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TEMSIRI YURABYE: STANDARD OPERATING PROCEDURE IN HOTEL
INDUSTRY IN TERM OF RESERVATION: CASE STUDY OF 5 STARS HOTEL
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This paper reviews the literature on the service blueprinting. The main objective of this study is to develop the service process for hotel service in term of reservation. Because of having a good SOPs and service blueprinting can be competitive advantage for the hotel.

Data was collected by interview which separated into two groups. There are 7 respondents in totals, the first group is the management of case study hotel and the second is reservation agents who work in the reservation department of five star hotels.

The results of this study showed that having a good standard operation procedure and service blueprinting can be competitive advantage for the hotel. Also those can be helping hotel to maintain the hotel service in a long term.

For this study, the sample size is too small when compare to the number of reservation agent who work in the hotel industry in Bangkok. Moreover, the information is too limited. Therefore, the next step of this research will be focus on different kind of hotel.

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