

**A COMPREHENSIVE STUDY OF
FRONT OFFICE DEPARTMENT
AT
Taj Fort Aguada
Resort & Spa, Siquerim**

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IMBA**

Acknowledgement

I Anetra Nasya Ribeiro acknowledge that I attended a training program conducted by Taj Fort Aguada Resort and Spa.

By this report I'm using the opportunity to express my deep gratitude to Sir Bosco the learning and development head of the hotel for giving me the opportunity to experience and grasp some knowledge by having me train at Taj.

The internship opportunity I had at Taj was a great chance for learning and professional development. therefore, I consider myself as a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me though this internship period.

Last but not the least, I would like to thank all my professors for helping me and my classmates for preparing us for this internship, It would not have been possible without their support and guidance.

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EXECUTIVE SUMMARY

Taj Fort Aguada Resort & Spa is a 5-star hotel located in Sinquerim, North Goa. The hotel opened in 1974 as Taj fort Aguada, which was built on the 16th century fort Aguada. Taj is known as a luxury hotel brand in the Indian Hotels Company limited (IHCL). Taj as a luxury hotel brand has 4 luxury hotels in Goa: Taj fort Aguada Resort & Spa, Sinquerim, Taj Holiday Village Resort & Spa, Sinquerim, Taj Resort & Convention Centre, Donapaula and Taj Exotica Resort & Spa, Benaulim.

Taj Fort Aguada Resort & Spa, Goa, alp luxury resort in North Goa at Candolim Beach, offers 143 rooms, suites and villas in North Goa across an emerald and turquoise-washed paradise with splendid views of the Arabian Sea, and the twin luxury of hillside and sea-facing residences. Taj Fort Aguada Resort & Spa has won numerous awards such as Earth Check Platinum Certification, Travel life Gold Award, Earth Check Silver Award, Food Guide Award, Travelers Choice Award, Best beach Resort Award, and alot more.

The Summer Internship was carried out at Taj fort Aguada Sinquerim as a part of the curriculum. The main objective of this summer internship was to study about the Front Office Department at Taj Fort Aguada with the aim of observing the practical functioning of the organization and relating it to the theoretical concepts learned throughout the year.

LEARNINGS AND FINDINGS

The Front Office Manager is crucial in managing a large team where each member has their own responsibilities. Since Taj Fort Aguada is a 5-star hotel, it is very challenging to accommodate all of the visitors. In order to make the guests feel comfortable, he must attend to their complaints and occasionally even provide an apology. He must also keep an eye on the rooms to see if they are occupied or vacant. Making the guests feel at ease if the rooms are not ready for check-in is also a huge job.

Additionally, he is in charge supervising the training of the interns who work as trainees at the hotel. Managing the personnel also involves looking after their administrative responsibilities. He must also oversee the budget and submit a report to the resort manager that is also addressed to and reviewed by the accounting departments.

The Front Office Duty Manager also works at the front desk to handle visitor check-ins and check-outs. I was employed by the GRE, also known as the Guest Relations Executive. Both the in-house visitors and the visitors who were arriving were managed by the GRE. She would make contact with each visitor upon arrival and ask about the number of adults and children they were traveling with as well as whether they were celebrating a special occasion at the hotel, such as a birthday, anniversary, or honeymoon. She would then post information about the visitors on the traces, so that each department would be aware of them.

The GRE also responds to visitors who have complaints about the accommodations. If there are any complaints from the hotel personnel, the FOM apologizes to the customers right away and gives them a free gift in addition. The guests receive various gifts every day from the day of their arrival until the day before check-out in an effort to make them feel at home.

The satisfaction of our visitors comes first. It's crucial to maintain calm and composure, comprehend the visitor's perspective, and think of quick fixes. The solution must be such that it is advantageous to both the visitor and the hotel. Management of the team is crucial. There are five separate shifts, as was already mentioned. Employees are less likely to feel burned out and are more productive as a result. The hotel consists of 143 rooms in total. 88 rooms - Main Building, 38- Cottages and 17- Villas

The 513 villa is the presidential villa with 3 bedrooms and is one of the most expensive villa in the property with a cost of 1,00,000 per night + taxes.

The 130 room in the main building is the handicap room with all well equipped disabled facilities.

I learned how to make room keys during my training, and I also escorted guests to their rooms while explaining the property's policies, including the opening and closing times of the spa and restaurant.

When visitors arrived, I would offer them the customary kokum juice as a welcome drink. After that, I would visit the guest room with the executive in charge of guest relations to see if the visitors are comfortable and if anything more is required.

I was also trained about the property's broad line operator, how the guest's request must be handled, and how the call must be routed to the appropriate person using their extension if a guest complains about their accommodations.

I received training at the GRE on how to update the traces for the visitors coming in during the following seven days. It was necessary to enter the presents that were to be delivered to them upon arrival and throughout their stay at the property. A complimentary cake was put in their room before they arrived, and the room was decorated appropriately for their birthdays, anniversaries, or whether they were coming for a honeymoon or babymoon.

I had the opportunity to examine and research the various departments on the property when I was a trainee.

The front office manager, the duty manager, the guest relations executive, the travel desk, the bell desk, and trainees are among the employees involved in the front and back office department.

Communicating with guests through call operators.

speaking with the in house guests:

- How to respond to a call from a house visitor and communicate with them
- Calling the in-house visitor as a courtesy
- Dealing with any issues they have over the phone
- Transferring their call to other departments if necessary

Greeting the NR (Non Resident) visitor on the phone

- introducing the hotel and yourself
- addressing their questions
- transferring their call to the reservation team in order to make a reservation.

- Placing the complimentary cake and amenities in the guest room before they arrive
- Keeping track of all the room keys.
- Notifying housekeeping of arrivals, departures, and any guests that require a room cleaning.

HOSPITALITY INDUSTRY IN GOA

Goa, sometimes referred to as the "Pearl of the Orient" and a "Tourist Paradise," is a beautiful location due to its golden beaches and green hinterland. Goa is a popular tourist destination, and the hotel industry plays a significant role in the state's tourism industry. Over 3,702 sq. km., the smallest state in India is dispersed. It is home to friendly locals, a breathtaking coastline, serene green forests, and a particularly rich cultural legacy. a place that has not just stunning natural scenery but also a rich historical past, unique architecture, and vibrant culture. Because of its breathtaking natural beauty, architectural splendors in its historic homes, churches, and temples, and cultural diversity, Goa is a popular tourist destination for visitors from all over the world.

The hospitality business is crucial to the state's economy since it is thought that the tourist industry forms the backbone of the Goan economy. Goa sees a lot of tourists from different countries. The tourist sector in Goa is growing significantly. The mainstay of the Goan economy is tourism, which contributes 12.5% of the country's GDP. Goa is one of the few areas in India where star category hotel occupancy has been consistently increasing. Despite a surge in the quantity of available rooms, this is still the case.

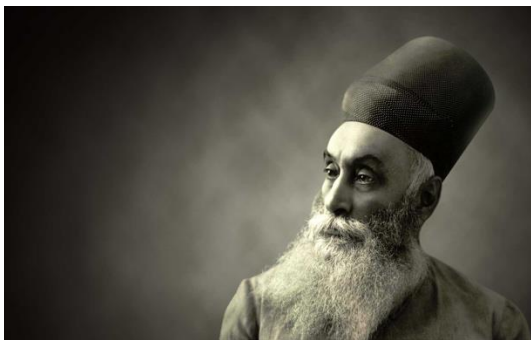
The Goa government has predicted that there will be 50 lakh domestic tourists by the year 2022 and 11, 30,000 foreign tourists by that time. This has created a great chance for the hospitality industry to expand and has led to a plethora of new competitors in the region. The tourist arrivals in Goa show an annual compound growth rate of 6.78%, whereas the hotels show a compound growth rate of 4.07%.

With the tourist business, the hotel sector is expanding quickly. Employees in the hotel sector have a wide range of options due to the industry's expansion. The hotel business is experiencing substantial employee churn, which has become a serious issue for the unit Department.

The value of a hotel is determined by the services it provides to its customers, thus employees in the hospitality business play a very important role. A hotel must have trained staff in order to accomplish this, yet it costs a lot of time and money to teach a new employee. However, because there are so many rivals, workers frequently switch jobs, costing employers valuable skilled staff. Consequently, which can have an impact on the hotel's general operations.

IHCL - Indian Hotels Company Limited

10+	100+	80+	200+	400+	28,000+	28,000+
Countries	Locations	Spas	Hotels	Restaurants	Rooms	Employees



JAMSETJI NUSSERWANJI TATA

Founder of Tata Group

(3rd March 1839 - 19th May 1904)

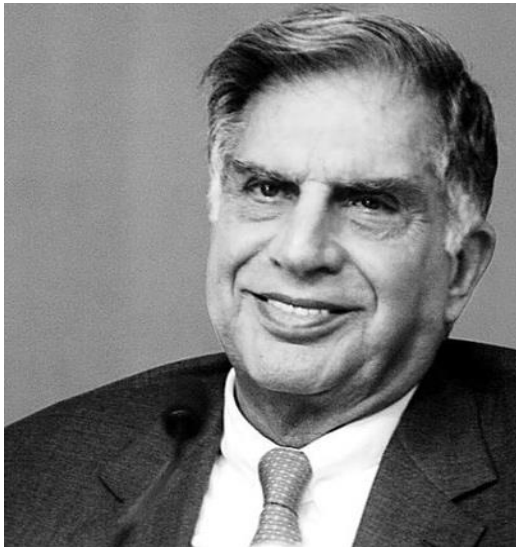
“In a free enterprise, the community is not just another stakeholder, but is in fact the very purpose of existence.”



JEHANGIR RATANJI DADABHOY (JRD) TATA

*Ex - Chairman of Tata Group
(29th July 1904- 29th Nov 1993)*

**“ Always aim at perfection for only then you will achieve
excellence.”**



RATAN NAVAL TATA

*Chairman Emeritus
(28th December 1937 -)*

**“If you want to walk fast, walk alone. But if you want to walk
far, walk together.”**

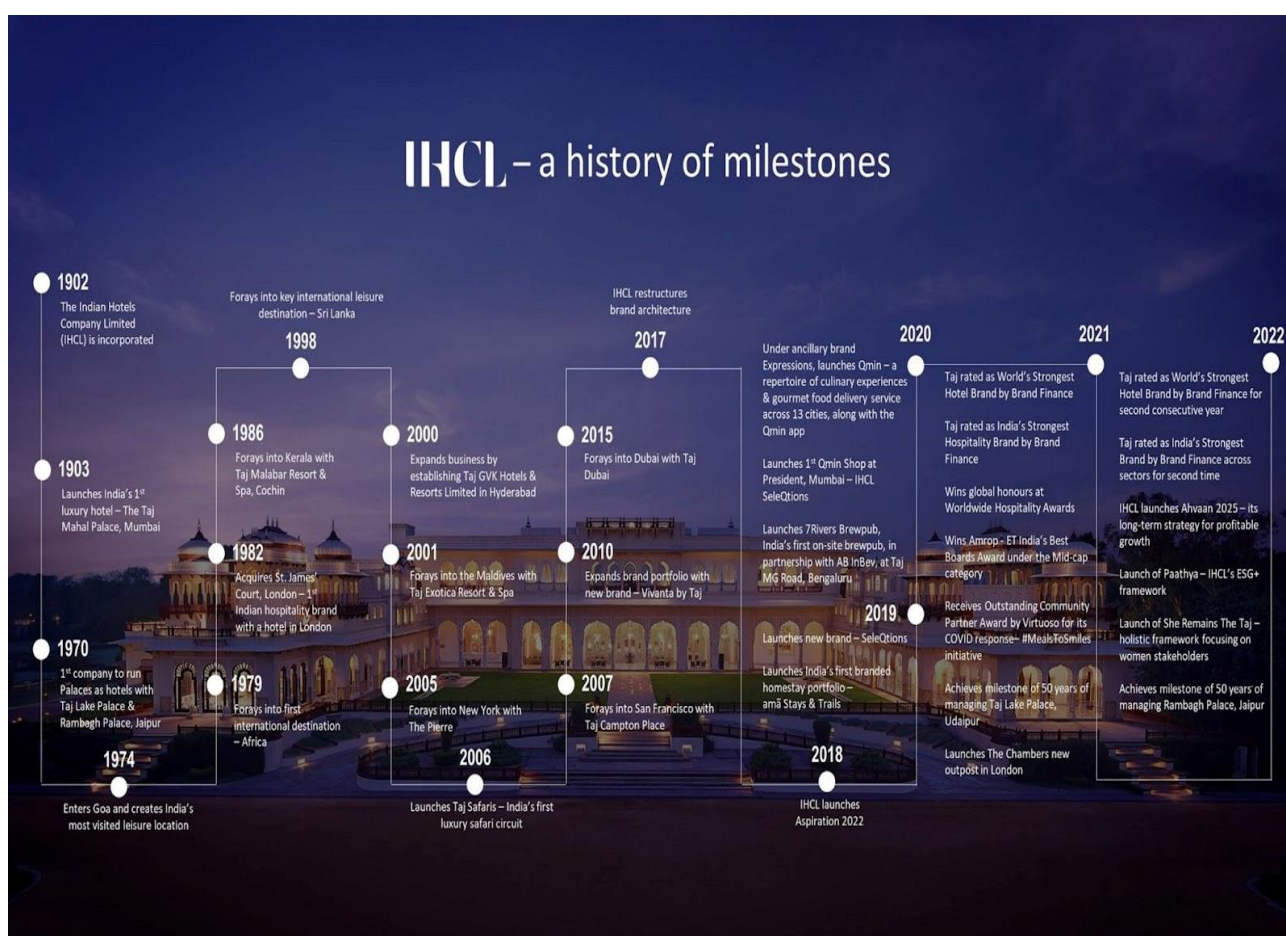
IHCL- An Indian hospitality company that manages a portfolio of Hotels, Resorts, Jungle safaris, Palaces, Spas and in- flight catering services called TajSATS.

The IHCL is South Asia's largest hospitality focused enterprise. “ IHCL through all its vivid brands”-

1. **TAJ :- 90 Hotels → 55 Destinations**
(Taj Fort Aguada Resort & Spa, Sinquerim, Taj Holiday Village Resort & Spa, Sinquerim, Taj Resort & Convention Center, Donapaula & Taj Exotica Resort & Spa, Benaulim)
2. **SELEQTIONS :- 26 Hotels → 22 Destinations**
(Cidade de Goa)
3. **VIVANTA :- 36 Hotels → 33 Destinations**
(Vivanta by Taj, Panjim)
4. **GINGER :- 85 Hotels → 50 Destinations**
(Ginger, Patto- Panjim & Ginger, Margao)
5. **AMA STAYS AND TRAILS :- 85 Bungalows → 32 Destinations**
(La Maison, Fontainhas- Panjim)
6. **TAJ SATS :- Collaborative venture of IHCL and SATS (Singapore Airport Terminal Services)**
Taj SATS is India's leading airline caterers and leading institution player →
6 Cities → 88,000 meals per day → 42% Market Share.
7. **EXPRESSIONS :-**
 - a. **JIVA → Wellness**
 - b. **KHAZANA → Lifestyle Boutique**
 - c. **SALON → Beauty**
 - d. **FOOD & BEVERAGES → Dining**
 - e. **THE CHAMBERS → Exclusive Business Club**
8. **Qmin :- (Food you love, delivered home!)**
(Vivanta by Taj, Panjim)

TATA GROUP

1st Chain of Luxury Hotels	1st Power Plant in India	1st Passenger Car in India
Leadership with Trust	Nation Building	Pioneering Spirit



The milestone achieved by IHCL from 1902 to 2022

TAJ FORT AGUADA RESORT & SPA, SINQUERIM



- Taj Fort Aguada is built on the 16th century Aguada Fort
- Taj Fort Aguada also provides a holistic treatment at the Jiva Spa
- One can also have a scenic view of Arabian Sea
- Numerous On- site adventurous activities

Amenities

• Business Center	• Travel desk
• Ample car parking	• Spa
• Doctor on call	• 24/7 In Room Dining
• Swimming pool	• Wifi
• Meeting/ Conference room	• Fitness center/ Gym
• Outdoor banquet space	• Children's activity center

• Beauty salon	• Yoga pavilion
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Hotel Policies

- Check-in - 2:00 PM
- Check-out - 12:00 PM
- Early check-in and late check-out on request.
- Accepted cards : American Express, Diner's Club, Master Card, Visa and JCB International.
- Explore Taj Kids, a kids program based on adventure, discovery, questing all the while keeping in mind fun while learning. Choose from a whole host of complementary and paid activities at the hotel during your stay.
- Pets (cat or dog under 15 pounds) allowed in the Hermitage Villa Garden View at an additional charge of INR 3,000 + tax per pet, per night. Right of refusal remains at the hotel's discretion.

ROOMS AT TAJ FORT AGUADA



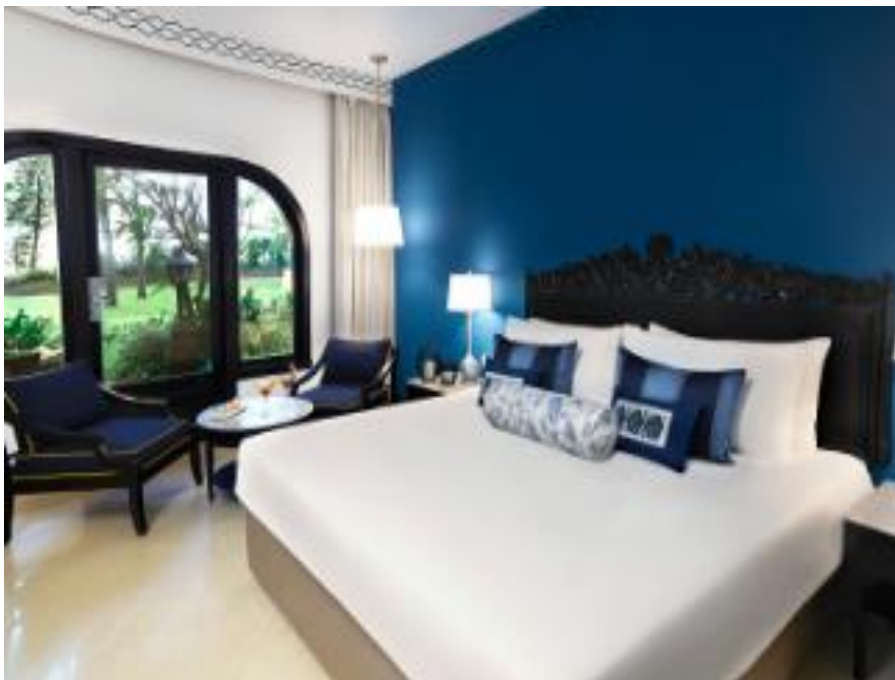
Deluxe delight Sea View with Sit Out:

A fantastic room with a sit out and a wonderful view of the sea! The Deluxe delight rooms are situated at the ground floor of the main building, in the hotel's west wing. You can also enjoy the in room dining (IRD) services.



Deluxe delight Sea View:

A fantastic room with a wonderful view of the sea! The Deluxe delight rooms are situated at the lobby level of the main building, in the hotel's east wing. All the rooms in this category have a DVD player & television. You can also enjoy the in room dining (IRD) services.



Superior room with Garden View:

The Superior garden view rooms with sit-outs are located on the ground floor of the east wing of the main building. They have a cozy sit-out overlooking the lawns, furnished with comfy furniture. All rooms in this category have a mini bar, DVD player, television and bathrooms with shower cubicles.



Premium Suite sea View:

The Premium sea view suites with terrace are located in the main building and offer a spectacular view of the sea. All the rooms in this category have a Treat Yourself minibar, DVD player, LCD television and plush bathrooms.



Premium Indulgence Cottages with Garden View:

The cottages offer a spectacular landscape view. With lush lawn sit outs, this is the perfect space to soak up the enchanting views. It also has a 32" LCD television and 24 hours inroom dining.



Hermitage Villa Garden View 1 bedroom:

The Hermitage Villa with a garden view is a beautiful standalone villa with a bedroom and a living room, a private lawn and garden furniture with parasols. It also provides a complementary tea/ coffee maker and fancy bath amenities.



Hermitage Villa Sea View 1 bedroom:

A luxurious standalone villa with a bedroom and a living room, a private lawn and garden furniture with parasols. Soak in the unending charm of the Arabian Sea.



Hermitage Villa Sea View 2 bedrooms:

Hermitage sea view villa with two bedrooms is a standalone villa with a panoramic sea view. It offers a contemporary space with a private sit-out, perched on top of a hill and comes with a view to reckon with. Luxury Bliss Villa guests have access to two bedrooms, a living room, dining room and private lawn with garden furniture and parasols. All rooms in this category have a fully-stocked minibar, DVD player, LCD television and bathrooms with a bathtub.



Presidential Sea View Villa 3 bedrooms:

This standalone villa offers guests a spectacular sea view. Our special guests here are treated to three bedrooms, a living room, dining room with an attached kitchenette and private lawn with garden furniture and parasols. You can also find your room by reading numbers on the Azulejos tiles.

FEATURES OF TAJ FORT AGUADA, SINQUERIM

RESTAURANTS:



1. SFX Lounge & Bar-

A modern lounge and bar with a view of the Arabian Sea, SFX provides a wide selection of hors d'oeuvres and small dishes in addition to unmatched views of the Portuguese Fortress's towers.



Cuisine: Bar, Snacks

Timings: 11:00 AM - 11:00 PM.

Dress Code: Smart Casual



2. Morisco

Authentic Goan Thalís are served for lunch at our seafood-focused restaurant Morisco, and an extensive Goan & Continental a la carte menu is available at night. The charming café, which features an interactive kitchen, looks out onto the Candolim-Baga-Calangute beach line.



Cuisine: Goan, Continental, Sea food

Timings: 12:30 PM - 03:30 PM

Dress Code: Smart Casual



3. **Kokum Kitchen**

Offering a diverse selection of continental, oriental, Goan, and North Indian food, our all-day dining establishment, Kokum Kitchen, spoils you for choice.



Cuisine: Goan, Continental, Oriental, Indian

Timings: 07:30 AM - 11:00 PM

Dress Code: Smart Casual



4. Martini Bar

A wide variety of wines, spirits, beers, cocktails, and snacks are offered in the specialty bar. It is connected to Morisco and has a pool and ocean view.



Cuisine: Bar

Timings: 07:30 PM - 11:00 PM

Dress Code: Smart Casual

EVENT SPACES

1. The Sunset Point-



2. Bay View Lawns-



3. Fishtail-



4. The Aguada Ballroom-



JIVA SPA

The Taj's award winning spa holds the promise of spiritual renewal and the essence of Indian wellness customs in a tranquil, opulent setting.

1. Signature Experience:



JIVANYA

(INVIGORATE)



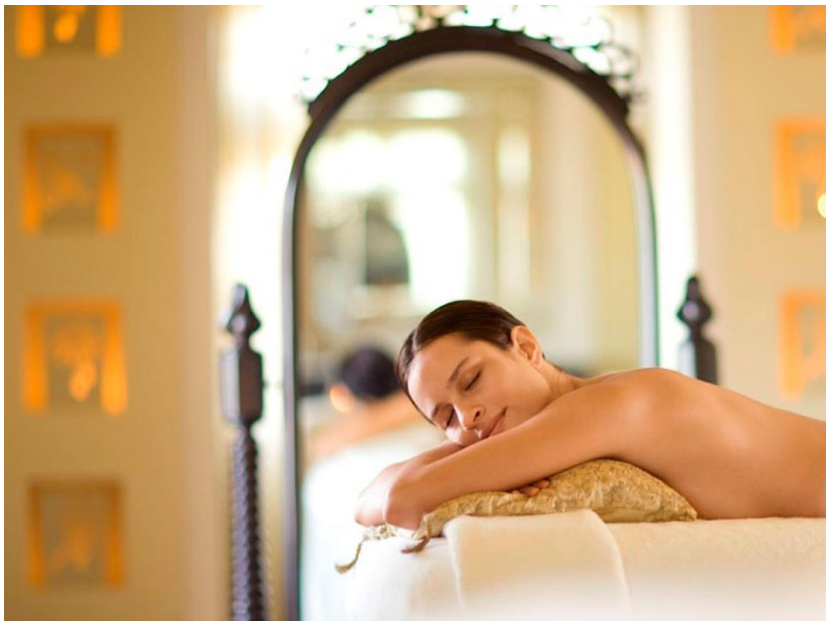
SHUDHIKARA

(PURIFICATION)



PEHLWAN MALISH
(WRESTLER MASSAGE)

2. Indian Therapies:



SAMMARDANA
(FULL BODY MASSAGE)



PADA MARDANA

(MASSAGING THE FOOT)



PRISHTA MARDANA

(MASSAGING THE BACK)

Spa Indulgence:



SOUNDARYA



SUKHA



SWASHAKTI

3. Body Scrubs & Wraps:

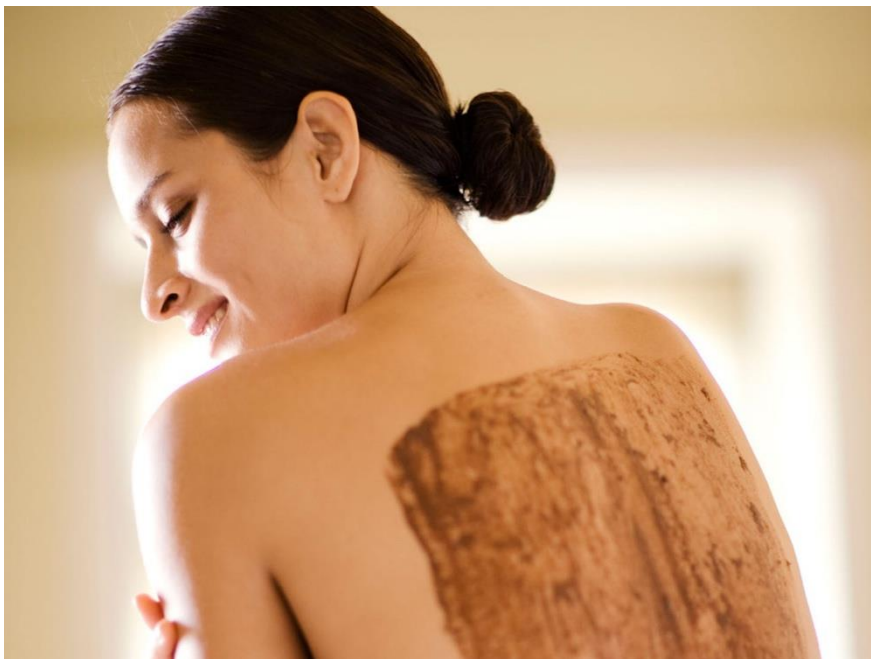


NARIKELA
(COCONUT)



MASALA

(MIXTURE OF SPICES)



PRITHVI MRIT

(22 EXOTIC INDIAN HERBS & CLAYS)

CSR ACTIVITIES

As per the law every organization should do some Corporate Social Responsibilities from the hotel's side. Some of the CSR activities carried by Taj Fort Aguada, Siquerim are recycling their waste, keeping a track of their carbon footprint, and minimizing wastage of water and energy. Taj Fort Aguada also does various campaigns where they visit child care centers or old age homes and feed them and also conduct cleanliness drives around the hotel area.

CONCLUSION

Taj Fort Aguada Resort & Spa being a 5-star comfort and hospitality delight, has a lot to offer to meet the needs of the guests. In addition to giving its visitors a pleasant accommodation, home feels and a high degree of happiness, it also gives its employees a positive experience.

I saw that Taj Fort Aguada is a well-run hotel during my 2months there. The staff went above and beyond to assist me whenever they could. They were kind, understanding, and cooperative. All of the colleagues get along well and are professional. They have a really solid team, and all of the staff members from different departments are bonded and willing to take every threat.

Overall, it was a wonderful experience, and I feel privileged to have had the chance to do my summer internship at the front office of such a prestigious organization with such kind, guiding, and helpful employees.

SUGGESTIONS

> A key factor in raising the standard of life is the payment of fair salaries. The most crucial factor for a worker is this one. Therefore, the employer must pay the employees a fair wage.

> Considering the size and highest rating of the hotel, only trainees were responsible for the majority of work across all departments, while staff members were sitting idle using their phones.

> When necessary, there must be separate shuttle cars for visitors and staff. because the personnel will have to wait for the shuttle car to come in the event of an emergency.

- > Cello tapes and scissors have never been in great supply at the hotel. The bell boys would constantly go to the guest relations department in search of tape and scissors whenever a guest would ask for them. It needs to be taken care of by the housekeeping.
- > To preserve the employees' health and safety, adequate canteen facilities are required. Therefore, it is necessary to upgrade the canteen's amenities and change the administration in this area.
- > The welcoming drink offered to guests was incredibly unsanitary. The glasses were not even thoroughly cleaned after the welcome drinks were presented to the visitors; they were simply kept under running water without any dish soap. This might be a significant issue and put the visitors' health in danger with COVID 19 still ongoing.

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PICTURES









