

### **2.4.3 Enhancing Accuracy**

By double-checking reservation entries and verifying OTA synchronization, I minimized booking errors. Accuracy in reservations directly impacts guest trust and hotel reputation.

### **2.4.4 Customer Service Contribution**

Through professional communication and prompt responses, I contributed to positive guest experiences even before their arrival. Reservation is the first point of contact; therefore, it shapes guests' expectations.

## **2.5 Performance Evaluation During Internship**

My performance was evaluated based on:

- Accuracy of reservation handling
- Communication skills
- Responsiveness
- Team collaboration
- Ability to work under pressure
- Throughout the 16 weeks, I improved significantly in handling complex booking scenarios and managing time efficiently during busy periods.

## **2.6 Skills Developed During Chapter 2 Activities**

During this period, I developed:

- Technical skills in Property Management Systems
- Revenue awareness and rate structure understanding

- Professional email communication
- Multitasking ability
- Problem-solving under pressure
- Cross-department coordination

These skills strengthened my understanding of hotel operations beyond classroom theory.



## CHAPTER 3

### LEARNING PROCESS

This chapter discusses the operational problems identified during the Co-Operative Education period at Holiday Inn Resort Phuket, analyzes their significance, applies theoretical knowledge from hospitality management studies, and provides recommendations for improvement.

#### 3.1 Problems and Issues Identified in the Company

During my 16-week internship as a Reservation Agent, I observed several operational challenges. Although the hotel operates under international standards of InterContinental Hotels Group, certain practical challenges remain due to the highly competitive and seasonal nature of Phuket's hospitality market.

The main issues identified were:

1. Seasonal demand fluctuations
2. High dependency on Online Travel Agencies (OTAs)
3. Communication gaps between departments
4. Overbooking risk during peak season
5. Last-minute cancellations and no-shows

##### 3.1.1 Seasonal Demand Fluctuation

Phuket is a seasonal tourism destination. During high season (November–April), occupancy rates are extremely high. However, during low season (May–October), demand decreases significantly.

##### **Problem significance:**

- Revenue instability
- Staff workload imbalance
- Increased pressure during peak months
- Difficulty in forecasting occupancy

This issue directly affected reservation planning and room inventory management.

##### 3.1.2 High Dependency on Online Travel Agencies (OTAs)

A large percentage of bookings were received from OTAs such as Booking.com, Expedia, and Agoda.

##### **Problem significance:**

- High commission costs (15–25%)
- Reduced direct booking revenue
- Limited pricing control
- Price competition among competitors

Excessive OTA dependency reduces profit margins.

### **3.1.3 Communication Gaps Between Departments**

At times, special guest requests (early check-in, room decoration, airport pickup) were not communicated clearly between Reservation, Front Office, and Housekeeping.

#### **Problem significance:**

- Guest dissatisfaction
- Service delays
- Operational inefficiencies
- Even minor communication failures can negatively impact guest satisfaction.

### **3.1.4 Risk of Overbooking**

During high season, demand exceeded room availability. Overbooking sometimes occurred due to:

- System synchronization delays
- Multiple OTA platforms
- Manual entry errors

Overbooking can damage brand reputation if not managed properly.

### **3.1.5 Last-Minute Cancellations and No-Shows**

Guests sometimes cancelled close to arrival or did not show up.

#### **Impact:**

- Revenue loss
- Unused room inventory
- Forecasting inaccuracies

## **3.2 Theoretical Framework and Literature Application**

To analyze these problems, I applied several hospitality management theories learned during my coursework.

### **3.2.1 Revenue Management Theory**

Revenue Management is defined as selling the right room to the right customer at the right time for the right price.

The hotel uses dynamic pricing strategies, especially during high season. According to revenue management theory:

- Prices should increase when demand is high
- Promotions should be introduced during low season
- Overbooking strategies can be applied cautiously

I observed that Holiday Inn Resort Phuket successfully applies dynamic pricing but could further optimize direct booking incentives.

### **3.2.2 Service Quality Theory (SERVQUAL Model)**

The SERVQUAL model measures service quality based on:

1. Reliability
2. Responsiveness
3. Assurance
4. Empathy
5. Tangibles

In reservation operations, responsiveness and reliability are critical. Delayed responses or incorrect bookings reduce perceived service quality.

During my internship, I focused on improving responsiveness by prioritizing email inquiries and confirming bookings promptly.

### **3.2.3 SWOT Analysis Application**

From Chapter 1, SWOT identified OTA dependency as a weakness.

Applying strategic theory:

- Strength: Strong brand recognition
- Opportunity: Increase direct website bookings
- Strategy: Offer exclusive website promotions

This aligns with market penetration strategy.

### **3.2.4 Porter's Five Forces Application**

High competitive rivalry in Patong creates price competition. Therefore, differentiation through service quality and brand trust is essential.

The hotel's strong brand under IHG helps reduce buyer bargaining power compared to independent hotels.

### **3.3 Solutions and Problem-Solving Approaches**

Based on theoretical knowledge and practical observation, I propose the following solutions:

#### **3.3.1 Reducing OTA Dependency**

Recommendations:

- Promote IHG One Rewards loyalty benefits
- Offer direct booking discounts (free breakfast, upgrades)
- Improve website user experience
- Implement targeted email marketing campaigns

This strategy increases direct booking revenue and reduces commission expense.

#### **3.3.2 Improving Interdepartmental Communication**

Recommendations:

- Use standardized internal communication forms
- Daily morning briefing between departments
- Implement shared digital task management system
- Improve documentation of special requests in PMS

Better communication enhances service reliability.

#### **3.3.3 Managing Overbooking Risk**

Revenue management can apply controlled overbooking using historical no-show data.

Recommended actions:

- Analyze historical cancellation patterns
- Set safe overbooking limits
- Prioritize VIP and loyalty members

This minimizes financial loss while protecting brand reputation.

#### **3.3.4 Reducing No-Show Impact**

Solutions:

- Require credit card guarantees
- Send automated reminder emails before arrival
- Offer flexible modification options

This encourages guests to confirm attendance.

### **3.4 What I Have Learned During the Co-Op Studies**

This internship significantly enhanced both my professional and personal development.

#### **Professional Learning:**

- Understanding revenue management in practice
- Learning dynamic pricing strategies
- Managing OTA systems
- Handling guest complaints professionally
- Practicing business communication

#### **Personal Growth:**

- Increased confidence
- Improved time management
- Better stress management
- Stronger teamwork skills

### **3.5 Application of Coursework Knowledge**

Throughout the internship, I applied knowledge from the following courses:

1. Front Office Management
  - Reservation procedures
  - Guest cycle
  - Room inventory control
2. Hospitality Marketing
  - Market segmentation
  - Promotional strategies
  - Brand positioning
3. Revenue Management
  - Yield management
  - Forecasting
  - Pricing strategy
4. Business Communication
  - Professional email writing

- Handling international guests

This practical experience strengthened my academic understanding by applying theories in real-life situations.

### **3.6 Special Skills and Technical Knowledge Acquired**

During the internship, I learned:

- Advanced use of Property Management System (PMS)
- Rate code management
- Corporate and group booking handling
- Cross-checking OTA extranets
- Forecast reporting basics
- Understanding cancellation policies and revenue implications

Additionally, I improved:

- Multicultural communication skills
- Problem-solving under time pressure
- Data accuracy and attention to detail

### **3.7 Reflection on Professional Identity**

Before this internship, I had theoretical knowledge of hotel operations. After completing the Co-Op studies, I now understand:

- The complexity of reservation management
- The importance of accuracy in revenue generation
- The impact of small mistakes on guest satisfaction

This experience confirmed my interest in pursuing a career in Revenue Management or Front Office Operations in the future.

## **CHAPTER 4**

### **CONCLUSION**

This chapter summarizes the overall experience of the Co-operative Education program at Holiday Inn Resort Phuket, evaluates the professional and personal growth achieved during the internship, discusses limitations, and provides final recommendations for both the company and future Co-Op students.

#### **4.1 Summary of Highlights of the Co-Op Studies**

The 16-week Co-operative Education experience as a Reservation Agent was a highly valuable and transformative period in my academic and professional journey. Working in an internationally recognized hotel under InterContinental Hotels Group allowed me to observe global hospitality standards in practice.

The key highlights of my internship include:

1. **Exposure to International Hotel Operations**  
I gained firsthand experience in operating under global brand standards. I learned how standard operating procedures (SOPs) are implemented to maintain service consistency.
2. **Revenue-Focused Operations**  
As a Reservation Agent, I understood that reservations are not only about booking rooms but also about maximizing revenue and optimizing occupancy.
3. **High-Pressure Environment Experience**  
During peak tourist season in Phuket, I handled large volumes of bookings, modifications, and cancellations. This improved my ability to work efficiently under pressure.
4. **Interdepartmental Collaboration**  
I experienced real-time coordination between Reservation, Front Office, Housekeeping, Sales, and Revenue Management teams.
5. **Direct Guest Communication**  
I developed strong communication skills by interacting with international guests from different cultural backgrounds.

Overall, the internship successfully bridged the gap between theoretical knowledge and practical implementation.

#### **4.2 Evaluation of the Work Experience**

##### **4.2.1 Self-Assessment**

From a personal perspective, I believe I performed responsibly and professionally throughout my internship period.

Strengths demonstrated during the internship:

- Strong attention to detail when entering reservation data
- Professional and polite communication with guests
- Ability to prioritize urgent bookings
- Teamwork and cooperation with colleagues
- Willingness to learn and adapt

Areas for improvement:

- Faster decision-making during high-pressure situations
- Deeper understanding of revenue forecasting models
- Stronger negotiation skills for upselling room categories

Through continuous practice, I improved significantly in time management and confidence.

#### **4.2.2 Contribution to Career Development**

This Co-Op experience clarified my career direction in the hospitality industry. Before the internship, I was uncertain whether I preferred Front Office or Sales. After working in Reservations, I developed a strong interest in:

- Revenue Management
- Reservation Management
- Front Office Leadership

The internship enhanced my understanding of how room inventory, pricing strategies, and market demand influence hotel profitability.

It also strengthened my resume by adding practical experience in a globally recognized hotel brand.

#### **4.2.3 Personal Satisfaction**

I am highly satisfied with my Co-Op experience because:

- I gained practical skills beyond classroom theory
- I developed professional confidence
- I learned from experienced hospitality professionals
- I contributed meaningfully to hotel operations

The internship provided real responsibility rather than observational learning, which increased its value.

#### **4.3 Limitations of the Co-Op Studies**

Despite the positive experience, there were certain limitations:

1. **Limited Access to Strategic-Level Decisions**  
As a student intern, I was not involved in high-level financial decision-making or strategic planning meetings.
2. **Short Duration**  
Sixteen weeks provided good exposure but was not sufficient to experience a full annual operational cycle.
3. **Restricted Access to Financial Data**  
Some revenue and cost structures were confidential.
4. **Seasonal Bias**  
Most of my internship occurred during high season, which may not fully represent low-season operations.

These limitations did not significantly affect my learning but restricted deeper strategic analysis

## **4.4 Recommendations for the Company**

Based on my observation and analysis, I propose the following recommendations:

### **4.4.1 Strengthen Direct Booking Campaigns**

To reduce OTA dependency, the hotel could:

- Offer exclusive direct booking perks
- Improve website user experience
- Promote loyalty membership benefits
- Implement personalized email marketing
- This would increase profit margins and reduce commission costs.

### **4.4.2 Improve Digital Communication Integration**

Implementing an integrated internal communication system may help:

- Reduce miscommunication of special requests
- Improve cross-department transparency
- Enhance operational efficiency

### **4.4.3 Advanced Revenue Training for Reservation Staff**

Providing more structured revenue management workshops for Reservation Agents would:

- Improve upselling skills
- Enhance price sensitivity awareness
- Increase total room revenue

## **4.5 Recommendations for Future Co-Op Students**

For future students participating in Co-Op studies:

1. Be proactive in learning
2. Ask questions about revenue strategies
3. Observe interdepartmental coordination
4. Practice professional communication
5. Maintain a learning mindset

The hospitality industry requires adaptability, patience, and continuous improvement.

## **4.6 Final Reflection**

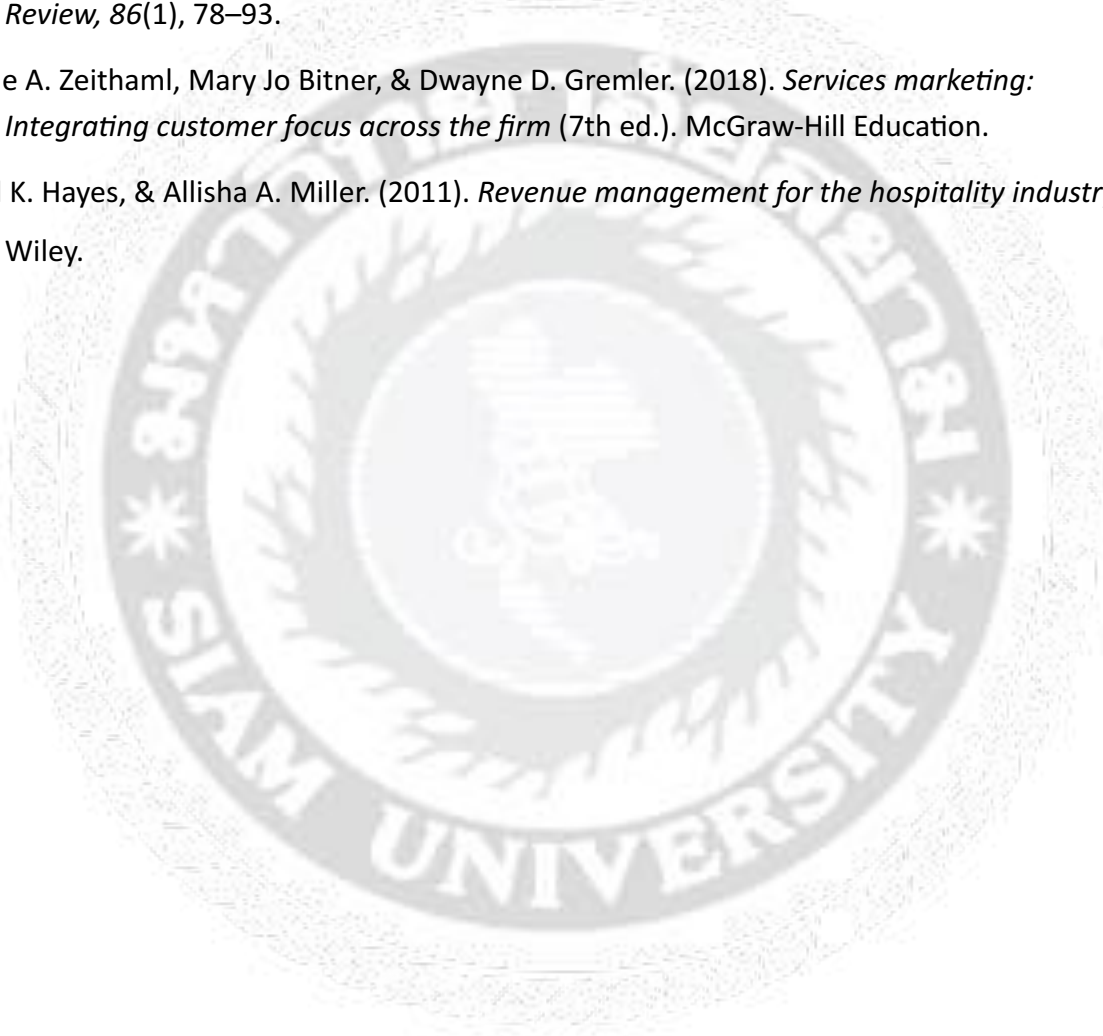
The Co-operative Education program at Holiday Inn Resort Phuket by IHG was a crucial milestone in my academic and professional development. It allowed me to apply classroom knowledge in a real working environment and understand the complexity of hotel operations.

Through this experience, I developed not only technical skills but also professionalism, responsibility, and resilience. The internship strengthened my commitment to pursuing a career in the hospitality industry and prepared me for future challenges.

In conclusion, this Co-Op study successfully fulfilled its objectives by integrating theoretical knowledge with practical application, enhancing my professional competencies, and contributing to my long-term career goals.

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# Appendixes

## Weekly Learned Tasks Tables

### Reservation Department

<p><b>Week 1</b></p> <p>Developed an understanding of the structure and functions of the Reservation Department within hotel operations. Studied basic hotel reservation systems, room categories, rate plans, and booking sources. Observed daily reservation workflows and reservation handling procedures. Gained familiarity with internal communication practices within the Reservations team.</p>	<p><b>Week 2</b></p> <p>Practiced updating reservation comments accurately, including arrival details, payment methods, and room preferences. Performed OTA booking updates within the reservation system in accordance with operational procedures. Assisted in updating guest payment bookings and verifying payment information prior to arrival. Improved accuracy in reviewing reservation details to support Front Office check-in operations.</p>	<p><b>Week 3</b></p> <p>Managed guest special requests, including honeymoon arrangements, celebrations, connecting rooms, and bedding preferences. Coordinated early check-in and late check-out requests according to hotel availability and policy guidelines. Processed wholesale booking pickups and updated reservation records accurately. Collaborated with Front Office and Housekeeping departments to ensure fulfillment of guest requests.</p>
<p><b>Week 4</b></p> <p>Performed reservation creation procedures for travel agency bookings using correct guest profiles and rate structures. Applied knowledge of market segments and booking conditions within the reservation system. Assisted in processing no-show reservation charges in accordance with hotel financial policies. Conducted due-out booking payment processing with attention to billing accuracy.</p>	<p><b>Week 5</b></p> <p>Executed reservation modifications involving stay dates, room categories, and guest preferences. Updated reservation details in compliance with hotel operational standards and procedures. Processed OTA booking payments for recently checked-in guests. Verified payment records and booking information to ensure operational accuracy.</p>	<p><b>Week 6</b></p> <p>Carried out reservation cancellation procedures and reviewed rate accuracy for reservations. Developed understanding of room availability management and inventory control practices. Processed payment transactions through reservation traces and monitored payment status updates. Posted guest payments received through payment links while maintaining financial accuracy.</p>

<p>Week 7</p> <p>Strengthened communication skills through coordination with Sales, Front Office, and Revenue departments. Assisted in resolving reservation-related issues to support smooth hotel operations. Maintained daily room rate records categorized by room types and operational dates. Organized reservation documentation and operational records systematically.</p>	<p>Week 8</p> <p>Demonstrated improved understanding of overall reservation operations and procedures. Performed reservation-related tasks with increased independence and attention to detail. Assisted in preparing and updating daily revenue reports. Managed routine reservation updates efficiently during operational periods.</p>	<p>Week 9</p> <p>Processed group reservations and updated rooming lists accurately within the reservation system. Coordinated group booking arrangements with relevant operational departments. Monitored room availability during high occupancy periods to support operational planning. Updated reservation statuses and booking amendments promptly and accurately.</p>
<p>Week 10</p> <p>Applied contracted company rates when handling corporate reservation bookings. Verified billing instructions and payment arrangements for corporate accounts. Identified duplicate reservations and corrected booking discrepancies within the system. Maintained reservation accuracy through systematic verification procedures.</p>	<p>Week 11</p> <p>Managed online reservations received from hotel websites and third-party booking channels. Reviewed online booking details and payment guarantees to ensure reservation accuracy. Updated reservation traces and followed guest booking instructions accordingly. Responded to reservation inquiries through telephone and email communication professionally.</p>	<p>Week 12</p> <p>Communicated room information, hotel facilities, and booking policies clearly to guests. Handled guest reservation inquiries and requests using professional communication standards. Assisted with booking amendments and special arrangements efficiently. Maintained professional correspondence with guests, travel agents, and related parties.</p>

<p><b>Week 13</b></p> <p>Contributed to room occupancy forecasting through review of reservation trends and booking pace. Analyzed daily occupancy reports to support reservation planning activities. Coordinated VIP reservations and monitored important guest arrivals. Prioritized urgent reservation requests during high-demand operational periods.</p>	<p><b>Week 14</b></p> <p>Maintained accurate guest profiles and reservation history records within the reservation system. Updated guest contact information and booking preferences systematically. Reviewed reservation discrepancies and corrected data entry errors efficiently. Ensured reservation records aligned with hotel operational requirements and standards.</p>
<p><b>Week 15</b></p> <p>Demonstrated the ability to support reservation operations independently during high-volume periods. Managed urgent reservation amendments and last-minute booking requests professionally. Processed immediate payment transactions for special promotional and advance purchase bookings in accordance with hotel policies. Strengthened coordination and teamwork skills to support efficient reservation and payment operations.</p>	<p><b>Week 16</b></p> <p>Demonstrated confidence in independently managing reservation responsibilities according to hotel operational standards. Processed and verified high-value reservation charges with strong attention to financial accuracy and detail. Reinforced understanding of the importance of communication, teamwork, and accuracy in reservation operations. Acquired comprehensive practical experience in hotel reservation management, payment processing, and guest service operations.</p>



Figure 7 Reservation Team



Figure 8 Receiving certificate

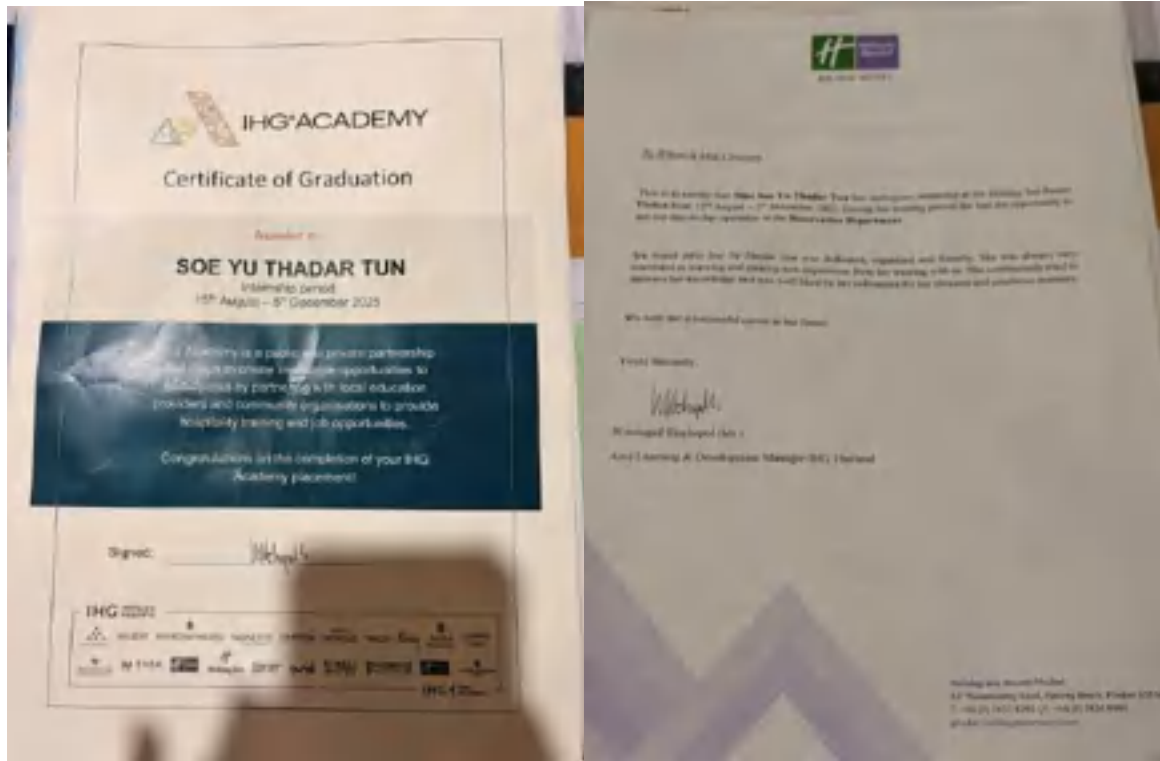


Figure 9 Certificates of Internship Completion

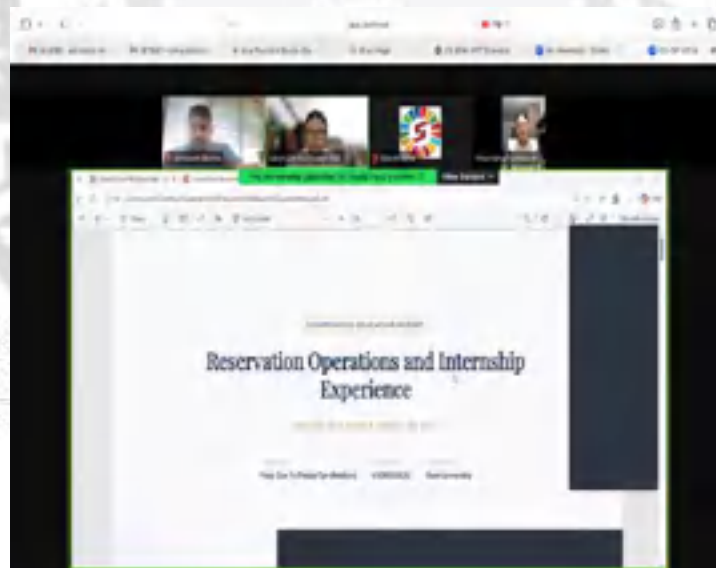


Fig..10 My report presentation