

## **Internship Report**



**Holiday Inn Resort Goa Report by**

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**First Year Masters of Business Administration**

**Goa Business School, Goa University**

**Batch 2021-2022**

**2<sup>nd</sup> Semester**

**Under the Guidance of Lecturer and Project Guide**

**Ms.Teja Khandolkar**

### **DECLARATION**

I declare that this report is done by Mr. Aldrich Almeida and it has not previously formed the basis for the award of any degree or diploma or other similar title.

Class :FY MBA Goa Business School, Goa University

Name: . Aldrich Almeida

Roll No.:2102

Signature:

Date:

## **CERTIFICATE**

This is to certify that this report is a record of work done by Mr Aldrich Almeida under my guidance to the best of my knowledge and that it has not previously formed the basis of an award of any degree or diploma at the Goa University or elsewhere.

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Signature

Teja Khandolkar

[ Professor & Project Guide]

## **ACKNOWLEDGEMENT**

I am delighted to express my gratitude to everyone who supported me throughout my F.Y MBA Course. I am thankful for their inspirational guidance and motivating friendly advice during the project work. I am sincerely grateful to them for sharing their knowledge, views, purpose regarding this project.

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Sincerely,

Aldrich Almeida

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## **EXECUTIVE SUMMARY**

This report is based on the functioning of the departments This report contains the complete study of two departments which I have worked at during the period of eight weeks. This report analyzes, I have used was observation, internet, learning and other sources.

Front office department comes in contact with clients, by welcoming and greeting them. It is also the command post for processing reservations, registering guests, settling guest accounts, and checking out guests. Front desk agents also handle the distribution of guest room keys, messages or other information for guests. The front desk is a counter, where a guest can sit down and register.

Housekeeping department handles the aesthetic upkeep of the resort from front to rear. It essentially deals with cleanliness and all ancillary services attached to that, in regards to the hotel, the guestrooms and public areas. Accommodation is the largest part of the hotel and also the most revenue generating department. Housekeeping takes care of all the rooms and hotel area by cleaning it on day to day basis. This department has the largest staff, consisting of an assistant housekeeper, room attendants, a house person, etc.

## **INDUSTRY PROFILE**

### **Hospitality in India**

The Indian tourism and hospitality industry has emerged as one of the key drivers of growth among the services sector in India. Tourism in India has significant potential considering the rich cultural and historical heritage, variety in ecology, terrains and places of natural beauty spread across the country. Tourism is also a potentially large employment generator besides being a significant source of foreign exchange for the country. During January-April 2018 FEEs from tourism increased 17.4 per cent year-on-year to US\$ 10.62 billion.

- **Market Size**

India is the most digitally-advanced traveller nation in terms of digital tools being used for planning, booking and experiencing a journey, India's rising middle class and increasing disposable incomes has continued to support the growth of domestic and outbound tourism.

Domestic Tourist Visits (DTV) to the States/Union Territories (UTs) grew by 15.5 per cent y-o-y to 1.65 billion (provisional) during 2016 with the top 10 States/UTs contributing about 84.2 per cent to the total number of DTVs, as per Ministry of Tourism.

The number of Foreign Tourist Arrivals (FTAs) increased 10.8 per cent year-on-year to 3.88 million

The travel & tourism sector in India accounted for 8 per cent of the total employment opportunities generated in the country in 2017, providing employment to around 41.6 million people during the same year. The number is expected to rise by 2 per cent annum to 52.3 million jobs by 2028.

International hotel chains are increasing their presence in the country, as it will account for around 47 per cent share in the Tourism & Hospitality sector of India by 2020 & 50 per cent by 2022

- **Investments**

The tourism and hospitality sector is among the top 10 sectors in India to attract the highest Foreign Direct Investment (FDI). During the period April 2000-December

2017, the hotel and tourism sector attracted around US\$ 10.90 billion of FDI, according to the data released by Department of Industrial Policy and Promotion (DIPP).

- Government Initiatives

The Indian government has realised the country's potential in the tourism industry and has taken several steps to make India a global tourism hub.

Some of the major initiatives planned by the Government of India to give a boost to the tourism and hospitality sector of India are as follows:

- The Government of India is working to achieve one per cent share in world's international tourist arrivals by 2020 and two per cent share by 2025.
- Under Budget 2018-19, the government has allotted Rs 1,250 crore (US\$ 183.89 million) for Integrated development of tourist circuits under Swadesh Darshan and Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD).



## COMPANY PROFILE



Holiday Inn is part of InterContinental Hotels Group PLC (IHG), marketed as IHG Hotels & Resorts.

**Slogans:** Great hotels guest love!

Core Brand Associations: When we say Holiday Inn Ankara the first thing that comes to people's mind is quality. It gets benefit from the name of "Holiday Inn". As being a part of an international organization, they keep and increase their quality perspective

The resort has 106 stylish rooms well appointed guest rooms including

- Superior rooms
- Deluxe rooms
- Super Deluxe rooms
- Classic rooms
- Duplex rooms

All rooms are well-appointed with a well stocked minibar, tea/coffee maker, multi channel satellite television, high speed Wi-fi Internet connection and in room safe. Spend a day in their stunning swimming pool and the pool bar.

Check In: 3pm

Check Out: 12pm

**AIM**

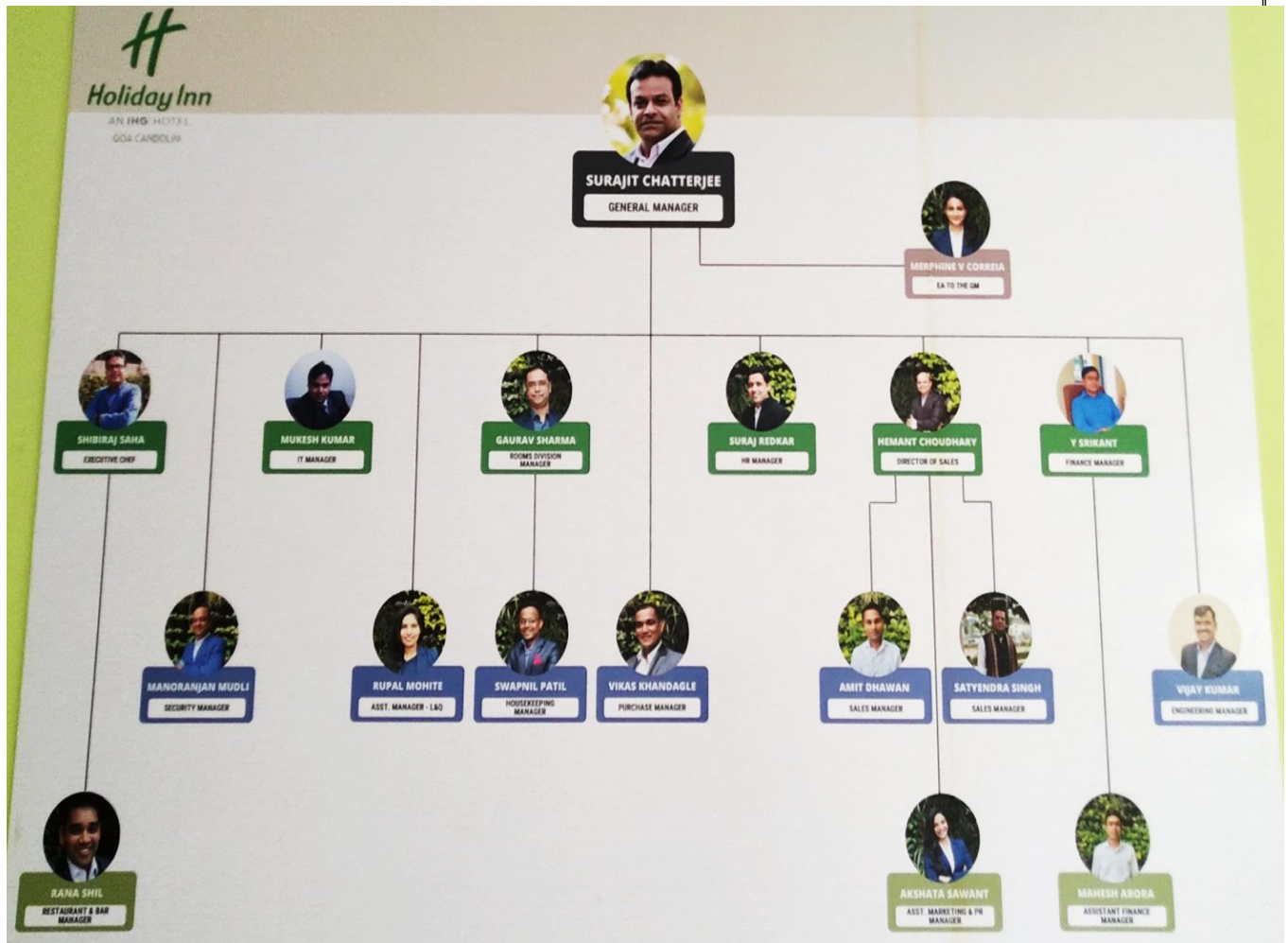
I aimed at fulfilling the requirement of the MBA programme as prescribed by the Goa University, by completing my internship of eight weeks, and understand how all the departments' co-ordinate & function together.

## **OBJECTIVES**

The objectives of my internship were

- To do a detail study of the various departments in the organization namely front office and housekeeping with understand their functions and to get exposed to the real business world.
- To make the best use of practical knowledge of all the theoretical aspects.
- To gain ideas from the experienced people working for different departments.
- To understand the challenges faced by the departments.
- Development of personal standards of professional and ethical behavior required in the workplace

## Organizational Chart



## Departments in the organization

- **Front Office:-** Front office staff will deal with whatever question the visitor has, and put them in contact with a relevant person at the company. Broadly speaking, the front office includes roles that affect the revenues of the business. The most common work for the front office staff will be to get in touch with customers and help out internally in the office
- **Housekeeping:** - Housekeeping refers to the management of duties and chores involved in the running of a household, such as cleaning, home maintenance, shopping, laundry and bill pay.
- **Food and beverages:** Food and Beverage Department (F&B) is responsible for maintaining high quality of food and service, food costing, managing restaurants, bars, etc.
- **Human resources:** A human resources department is a critical component of employee well-being in any business, no matter how small. HR responsibilities include payroll, benefits, hiring, firing, and keeping up to date with state and federal tax laws.

## **Detail study of the department**

### **FRONT OFFICE DEPARTMENT**

The front office is the face of the hotel. The front-office staff are responsible for welcoming the guests, assistance in check-ins, assistance with guests' luggage, answering queries about the facilities in the hotel and lastly for check outs. For the majority of the time, the guests are in direct contact with the front office staff. Hence, the front office staffs have to be well versed, not only in front office matters, but also should have full knowledge about the operations in the entire hotel. The front office at Sanskruti Quality Resorts consists of 4 sections which are as follows:-

- **Front Desk**

The Front Desk is mainly responsible for communicating with the guest, giving a warm welcome & providing them with feedback about anything & everything about the hotel & its facilities. They are also responsible for giving recommendations about place and places to visit nearby resort. The front desk staff assists the guests in the following ways:-

- Check-in / Check-out assistance
- Local area assistance
- Welcome drink offered on arrival

- **Bell Stand / Concierge**

The responsibilities of the bell stand include:-

- Baggage assistance
- Ticketing assistance
- Wheel chair assistance

- **Reservations**

The in-house reservation office at the hotel is mainly responsible for the follow up work carried out by the central reservation office. They ensure smooth completion of

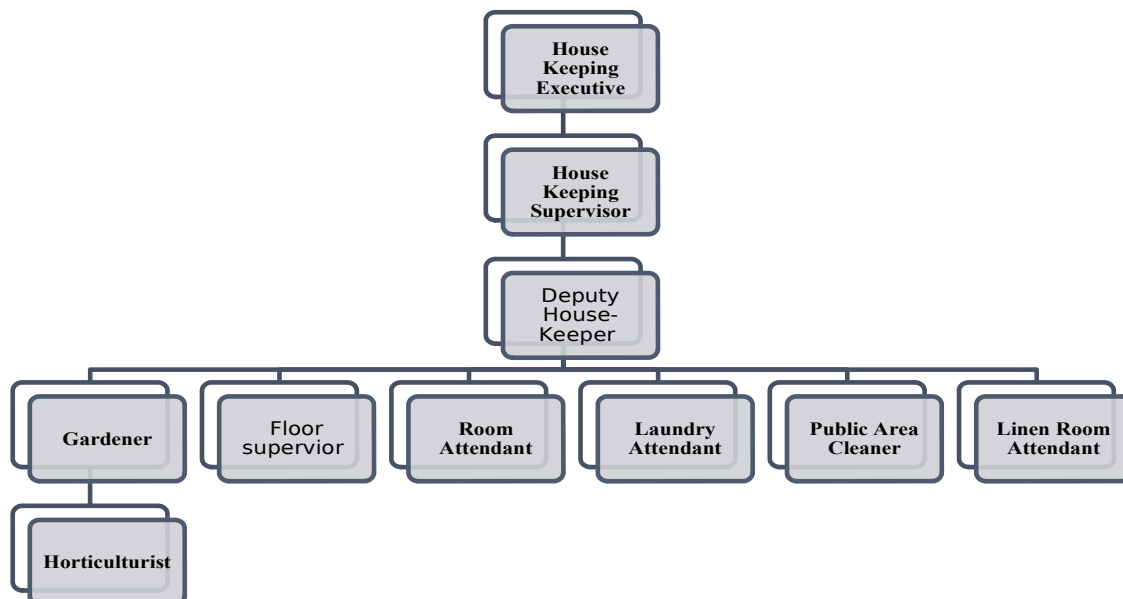
the reservation process. Reservations are always done via telephone, online booking, e-mail, or even walk-in guests.

- Resort Service

Resorts Service is the one point of contact through which the guests can communicate to the hotel. They operate on a 24\*7 basis and are responsible for:-

- Answering guest and internal calls and executing requests and problems
- Taking room service orders and coordinating with other departments for the same

## HOUSEKEEPING DEPARTMENT



Housekeeping department to ensure that the rooms are in prime condition for guest usage. The Housekeeping department is one of the largest departments in the hotel.

**The Executive Housekeeper** - The executive house-keeper reports to the general manager or residential manager or rooms division manager. The concern person is responsible or accountable for the total cleanliness and aesthetic upkeep of the hotel. The concern person has full right to hire, discharge, his subordinates inform the new employee about the property, plan and assign work among his team and so on. His duties and responsibilities are as follows Organize, supervise, and co-ordinate the work of housekeeping personnel on a day to day basis as well as assigning housekeeping duties and responsibilities.

- Ensure excellence in housekeeping sanitation safety comfort for the hotel guest.
- Provide budget to the management and undertake budget control and forecasting.
- Check the reports files and registers maintains.
- Evaluate employee in order to upgrade them when opening arise.
- Establish and maintain the standard operating procedure for cleaning .

**The deputy house-keeper** reports to the executive house-keeper or to the director of Housekeeping. His / Her housekeeping duties and responsibilities are as follows

- Check and ensure that all the public areas are cleaned regularly.
- Inspect the work of all the contracts like pest control, florist, off premises laundry and so on.
- Prepare staff schedule and duty rotas



- Ensure periodical stock – taking and maintaining of stock records for linen uniforms and equipment.
- Provide the necessary information the executive house-keeper regarding in preparation of budget.

**Floor supervisor-** The floor supervisor generally reports to the assistant house-keeper or Executive house-keeper.

Floor supervisor have the final responsibility for the condition of guest rooms. Each floor supervisor assign three or more floors at a time. His / Her housekeeping duties and responsibilities are as follows

- Total responsible for the up-keepment of guest floors.
- Issue floor keys to the room attendants.
- Supervise spring cleaning
- Reports her maintenance work on her floor
- Co-ordinate with room service for cleaning.
- Preparing of housekeeping status report.
- Maintaining of per stock of each floor.

**Public area supervisor-** The public area supervisor reports to the assistant house-keeper. Public areas are the front of the house areas such as entrance lobby , guest corridor, etc. The housekeeping duties and responsibilities of public area supervisor are as follows,

- Ensure all that all the public areas and other functional areas are spotless and cleaned.
- Ensure of special cleaning of public areas
- Ensure that flower arrangements are placed in appropriate place in the public areas.
- Ensure that banquet hall conference hall is kept ready for the functions and conferences.

**Room attendant-** They reports to floor supervisor or night supervisor. Their housekeeping duties and responsibilities are as follows

- Clean and tidy rooms as per sanitary regulations assigned
- Change guest room and bathroom linens
- Replenish guest supplies.
- Responsible for the total cleaning of rooms
- Replenish the maids cart with guest supplies cleaning agents etc.

**House-person-** The house-person reports to the public area supervisor. The house-persons job involves heavy physical work as assigned such as carpet cleaning, window cleaning, carrying heavy pieces of furniture, washing of public area garbage and so on. His housekeeping duties and responsibilities are as follows

- Through cleaning of public area time to time.
- Clean out the garbage
- Polishing of all the brassware.
- Clean and check firefighting equipments.

## 1. SWOT ANALYSIS

- Swot Analysis of Holiday Inn

<b>Strengths</b> <ul style="list-style-type: none"><li>• Brand Loyalty</li><li>• Central Location</li><li>• Brand Recognition : IHG</li><li>• Qualified Employees: Special Training Program from İzgören Academy</li><li>• Qualified Services</li><li>• Openness to the New Ideas and Changes</li><li>• Awareness of Positioning</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• They don't have a PR department.</li><li>• They don't use social media effectively.</li><li>• A training program is needed for all staff and management.</li><li>• In terms of location, they don't have a park space.</li><li>• Brand awareness on target hasn't formed effectively, yet.</li></ul>
<b>Opportunity</b> <ul style="list-style-type: none"><li>• Central Location</li><li>• Media Hub in Each Room</li><li>• Different Customer Portfolio</li><li>• Awareness of Target Market</li><li>• Technological Adaptation</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>• Recently opened, and should be careful in Brand Positioning.</li><li>• In terms of location, there are many competitors.</li><li>• While creating brand awareness, there should be a careful planning.</li></ul>

## **Pros and Cons of the -Brand Strategy**

### **Pros:**

Benefits from being the part of an international organization in terms of “reputation”.

- It is not hard to create brand awareness.
- It is easy to create brand loyalty of the customer by using the right PR techniques.
- It is easy to get benefit from the brand value of the organization as a whole.
- It makes easier to have stable tangible assets as part of a sub-brand.

### **Cons:**

- It can be dangerous to keep reputation with the risk of crises in terms of reputation management.
- Risks can affect the entire brand with other sub-brands.
- It is hard to make changes as a part of an organization.
- Anything that affect the brand can also affects the sub-brand.

## **Brand Management Process**

**Brand Promise:** Holiday Inn brand promise will increase further, as we implement the changes we have been introducing with the Holiday Inn relaunch. We deliver what customers tell us they value and this will help Holiday Inn keep its leadership position.

**Brand Positioning:** Holiday Inn is positioned around the brand statement of “innovative comfort,” said Verchele Wiggins, VP of global brand management for the Holiday Inn family of brands at IHG.

“Our positioning is driven by a fundamental need for guest comfort. ... All of our data shows us that the Holiday Inn brand owns comfort,” Wiggins said to conference attendees.

**Growing and Sustaining Brand Equity:** Because Holiday Inn was family-friendly and promised value and consistency, it developed and sustained a lot of brand equity. Through the '80s and '90s, however, standards that had previously been enforced through site inspections slid. The parent company didn't want to terminate contracts with franchise owners because it would ultimately impact their revenue. InterContinental Hotels Group (IHG), who owns Holiday Inn, recognized that they were not realizing the full potential of Holiday Inn's brand equity. Around 2005, IHG decided to put in motion a global rebranding of Holiday Inn. They set new standards, and they pulled family in to share in what they were doing. They loved it so much that they decided to open the first of the newly branded hotels in Memphis, where the first Holiday Inn was built.

For Holiday Inn got benefit from being the part of the name of both Holiday Inn and IHG. They have used the potential of Holiday Inn's brand equity.

## **OBSERVATION AND FINDINGS**

- I worked on two major ventures of the hotel i.e. Front office and housekeeping. First, I was placed at the front desk to learn about the major task of hotel operation. Initially, I thought this task would be easy, after all it was just answering phone calls, but I quickly learned how much work had to be put into these phone calls.
- Realized that I had to better equip myself with the knowledge about the hotel, be prepared for answering questionings, and to memorize all the department extension as we were not allowed to reference any directory when transferring calls. Every day at noon I would print out copy of all the arriving guests for the day. Similar and less complicated tasks also consisted of escorting the guest to their rooms.
- After learning about the front office I was placed in housekeeping department, now I have told about the duties of a hotel housekeeper are probably the most important duties that take place in a hotel on a daily basis. At the beginning of each workday, a hotel housekeeper will refill her wheeled cart with fresh bath towels, hand towels, washcloths, fitted sheets, flat sheets, pillow cases and any other linen required in each room. As days past I was able to learn different task a housekeeper should do like Stripping the Room, Making the Beds, Dusting Finishing Touches with the help of vacuum.
- I work one month in housekeeping department that's why it's very much clearer to me that what the relation between housekeeping and front office is. I found that is impossible to have control on rooms unless front office coordinates with the Housekeeping department.
- It is through the room status report in every 8 hours and in the pick hour also verbal notification comes along at any time to help front office be aware of the status of rooms and therefore they can sell the room. The Housekeeping staff checks each room on every floor and advises their room status through that report of verbal notification.

- Before sending the guest in their room each front office staff call in the housekeeping department and asked whether the room is VC (Vacant and Clean) after knowing from housekeeping front office staff sent guest in their room. Not only that most of the time guest ask extra bed, room clean, pillow, blanket and other housekeeping related amenities in the front office that time front office staff need to informed housekeeping department. From here we can say that without proper coordinates with front office and housekeeping its will impossible to run the services smoothly.
- IHG's Affiliate Marketing Program under sales & Marketing After learning about the front office was an interesting topic based on holiday inn existing clients and use of loyalty points membership programme.

## Why PartnerConnect?

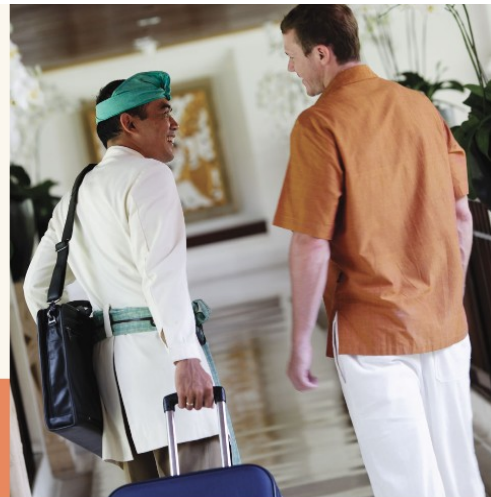
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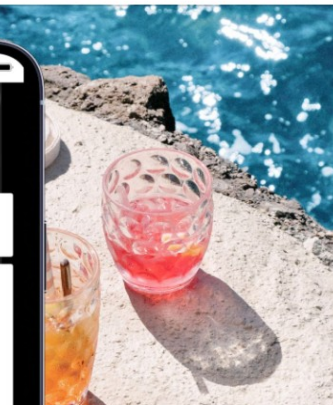
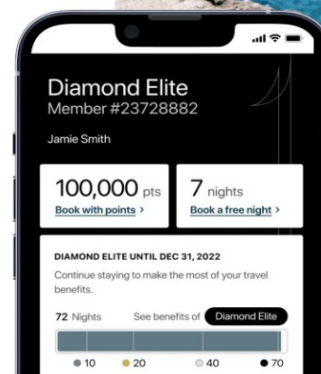
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## **Porter's 5 Forces**

### **Force 1) - Entry Barriers**

Internet has not only reduced the upfront investment cost but also a sizeable percentage of marketing and advertising costs.

Another barrier can be Hotels claiming the staff being trained in cleanliness and a guarantee to provide a clean COVID-free environment.

### **Force 2) - Threat of substitutes**

There are other hotels nearby. They are in all price ranges, with varying degrees of services and amenities. Try a search on Expedia or trivago, you will get a list of a wide variety of hotels from small B&Bs to all-inclusive to exotic hotels .

### **Force 3) - Bargaining Power of Suppliers**

Complements - Hotels can combine services with businesses and provide loyalty services to long-term business affiliates, foreign travelers. et

### **Force 4) - Bargaining Power of Customers**

The internet has also eliminated the need for "middle-man" needed to book travel services now.

**Force 5) - Competitive Force - Rivalry among existing competitors** (for eg - staying a nearby town at a much lower cost, than paying a premium for an ocean view, if that is not a priority).



## **EXPERIENCE**

As I have never worked in the hospitality industry before it was a very much difficult experience as whole since it there was long working hours

I have seen the staff putting their extra efforts and even work with their full potential to fulfill the demand of their customer.

To know all the information about the hotel industry and even learn how

Employees handle its duties in the hotel functioning and services to the guests.

Employee satisfaction can help to gain knowledge for my better performance and needs an employee require for functioning.

As this industry as a demand for its services that it provides that is basically for its guests.

## **LEARNING**

After working for eight weeks in the hospitality industry I have gain a a lot of knowledge how the different department functions and how to deal with the guest it was made me more socialized person. The industry demand a lot of time and dedication in order to grow in the industry

## **CONCLUSION**

I, Aldrich Almeida, conclude that customer satisfaction is the key aspect to maintain loyalty with customers and be a strong player in the market. The staff should work hand-in-hand to complete a task and a well-educated manager is the key to the company's success. I have gained a lot of knowledge and experience need to be successful in my career.

## **SUGGESTION**

I suggest that

- **Updating Technologies & Services:-** Resort should update the technology they own, such as better network connectivity, more Wi-Fi portals, website update, etc., which will help them increase sale and customer services. This will also help the customers get updated with the resort's information, discounts & services.
- **Increase in Man Power-** Employing more workers in major departments like Housekeeping, Front Office are crucial for the benefit of the company's growth & will help in the betterment of the functioning of the departments & will speed up the services provided.

## **REFERENCE**

1. [www.holidayInn.com](http://www.holidayInn.com)
2. [www.HospitalityNet.org](http://www.HospitalityNet.org)
3. InterContinental Hotels Group PLC (IHG) Official website