

FRONT OFFICE EXCELLENCE: ELEVATING HOSPITALITY OPERATIONS AT JAMUNA RESORT LIMITED-TANGAIL, BANGLADESH

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ABSTRACT

This study describes how emotions and workplace justice are framed through innovative channels and modes of communication from the perspective of Jamuna Resort, which is located in Bhuyapur Tangail, Dhaka, Bangladesh. Analyzing the author's poems, photographs, and illustrated performances from his stay, it is argued that such creative and research works frame not only the tools of justice and media communications against workers and staff but also the reflexive, effective, and moral emotions that motivate tourists and audiences to visit such a captivated destination. Furthermore, the author has several kinds of feelings in his attitude toward tourists, which will in turn make them more active in their future visited locations. Although it is impossible to quantify the impact of these research works on the tourism and hospitality industries as a motivator, they are based on local and international comparisons of the hospitality industries and were presented to transnational tourists, shedding light on the distribution of visited tourists and pipeline tourists throughout Bangladesh and somewhat behind Bangladesh.

Key words: Front office Excellence, Hospitality, Jamuna Resort.

Introduction

It is a buzzword in the whole Bangladesh that Bangladesh, the gift of rivers, lies along the Bay of Bengal and sits upon the Ganges delta, which is the confluence of four rivers that flow into the bay. The flood plains of the Jamuna, Ganges, Brahmaputra and tributaries compose the delta. The life and livelihood revolving around water or seaside of these rivers run over the ages. Rivers in Bangladesh have nurtured this region, with its ancient civilization and during culture. Rivers circulate its culture, its life style, The coastal or island-based beach tourism is a popular sea, sand and sun-based natural tourist attraction in the tourism industry (Onofri and Nunes, 2013; Houston, 2008; Williams *et al.*, 2016). Beaty *et al.* (2003) noted that while international tourists from other developed economies like China, Japan and sometimes Brazil even regard London as a “business hub” and may not provide holiday feel of relaxation. The research went further to highlight that mostly international tourists to the Indian sub continent regard seaside resort more as holiday parks and hence attribute most of their holiday experiences to the experiences they enjoy from these seaside resorts. Palutik *et al.* (2004) concluded in their own research that that “with so many attractions to choose from, both home and abroad, seaside resorts are caught in a highly competitive market where customers” desire for best value for money and high environmental quality and safety affects their attitude and preferences. Resort and hotel industry are the major part of world hospitality industry all over the global arena. After the world war the second business concept has been changed totally. Business arena has been expanding globally with newest technological invention as well as pattern of lifestyle and leisure period have been changed lots of. As a consequence, resort industry has been expanding all over the world. Bangladesh is the potential economic power within 2040. So it has the same demand. In the study it has explored the role front office department of the Jamuna Resort Limited (JRL). This study has been conducted on the basis of practical experience working therein this study various analyses have been conducted on the basis of popular marketing analysis tools and at the time preparing this thesis it seems to everybody that a staff of the front office department. A resort can be a successful and challenging one when its performances are directed towards the highest satisfaction. The issues of guest satisfaction lead a resort towards the part of success. The convenient the hospitality the more the guest will be satisfied. The satisfaction of every department of a resort or hotel is very crucial to guest satisfaction. It is the authoritative sector of how particular types of transactions and other events should be reflected in the

tourism and hospitality industry by JRL. Management is often happy because they have placed right person in right position that is why almost all the guest are satisfied. The objectives of this thesis is to cover the brief history of JRL, organization's profile, front office operations, reservations and registrations systems, front office communications and guest services, front office accounting and audit, computerized functions of front office, policy and management, finding out the strength, weakness, opportunity and threats. To gather some experiences through practicality, to learn the present scenario of the resort activities practiced and to identify the competitors of JRL are also the objective.

Materials and Methods

This study has been prepared based on experience gathered through learning and getting information about the JRL and the tourism and hospitality industry. For generating this article, the information's are collected from websites of the tourism sector, JRL, and hospitality sectors that are noted at the ending of this thesis. In order to make the thesis more meaningful and presentable, two sources of data and information have been used widely. They are as such-primary data and (data of Jamuna resort's front office department) and secondary data sources such as newspapers, magazine, internet etc. Qualitative approaches have been adopted for data analysis and interpretation, taking the processed data as the basis. Therefore, the article relies primarily on an analytical judgment and critical reasoning.

Company Profile: The Jamuna resort limited (JRL) is a private owned organization and to have and promote the tourism and hospitality industry of the country. It is, therefore, one of the private Organizations of the country. It is established at the north side of Bangabandhu (Jamuna) bridge. The company performs following functions :i) To establish relationship in between the different tourists of the different countries of the world and ii) To serve facilities, to undertake measures and carry out all kinds of activities connected with tourism and hospitality management. The distance from the Shahjalal International Airport is only 80 Km. In facts, the highway has passed in between the Resort and you can enter the Resort directly from the highway. Guests driving their own car will find a very easy access through highway. Even the train station (IBRAHIMABAD) is located within the property of JRL which provides great convenience. The Board of JRL, established in the year 1999 consists of the three general manager and seven whole- time respective managers.



The principal policy objectives and perceived benefits of the resort are as follows:

- Launching the attractive tourism and hospitality products
- Developing strong base of domestic or local based tourism products
- Conserving and protect the environment from dirty getting.
- Enhancing the national and international image of the JAMUNA RESORT
- Reinforcing and protect the culture of the Tangail district and also country

Results and Discussion

Basic traits of Jamuna Resort: Jamuna resort is the most desirable location nearest from Dhaka city for leisure, family gathering, business conference, seminar and workshop. Nestled by the mythological Jamuna River (Brahmaputra), Jamuna resort is captivating with stunning views of the JAMUNA bridge and the breathtaking landscape. At Jamuna resort people can feel the rich and exotic atmosphere of the legendary river Jamuna. When anybody enters in JRL, naturally feels the new concept of warm hospitality, luxury and comfort. "Great location, great convenience, great facilities, romantic atmosphere, luxurious amenities are

the main products that are what make Jamuna Resort unique and truly special." Jamuna Resort provides the ideal destination for a family getaway. It is a place that has the spirit to weave the weekend flavor into everyday of the week and leave the soul refreshed and recharged.. Jamuna Resort provides unrivalled comfort, impeccable hospitality and every facility for an enchanting holiday with nature. Be at home and stay tuned to nature. For Annual General meeting (AGM), Business Conference, Reception, Sales or Marketing, Meeting, Training or Seminar Workshop, group discussion, quiet anniversary, birthday party or even a romantic honeymoon; Jamuna Resort is the unique place. JRL has provisions for all related services. The professional and personalized services will make it a smooth and enjoyable event for that. This resort has a gourmet restaurant which serves excellent continental as well as Asian Cuisine. Resort and Hotel in this also have an exotic bar for those who want to relax and sip some delicious cocktail drinks. The swimming pool is ideal for those who want to swim at a leisurely pace. JRL has personal butler on request for each room and friendly staff members provide everything as needed. In accordance with the declaration of the existing governing body that they are certain that anyone will enjoy all the facilities and services that they provide. Notwithstanding these, river cruising facilities at Jamuna River for enjoying the natural beauty of river banks and Jamuna Bridge which is the twelfth largest bridge in the world. It also has an amusement park with various rides for memorable time.

Discover a place where a busy day is balanced with moments of unbridled bliss: The site is surrounded by its own lush green garden on the bank of the Mighty Jamuna River. Anubody can truly come home to the exotic place of the tropics where personal space and lush surrounds go hand-in-hand with superlative service and a whole host of facilities for family leisure, and corporate gathering. This is the perfect retreat for a short visit or a longer stays. Jamuna Resort is the place for relaxing in the luxury of mental peace in a luxurious comfort.

General Services of front office: Jamuna Resort provides unrivalled comfort, impeccable hospitality and every facility for an enchanting holiday with nature as highlighted: Shopping Arcade, Health Care, Ample Parking Facilities, Multimedia Projector, Laundry Services, Video Recording, Business Center, Gymnasium, Lapel Microphone, TV/Video, Banquet and Conventions, Sports Facilities, Transport Facilitie, Floral Arrangement, Musical Events and Slide Projector. The services are being settled from well equipped computer from front desk.

Remarks: Check-in at from 14:00 hours and Check-out at until 12:00 hours



The abbreviation SWOT stands for

	INTERNAL	EXTERNAL
+	STRENGTH	OPPORTUNITY
-	WEAKNESS	THREAT

Distribution strategy

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Jamuna resort planning concepts: The concept of this destination-community, attractions, and traveler access-is used here for several reasons. It recognizes the significant role of community in traveler flow, proving the majority of service needs. Communities also contain many of the attractions sought by travelers. All transportation modes lead to communities. But, in addition to these factors, the area around communities contains a great many resources and outlying attractions upon which the community traveler

also depends. Using the concept of destination allows these important rural areas to be included in planning framework and principles.

Current marketing situation: These resorts or destinations are increasingly momentous today; forecasts suggest that annual sales of such devices will grow at more than 70 percent for the next two years. Competition is therefore more intense even as resorts demand flattens, industry consolidation continues, and pricing pressures squeeze profitability. To obtain market share in this challenging environment, Jamuna resort must cautiously target specific segments with unique characteristics that deliver benefits valued by each tourist or traveler's groups.

Market description: Market of Jamuna resort consists of consumers named tourists and business travelers who prefer to use many resorts calling destination for entertainment, exchange beliefs and cultures. Tourists can choose different destinations including our resort's competitors. And that is why; Jamuna resort is equipping its first products and exotic facilities to draw attention to prospective tourists or travelers.

Marketing research: Using research, the study is identifying the specific characteristics and benefits that our target market segments value. Feedback from market tests, surveys and focus groups will help us to develop the Jamuna Resort. Brand awareness research will help us determine the effectiveness and efficiency of our messages and media. Finally, the study will use customer satisfaction studies to rejuvenate the market reaction.

Conclusion

Tourism should serve the community first and tourists second. Bangladesh is a developing country with many tourist items, but not all of them appeal to foreign tourists. As a result, Bangladesh should focus on generating iconic products rather than expanding the number of offerings. In this approach, other resorts, such as Jamuna Resort limited, could play an important role.

Recommendation for policy implications

The recommendation is that Jamuna Resort's front office has adequate potential to establish a strong reputation in the hospitality business. It must, however, persevere and avoid becoming frustrated, as it is in a more difficult situation than its competitors. Top-level managers must set positive examples and avoid bias. They should understand who to listen to and set the proper path of action. His or her personal Feelings should not be used as a flavorful example of negative communication. The discussed strengths in the SWOT profile must be properly managed. The resort should look to maximize its profits and continue forward without pause, as new entrants and worthy advisers are likely to enter the market soon. Jamuna Resort must continually expand and safeguard its future recognition potential. Momentous motivating concerns must be addressed on a regular basis in order to encourage the team to perform at its peak during the workday.

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