

INTRODUCTION - Lời mở đầu báo cáo thực tập tiếng Anh - Reality and Solutions to Perfect quality of service at Sherwood Suites Saigon”

1.1. Reason of Choosing Research

Our country is entering a period of industrialization - modernization to make Vietnam become a modern industrialized country. The tourism and hospitality industry are one of the industries that have contributed greatly to the revolution and are considered as the spearhead economy of today. In many countries in the world, the tourism and hospitality industry has developed quite strongly and for a long time, but in Vietnam, it is a relatively young sector, not yet developed strongly but has a very important position in the Vietnamese economy today. That is why the government has made reasonable policies to create favorable conditions to attract huge capital from foreign investors.

Thanks to foreign investment capital, many tourist resorts, hotels and serviced Apartments are being built and developed in Vietnam. It is a good thing that Vietnam has joined the WTO - this is also an important gateway in the development of tourism. Along with the economic growth and social progress in the countries of the world, people's travelling demand is higher and richer. In the past, people's travel was derived from the actual need to learn about the people, the society, the customs and habits where they are, then the demand raised that is the enjoyment of service quality and quality of service in their destination.

As being one of the five-star serviced apartments that run hotel business, Sherwood Suites is a perfect combination of convenience with luxury amenities and first-class service, providing guests with the warmth and comfort of being in their own home, whether short or long term. Sherwood Suites is not only a place to stay, it is also a lifestyle. Located in one of Asia's most dynamic cities, this deluxe serviced apartment is designed to be your dream lifestyle.

In recent years, serviced apartments have been chosen as the most preferred accommodation to stay for families and couples as it not just consisted of almost everything like guest's home but also provided the service like in hotels. To be affordable to guests' needs, serviced apartments are growing up more and more everyday. So the competition in this types of segment is becoming more thrilling than ever. Guests will have more options to choose. That is the reason why the quality of service is the most important factor that attract guest coming and returning to Sherwood Suites. To prove this is true, I make this report that aims to explore the Business, status and solutions for quality service at Sherwood Suites.

1.2. Objective of the report

Sherwood Suites Saigon has just been operating for one year, so it might not run very stable. Although every process has its own standard and are being followed well, but it is still difficult to ensure the standard of the quality of service because it is based on many factors. The objectives of the report are to analyze and evaluate the quality of service at current Sherwood Suites and the following years. Based on the objective set, an article addressing the remaining negative stereotypes at Sherwood Suites. By understanding and researching, we propose solutions to improve the quality of services for Sherwood Suites. *(Lời mở đầu báo cáo thực tập tiếng Anh)*

1.3. Target and Field of Research

- The subjects of the thesis are quality of service at Sherwood Suites.

- Scope of the study: Spatially limited research space at Sherwood Suites.
- The time: the internship takes place in 2018

1.4. Method of Research

The report uses the following research methods:

- Method of collecting secondary information: From the books, newspapers, magazines, reports of the General Department of Tourism, reports of the Front Office, reports of Sherwood Suites.
- Practical survey method: The student spent a lot of time investigating the reality at Sherwood Suites to compare the reality and the results of the hotel. Also learn about service quality, especially performance of the hotel.
- Methods of analysis and synthesis: Using statistical analysis methods, inductive methods ... to synthesize them into the core problems, the most common at Sherwood Suites.

XEM THÊM CÁC BÀI VIẾT

NHẬN XÉT CỦA ĐƠN VỊ THỰC TẬP BẰNG TIẾNG ANH

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CẦN HỖ TRỢ VIẾT BÀI VIẾT THUÊ BÁO CÁO THỰC TẬP TIẾNG ANH, REPORT

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TẢI 10 BÀI MẪU TẠI:

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