

# **Internship Report**

## **Acron Waterfront Resort**

### **Baga Calantue**

### **BardezGoa**



Melcy Rodrigues

2156

Masters of Business Administration

Batch 2021-23

### **Under the Guidance of Project Guide**

Mrs. Purva Hegde

Professor MBA

Goa Business School

Taligao-Goa

# Declaration

I declare that this report is done by Miss Melcy Rodrigues and it is not previously formed the basis for the award of any degree or diploma or other similar title.

Class: MBA 1st year

Name: Melcy Rodrigues

Roll No.: 2156

Signature:

Date:

# Acknowledgement

I would like to express my gratitude to the dean of Goa business school, Goa university M.S. Dayanand for giving me this opportunity to do my internship in Acron waterfront resort Baga, the program director sir Nilesh Borde ,my placement coordinator Ms Teja Dicholkar, mentor Priyanka Naik for guiding me in each and every step and helping us in times of need. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this internship period. I perceive this as an opportunity in my career development.

I would also like to thank my family and friends for their support and helping me throughout my internship.

# Internship Certificate



On the seaward side of the Baga bridge, Baga, Goa - 403516

12<sup>th</sup> July 2022

This is to certify that **Ms. Melcy Rodrigues** student of **Master of Business Administration, Goa Business School, Goa University, Taleigao, Goa** has successfully completed Eight weeks internship at Acron Waterfront Resort - Goa from **19<sup>th</sup> May 2022** to **11<sup>th</sup> July 2022**.

**Ms. Rodrigues's** performance and conduct was found to be good during the internship period in all major departments.

We wish her all the very best in her future endeavors.

**For Acron Waterfront Resort**  
A Unit of Acron Hospitality Pvt. Ltd.


**Rohini Saxena**  
Human Resources Executive

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# Executive Summary

I have done my internship in Acron waterfront resort Baga for eight weeks. I first interacted with the General Manager who placed me in the kitchen to see how service and production works where I got an overview where efficiency and skill is important. The next day I was placed under the reception manager who gave the necessary details regarding the hotel rooms, functions, different room categories, amenities provided and the type of departments. In the first few weeks I learnt the basic functions of each departments and how they function as a team in order to achieve the goals. I was taken to the front office to attend calls from guest and transfer calls as per the guest request, interact with guest keep the preregistration cards ready, key cards, take payments from the guest at the time of check in and check out, collect the guest Ids, escorting the guest to their rooms and adhering to the guest requirement, preparing operational report and guest occupancy report. Having patience is the main goal to keep customer satisfaction and a good reputation of the organization. Communication is the key to every department. In the housekeeping department on daily basis rooms needed cleaning on guest request, keeping the required supplies and sanitizing the rooms. I was made to work on the desktop in the human resource office and read resumes of people who applied for different posts and assign them according to the years applied. A need to have a good psychology to understand the staff's behavior and to deal with them in a proper manner. Observing the staff complains for small issues. My work was mostly in the reception, reservation, housekeeping, human resource, marketing and sales department. Visited all the departments to know how they function and got a fair idea. Learning how to constantly innovate to meet high expectations and provide good services in order to have a good reputation. As the customers are the center of the service industry it must be designed around them. The most important point is that great customer care services directly adds up to economic growth. Service providers need to understand their customers and design their services in such a way that maximum possible satisfaction is attained by the customers in order to like the hotel. It is very important to be courteous and to make the customers feel pleasant to stay.



# Profile of the Company

Sprawled across an acre on the Baga peninsula, the 47 rooms of the Acron Waterfront Resort, an Acron Group of Hotels in Goa provides the very best in modern amenities all in a uniquely rustic setting that may well become your home away from home in Goa. Enjoy the sun set over the Arabian Sea, watch the fishermen bring in their catch from the river or just relax by the pool whichever your view, it's an experience you will cherish forever.

This property is a 4-minute walk from the beach. Offering an outdoor pool and a spa and wellness center. Acron Waterfront Resort is located 100 m from the scenic Baga Beach. Free Wi-Fi access is available in this resort. The accommodations will provide you with a TV and air conditioning. Featuring a shower, private bathroom also comes with a hairdryer and free toiletries. Extras include a mini-bar, a seating area and satellite channels.

At Acron Waterfront Resort you will find a 24-hour front desk and a bar. The property offers free parking, laundry and dry cleaning services as well. The in-house restaurant serves Indian, Chinese and continental delights. Room service can be requested for in-room dining comforts.



# **Industry Analysis-Porters 5 forces analysis**

## **1. Threat of new entrant's barrier to entry**

- Comparison with 5 star properties in Goa like Leela, Radison, Grand Hyatt and Novotel
- International passengers lack of high category rooms which lead to shifting

## **2. Threat of substitute**

- New technology change
- No potential growth rate of its target market
- Customer's needs (low cost)

## **3. Bargaining power of buyers**

- Negotiating lower prices to the lowest
- More services and amenities
- Brand recognition and innovation as Fortune Waterfront
- Growing importance of mobile communication where stock is brought from Regina over what's app

## **4. Bargaining power of suppliers**

- Acron hotel chains are operating different services like spas, resorts fitness, kids room, board games ,pool, including air b&b
- Different rates and tariffs-brand name
- Availability of skilled employers and management which the staff costs, depends on the quality of service provided
- Finance for hotels innovative project
- Food and beverage supplies
- Operate own real estate business Acron developers of luxury villas
- Availability of supplier service and equipment is very essential.



## **5. Industry rivalry**

- Hotel gains profit by selling rooms and amenities which depend on other hotel prices offered
- Large number of hotels in the market which result in increased competition.

## **Pestle analysis**

- Political –Pandemic strategy and policy factors, current taxation policy, current political support, government stability.
- Economic –Recovery from pandemic struggle recovery, strength of the guest spending, inflation and unemployment, overall economic situation stability.
- Social-Pandemic lifestyle trends, demographics of the domestic and international tourist, social media views about the property, brand and technology image.
- Technological-Global communication technological advances, internet fast speed connectivity utility.
- Legal-Legislation such as employment laws and health and safety, working environment laws, changes of government regulations which changes the hotel industry within.
- Environmental –Procedural changes making land available for hotel construction, recycling and reducing wastage, reduce plastic usage, using renewable energy solar panels to generate electricity, using electrical bicycles

# **Company analysis SWOT analysis**

## **Strength**

- Location of the property is situated at the Baga river and partly the Baga sea
- Providing competitive prices as per seaside top category, riverside mid category and courtyard room which is the base category and additional courtyard suites and pent house suites.
- Infinity pool, Jacuzzi, gym, river deck jetty, conference hall
- Amenities provided like free Wi-Fi, family connected rooms, gym, spa, bathtubs in specific rooms
- Briefing done every day to the different head of departments
- Happy hours any Indian or foreign brand liquor free for one hour
- HI tea time which provides tea or coffee, cookies or veg sandwiches
- Housekeeping briefing is done on daily basis
- A special room is kept for physically challenged guest
- Even if special request is mentioned ask again in order to get sales and make the guest feel we are adhering to their request
- Sales gives better discounts than online portals
- Effective marketing and sales team which other organizations do not focus on which is unique

## **Weakness**

- Fortune was a brand name where the contract ended and was taken over by Acron which has affected the hotel brand to a drastic level
- Damaged reputation
- Pressure of new employers joining as there is no sales background
- Staff not willing to work as the cafeteria food is not good complaint to the human resource they had to look at the food standard and menu
- Large amount of food wastage done in the kitchen
- Staff shortage due to cost cutting

- No proper hygiene of the food was kept as there were flies ,guest complained nothing has been done
- Seasonality of the hotel and dependence on tourism
- No communication and coordination between front office and sales team
- River side rooms are big but trees covering the view
- Bed sheets not changed just turned over for the next guest
- High staff turnover
- Pictures portrayed on the website and physically seeing the room is different
- Poor maintenance as doors are jammed and key cards do not function in spite of complaints given
- Problem faced by front office is to collect money from the guest

## Opportunity

- Positive feedback likes the property, very peaceful, not crowded like other four star property and limited rooms not confusing. It's the guest third time and loves coming to the property
- The property is good and the service as well
- Trending technology upgrades by using artificial intelligence, upgrading property management system.
- Customer database for personalized marketing
- International tourist visits from Jordan, America, United Kingdom
- Celebrity stay promoting through Instagram reels and YouTube

## Threat

- Guest asking transfer from airport as it was fortune Shuttle service from hotel to beach which is denied
- Issues with spa discounts guest always needs complimentary, it can be only provided if the stay is above three days or a large group

- Group booking done last minute rather than 7 rooms only 6 were booked on the system and to solve the matter breakfast and dinner was given complimentary throughout their stay
- Guest issue as to why extra one thousand is taken if the river is not visible
- Food is not as per shown on website
- Pool timings and Jacuzzi must be changed as after a tiring day you need to relax
- Guest having an issue rooms not given as per the sales promised
- Issue with no bath tub wants to change the rooms as it cannot be done as the hotel is sold out for the day
- Majority of the guest were not happy with the room and services provided which created a negative impact
- The place quality has decreased as price needs to be increased along with high end customers as the crowd coming in pathetic. No privacy with all the filthy crowd .The quality offered first and now is really bad.
- Issue with food menu of the hotel due to taste
- No privacy for the guest as there are fisher men looking over

## **VRIN Analysis**

- Valuable-brand image in terms of social responsibly of the hotel, relationship with suppliers, tendency for innovation, ability of raise capital
- Rare-international presence, problem solving skills, risk taking characteristics, adaptability
- Inimitable-quality of the product offered, location and placement of the stores ,marketing communication, competitive pricing ,customer experience
- Non substitute organization-financial strength, technological integration and advancement, employee training, human resource, organizational cultur

# Department analysis

## Human resource



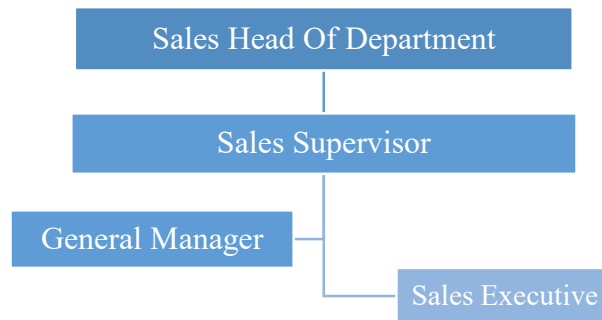
Human resource is the strategic approach to the effective management of an organization, so that they help the business to gain a competitive advantage. Keeping a good relation with the employee's deals with the concern of the employees when policies are broken, such as in cases of harassment is an organizational function which helps in providing proper direction to the people working in an organization. It also helps managing and recruiting man power

- It is to maximize employee performance in service.
- Concerned with the management of people within the organization
- The HR is responsible for employee benefit design, employee recruitment, training and development, performance appraisals, and rewarding
- Employee recruitment by the availability of skill, experience and knowledge
- Its purpose is to ensure that the organization achieves success through people
- The Human Resource caters to the needs of the hotel and recruits people
- The human resource manages the human capital of an organization and focus on implementing policies and procedures
- Training and development ensures that employees are trained and have continuous development
- This is done through training programs, performance evaluations and reward programs

- Human capital is an asset to the organization
- Greatest challenge is choosing the right people for the right job
- Know the psychology of the staff and their behavior
- Listening to the problems of staff for more productivity and for the betterment of the hotel
- Main goal is to earn revenue
- Recruiting and training the right employees
- Making sure if they are high performers
- Shortage of skilled employees
- Lack of quality service
- Handling knowledge workers is much harder than unskilled employees



## **Sales (AWR Reservation)**



- It works by processing online reservations made through the hotel website
- Bookings are done by the reservation team of AWR which are then assigned in leads square which is according to the requirements of the guest
- Booking a hotel room for guest or large group for a specific number of days for a set tariff or rate.
- The negotiating and communication skills should be excellent while convincing the guest to book the rooms.
- All the rooms are given at BAR (best available rates) which changes after every 3 days based on the hotel occupancy
- Canceling or amending a Reservation: changing an existing reservation is not allowed as per the hotel policy. If there a genuine reason a mail is sent from the guest to the sales id.
- Reservations also gives important information to guest regarding: room types, room rates or tariff, hotel facilities, attractions nearby, location of the property
- The sales forecast is used to establish the revenue for the budget
- If the forecast is wrong the foundation of the budget creates problems
- Resolving specific guest billing issues
- One of the most difficult decisions are room pricing which is most important which has to be based on room occupancy
- Giving the best available price and attracting customs by giving the best deals
- Convincing power must be consistent and the tone of voice used
- The majority of guest wanted lower rates and plenty of complimentary amenities

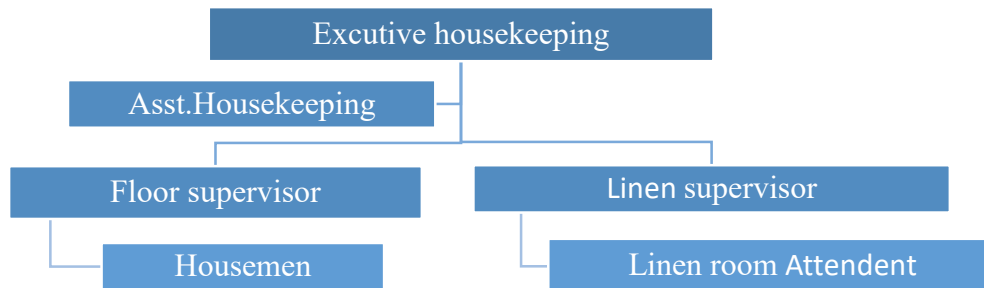
## **Reception (Customer Service)**

- The front desk represents the image of the organization
- The front office handles the spa, welcome drinks, billing instruction to collect payments, escort guest to their respected rooms
- It is the first and last face the guest see
- No matter how angry you are you cannot behave rudely with the guest
- In this profession customers come first and are always right
- Interacting with different type of guest taking feedback throughout the day
- The front office manager comes in contact with guests the most
- He ensures that the front desk provides a professional and friendly services for the guest
- The staff reports each and every detail to the front office manager
- The guest needs to be looked upon as if any issue arises the front office is called first
- The guest relation manager caters to the guest and makes sure they feel comfortable
- Our success mainly depends on how effectively we understand human nature and remain focused on our jobs
- Personality grooming and etiquette are a must for employees
- A front office professional should present oneself as polite, calm and confident
- The staff should not take things personally even if the guest treat them with disrespect
- The front office success depends on taking care of all such challenge with a smile

### **Maintaining a pre-reg card**

- All the guest arrivals for the previous days are prepared and ready along with the following detail:
- Guest name, address, check in-Check out date, email address, phone number company name, meal plan, type of rooms, price, time, special request, billing instruction (Cash, Credit Card)

# Housekeeping

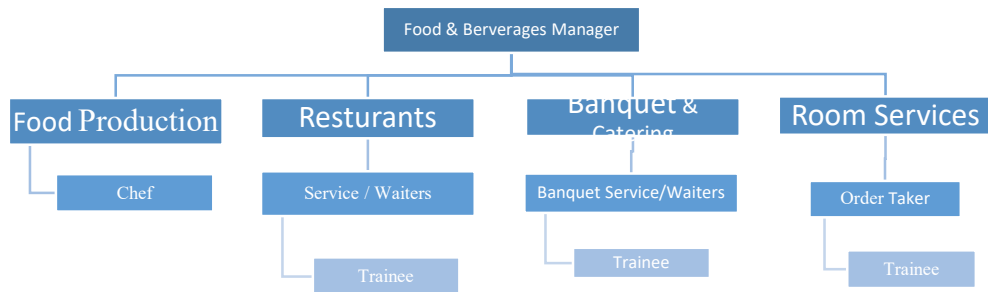


- It is a very physically demanding job that includes many tasks.
- The executive housekeeper checks on all the room status
- Housekeepers are given a certain number of rooms for cleaning
- Seaside and riverside room-Small, bathroom, bedroom and balcony
- Courtyard-A little larger room, bathroom, bedroom
- Villa and penthouse suite –Hall, television, three bedrooms, balcony, attic room
- Linin inventory, uniform inventory, log book shift arrival
- Current and fixed asset report

- **Housekeeping performs duties like:**

- Cleaning rooms
- Bed making
- Linen management
- Laundry service
- Interior decoration
- Room maintenance
- Room amenities
- Laundry requests
- Supplies in the room

# **Food and Beverages**



- There are 4 meal plans provided that are European plan, Continental plan, American plan and Modified American plan
- It is responsible for maintaining quality of food and service, food costing, managing restaurants etc.

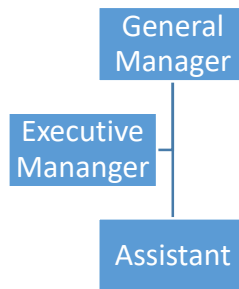
## **Duties**

- Inform guest about daily specials
- Record orders and place them in the kitchen
- Pick up and serve orders
- Check that customers are enjoying their meals and correct any problems
- Clean and reset tables
- Prepare tables and counters for meal
- Stock the service area with supplies (for example, coffee, cutlery, glassware)
- Greet guest, present menus and help customers select menu items

## **Characteristics needed:**

- Multi-tasking skills serve customers cheerfully, courteously and efficiently
- Good grooming
- The ability to work as part of a team and calmly under pressure
- Good verbal communication skills and sensitivity to customer needs.

## **Purchase/Store**



- The purchasing manager works with suppliers to negotiate contracts for the purchase of required goods.
- The purchase department is a back house operation.
- Interviewing salesperson
- Placing orders for goods needed by the required hotel departments
- Keeping record of all purchases and payments
- Comparing price and quantity of all bids received
- Receiving and verifying the quality and quantity of merchandised order
- Checking receipts and invoices against account payable and forwarding information to the accounts department
- Suggest change in the use of certain good where cost can be saved
- It is also required in office supplies, food, liquor or linens.
- Purchase checker handles invoice control, examine incoming invoices to check errors
- Receiving market list from the executive chef on a daily basis and arranges for delivery of items
- Ensure all orders receiving dates are updated by the buyer according to the suppliers promised delivery date
- Requires a strong negotiator

## **Learning**

In the hotel industry guests are very important in order for the hotel to function. I have gained an insight of how the hotel industry functions. It was a good experience which helped me in learning from scratch and has helped me to deal with different nationalities, study their behaviour and handle them with patience. My learning began as I witnessed how time and efficiency in work is more important. During my internship the front office manager would share his experiences with me. Reception management is to manage room bookings to ensure all enquires are accurately done. The different challenges faced while handling different types of customers from all over the world. When the guest called regarding room details or any information needed by them the guest would argue and ask questions which does not relate to the hotel for example what will be the weather in Goa after 2-3 days, if Novotel is having the facilities why don't you'll provide, Grand hyatt has parking inside the property why can't we also park and etc. The hotel has terms and condition which says that once booked there will be no amendments, cancellation and refund. I came across a guest who was rude and started arguing, she wanted the fund which was after 7 days booking. Even after giving her a complimentary deluxe room, on trip advisor she gave a negative feedback regarding the hotel. No matter how the guest talks you need to have a calm mindset, listen and talk politely. The management skills learnt is training and motivating the team, forecasting sales, developing effective strategies for managing leads, increasing sales and setting sales goals. It is a benchmark for the hotel. Pressure and blame from the head of department even though all three properties as well as air b&b was entirely handled by the AWR sales team, burdened on one sales executive to reach the target which shows dedication and how well an employee can take challenges. In the front office I was made to receive and transfer calls, take the official id copies, escort VIP guest to the respected rooms, show the villas and rooms available and observe the guest crowd coming to the hotel. People with different promotions would come to promote products. The guest relation manager would attend to them. As I was in the sales team I handled five board lines of Acron Waterfront Regina and Seaway where I took down details and assigned the leads to the sales executive where they had dynamic rates which changes after every three days depending on the occupancy rate of the hotel. I was handling online chats on dashboard visitor list where I would get leads and assign



accordingly as well as gave a 100% chat satisfaction from the customers by the end of the month. The housekeeping is responsible for scheduling staff duty, managing expenses, ensuring all rooms and public areas meet the hotels standards of cleanliness .In the human resource department I was made to check resumes for the different post people applied and assign them according to the years. Keep track of recruiting and selecting candidates, compensation and benefits, health and safety, labor and employee relation, training development of the employee details for insurance and company record. Analyzing present labor supply, forecasting labor demand, balancing supply and demand, and supporting organizational goals. Keeping track of Altogether it was a different experience in working and got a fair picture how a hotel industry functions. It was altogether a different experience in knowing the different departments and how they function as a team. Observing how the staff works for their living by taking abusive words from guest unnecessary but still keep their calm. The most astonishing part is when the navy officers along with their families need everything complimentary which is not possible. Most of the domestic guest coming from the north of India had to be calmly dealt with. Special care and attention is given to them. In the hotel, guest relation is very important. In this industry I have learnt different behaviors' of people how they communicate and get the work done in an instant. It has taught me how to handle guest with patience even though they were rude. No matter if the boss is wrong he is always right. Meeting and interacting with different nationalities and observing their behavior pattern. The hotel industry is a very complex industry to work in, ample time and dedication is required for the job which eventually counts for growth in the industry. I have learnt that quality of service defines a hotel's reputation because that gets transmitted by words of mouth and on portals like trip advisor. it helps the hotel in improving and make the necessary changes in order to do customer satisfaction like taking feedback better and satisfy their customer's needs. Looking upon the guest habits, their interaction with staff and the way they leave the upkeep of their room, it is easy to know the attitudes of people from different countries. You need to be more interactive with the guest indirectly inquiring about their stay and getting to know their feedback in order to improve more.

## **Contribution to the Organization**

- Throughout the internship, I was given the opportunity to interact with different types of nationalities and to have good communication skills which improved my Hindi.
- Collecting guest ids, checking details like phone number email id ,taking adult names, highlighting meal plans ,amount, amenities given if included in the package and signature was mandatory to check
- Checking room position if availability of room are there for any walk in guest
- Customer satisfaction helps the hotel to improve their services through the feedback given to understand the customers as it helps in improving in the affected areas.
- Taking customer feedback helps them in promoting the organization and make people aware of how it helps in growing business.
- The staff was made aware of the customers preferences which helped them in improving their service
- Welcoming the customers to the hotel with a welcome drink and directing them to Escorted VIP , domestic guests and international guest to the villa and rooms
- Preparing key cards for the guest who are about to check in
- Handling the master key and making key cards for the housekeeping
- The respected rooms are allotted as per request
- Monitoring the room orders-Vacant, Occupied, Dirty, Under Maintenance, Clean, out of order
- Guest amendment at the day of check in only email and phone number, name of adult and kids age.
- Coordinating with the house keeping about the room check in, check out and room shifting if cleaning was required.
- Preparing excel sheet to fill in guest details like sr.no, reservation number, guest name, booking source, check in ,check out timing, special request, spa and billing instruction

- Front office had to tally 3 main reports night audit report, occupancy statistics, room paid report
- Spa calls to see if guest are going as per their appointment
- Preparing registration cards as per the guest arrivals for the previous days were prepared as well as calling guest prior to confirm their arrival
- Guest spa time register was maintained so that guest would not clash with each other
- In the housekeeping department day to day checking of linen stock coming in
- Check rooms of check-ins and check outs
- Arranging the room ,adding supplies and clearing the room as the guest have checked out
- Learned a unique technique of how the bed sheet is folded in a particular way
- Checking guest leftovers in room
- Sanitizing the rooms
- Online portals like expedia, agoda, booking.com, clear trip and AWR direct sales was used to make reservations. The data is then passed in the system known as leads square which can be accessed by the hotel to manage bookings.
- Leads square is where it showed if the lead was action or the guest is tentative or confirmed.
- To reserve rooms for a particular guest prior for the given period of time, market sources are OTAS, board lines, walk-in, AWR Sales team and travel agents
- Forecast report-availability of rooms to sell
- Room service had to be checked where I had to check the cleanliness, and check if the room was kept in a proper manner
- 100% chat satisfaction from the official website dash board visitors list
- Pre arrival of guest information ,amendment and adding guest information the system
- Handling board lines and taking booking
- Taking guest details to assign leads like guest name, check in check out number of rooms, property, phone number and email id.

- Dynamic rates keeps changing according to the room occupancy after every three days
- Prepared DSR –Daily sales report on everyday basis of the total amount of room nights made in a day
- Confirmation voucher proof no amendable booking and refund
- Allotting according to dates on the online system human resource- resume, offer letter, ctc break down and id proof like aadhar, pan card and bank details need to be collected
- Employee clearance form requires all the HODs signature where later on clearance certificate is prepared
- Allotting employee detail like si.no, insurance number, insured person, number of days wages paid, total monthly, number of days wages- paid, ip contribution, reason for working, last day for the state insurance corporate for monthly contribution.

## **Conclusion**

I have done my internship in Acron waterfront resort Baga for 8 weeks. This training program is an excellent opportunity for me to get to the ground level and experience the things I would have never gained for going straight into a job. I am grateful to the university for giving us this wonderful opportunity. The main objective of this industrial training is to provide an opportunity for us to observe, identify and practice how it is likely to be in the real industry. It is not only to gain on technical practices but also to look into the management practices and to interact with fellow workers and having a good team spirit as well as good communication skill. It is easy to work with machines but not with people. I have a fair idea on how the department functions and goes about in the hotel and gained maximum out of this experience. As in today's world people prefer comfortable and beautiful properties. Meeting different types of people who come to work for their living. It helps you to deal with a patient mind set. Also I have learnt how to work in an organization, the importance of being punctual, the importance of maximum commitment and most important team spirit. Having a good sales team is very important as it attracts customers and helps in interacting with guest directly and providing the best rates as the convincing power must be excellent as well as the tone of voice. I have gained even more knowledge and experience which is needed to be successful in my career as a business management student. Overall it was a wonderful working experience.