

**PREAPARED BY :**

Sahil Parab



# **Internship Report**

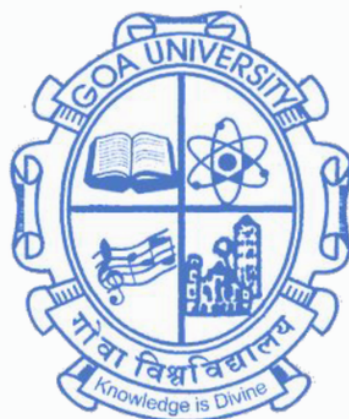
**9TH JAN TO 8TH JULY**

# **INTERNSHIP REPORT 2022-23**

**EXOTIC TOUR AND TRAVEL  
SUBMITTED TO  
DEPARTMENT OF MANAGEMENT  
STUDIES (MBA-INTEGRATED)  
GOA BUSINESS SCHOOL**

**IN PARTIAL FULFILLMENT FOR THE  
AWARD OF THE DEGREE OF MASTER  
OF BUSINESS ADMINISTRATION  
(INTEGRATED:HOSPITALITY, TRAVEL  
AND TOURISM)  
BATCH (2018-2023)**

**BY  
SAHIL PARAB  
1822  
AUGUST 2023**



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# Exotic

## Tours & Travels

Let us show you the world

TOUR PACKAGES, INTERNATIONAL TOURS, DOMESTIC TOURS, FAMILY TOURS, GROUP TOURS, COLLEGE & SCHOOL TOURS, HONEYMOON PACKAGES, TICKET BOOKING (FLIGHT, TRAIN, BUS) VISA, PASSPORT.

Date- 05.01.2023

### OFFER LETTER

DEAR, SAHIL PARAB

We are delighted to offer you a position at EXOTIC TOUR AND TRAVEL. We believe your skills and experience will be valuable assets to our team. According to our conversation, the position is TRAINEE. 9<sup>TH</sup> January will be your starting date. The enclosed employee handbook describes our company's medical benefits.

If you accept this offer, please sign and return the second copy of this letter in the space provided. For your convenience, a stamped, self-addressed envelope is enclosed. We are delighted to welcome you as a new trainee at EXOTIC TOUR AND TRAVEL.

Sincerely.

**Rahul Naik**  
PROPRIETOR

**EXOTIC TOURS & TRAVELS**

Shop No. 1, Indraprastha Apts.,  
Santa Cruz, Tisk, Ponda-Goa 403 401



Shop No 1, Indra Prastha Apts, St.Cruz Ponda, Goa 403401 India  
Rahul 7507396483 / 8530429485







# Exotic

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Let us show you the world

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Date- 20.07.2023

### CERTIFICATE

#### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Sahil Parab was employed with us from 9<sup>th</sup> January to 8<sup>th</sup> July 2023.

During his working period we found him a sincere, honest, hardworking, dedicated employee with Professional attitude and very good job knowledge.

We take this opportunity to thank him for his contribution and wish him Success in all future endeavors.

With Best Wishes.

From Exotic Tours and Travels.

**Rahul Naik**  
PROPRIETOR

**EXOTIC TOURS & TRAVELS**  
Shop No. 1, Indraprastha Apts.,  
Santa Cruz, Tisk, Ponda-Goa 403 401

Shop No 1, Indra Prastha Apts, St.Cruz Ponda, Goa 403401 India  
Rahul 7507396483 / 8530429485



# Acknowledgements

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At first I would like to thank the all mighty God for blessing me with the strength, ability and patience to accomplish the study, I have been able to complete this report in a comprehensive manner. I have tried my best to implement her constructive suggestion, wherever relevant. I have gathered vast information about Travel and Tour industry world, the people and corporate culture through this internship. Workings with Exotic were being a great pleasure. So I would like to thank the managing director and specially the project manager, Mr.Sanmesh Shet for his vast co-operation to give me the information and guidance.

I hope that I can build upon the experience and knowledge that I have gained and make a Valuable contribution towards this industry in future. Furthermore, distinguished appreciation also goes to Prof. K.G. Shankaranarayanan: Program Director, Dr Albino Thomson:Assistant Professor,Mr Kevin D'souza: Assistant Professor, Dr Poonam Sadekar: Assistant Professor, Ms Sujal Naik: Assistant Professor, Mr Sadanand Gaonkar: Assistant Professor, Dr Paresh Lingadkar: Assistant Professor, who's been our course Coordinators and for Guiding us for this Internship. And big thanks to Administrative staff, Ms Shilpa Shirodkar,Mr KishorNagvekar, Mr Naresh Salgaonkar, Mr Sarvesh Vaigankar all the Management staff At Goa University for their extended support and All the Professors involved in making internship part of the academic assessment to enable students gain the aspiring work experience before graduating.



# Executive Summary

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Exotic Tour and Travel. a familiar name in the travel and tourism sector of Goa is engaged in the healthy growth of travel trade in the country. It is run by a team of young and energetic professionals fully conversant with modern day's travel trade and its practices, who have background with various reputed Airlines and travel Agencies. Exotic Tour and Travel. The office of Exotic Tour and Travel centrally located in the hub of Ponda and Porvorim. The office is well appointed with the internal and external communications, being effectively maintained by telephone, fax, internet, computer networking and computer reservation systems (CRS) to meet up the demand of our Clientele. The company, one of the units in a group is based on a solid foundation with multi-discipline business experience, such as travel and tourism, IT sector, software developing, hotel reservation, campaign organizer etc.

Exotic Tour and Travel was started its journey on 2019, with nine energetic people. First they do their business on event management and software developing. But after some years they concentrate on travel related services. But with the grace of time it has become one of the most promising travel related company. The company does not have a specific Human Resource Department. However, the managing directors and managers are responsible for hiring people. In recruitment and selection they follow some steps as per their company rules and regulation. Basically Exotic Tour and Travel Trs very much concern about their promotional activities as it is a travel agency and tour organizer. They are very much concern about to catch up the national and international organization they take Exotic Tour and Travel as their company brand name to focus on standard of excellence and fulfill their valuable customers need.



# CHAPTER 1

## Introduction





# 1.1 Background

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This internship report has been made to fulfill the course requirement of IMBA, This report has been assigned to me by my senior Mr Sanmesh Shet with a view to have an in depth understanding of the topichave worked in Exotic Tour and Travel an intern and have got vast opportunity to learn about the recruitment and management on process which is also the major concept of our course



# 1.2 Objective of the study

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It is the primary project on recruiting and selection process analysis of Exotic Tour and Travel The main objective of this report is to identify every segment of human resource procedure regarding to this company

General Objective:

The core objective of working on this project adheres to identify the overall recruitment and selection process of Anansh TRS Ltd and obtain comprehensive knowledge to understand its underneath strategies

Specific Objectives:

Researching on the primary activities of recruitment process including of collection of applications, selecting the short listing training and development etc

Obtaining knowledge of the research and development program undertaken by the company to boost the quality and management of human resources occupied to

improve the performance And finally acquiring real scenario of the total value chain process and making analysis of deviation and required improvement accordingly to prolong the brand





# 1.3 Methodology

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The study was conducted using the participatory method as I was working as an intern in this company. To know the in-depth information, the topic was discussed with the expert professionals related to the company for several times and other related secondary information.

Data Collection method:

Data have been collected from two sources. These are as under:

Primary source

The primary source of data includes the following

Face to face conversation with the project manager of Exotic and director of Exotic and Working and handle some selection procedure

Secondary source

The secondary sources of data include as under:

Text book

Relevant web site links



# 1.4 Limitations

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As nothing is perfect I also faced some difficulties during preparing the report. However I have tried to complete my report except that information. The limitations are as following:

- I was sick during my internship
- I get short time to prepare my report

Sometime the management teams were not comfortable to give the information as they consider it as confidential



# CHAPTER 2

## The Organisation



## 2.1 Exotic Tour and Travel

### (Bird eye view)

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Exotic Tour and Travel, a familiar name in the travel and tourism sector of Goa is engaged in the healthy growth of travel trade in the country. It is run by a team of young and energetic professionals fully conversant with modern day's travel trade and its practices, which have background with various reputed Airlines and travel Agencies. Exotic Tour and Travel. The office of Exotic Tour and Travel is centrally located in the hub of Ponda commercial area, within close proximity of major Airline offices in Goa.

The office is well appointed with the internal and external communications, being effectively maintained by telephone, fax, internet, computer networking and computer reservation systems (CRS) to meet up the demand of our Clientele. The company, one of the units in a group is based on a solid foundation with multi-discipline business experience, such as travel and tourism, IT sector, software developing, hotel reservation, campaign organizers etc



## 2.2 Product and service offers

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### Tours

This is our main product Where we take particular group for the vacation to scenic places like Manali,Kedarnath, Kashmir, Shimla, Keralam, hampi, Ooty etc and we try to give best experience to people to make memories out of it.

### Hotel reservation

Being a unique travel house TRS boasts a wide variety and an abundance of accommodations both locally an internationally Not only it can find over 700 Hotels in over 70 to 80 cities around the world but also the pleasure of most competitive rates that are quite modest when compared with hotels of the same standards

### Air Ticket

A rendezvous of professionals with decade of airline background in its ability to provide best possible travel consultancy what is -until recently was unknown to the trade





**Exotic Tours & Travels** Presents

25 SEATS per batch

TOUR TO  
**KEDARNATH**

DELHI - HARIDWAR - KEDARNATH - GUPTAKASHI - RISHIKESH

Swipe >>

Batch 01	Batch 02	Batch 03
6 <sup>th</sup> May 23 - 14 <sup>th</sup> May 23	13 <sup>th</sup> May 23 - 21 <sup>st</sup> May 23	20 <sup>th</sup> May 23 - 28 <sup>th</sup> May 23
Batch 04	Batch 05	Batch 06
27 <sup>th</sup> May 23 - 4 <sup>th</sup> June 23	3 <sup>rd</sup> June 23 - 11 <sup>th</sup> June 23	10 <sup>th</sup> June 23 - 18 <sup>th</sup> June 23

**Exotic Tours & Travels** Presents

15 SEATS

New year celebration in  
**MANALI**

Agra - Fatehpur sikri- Mathura - Vrindavan - Manali - Kullu - Amritsar - Chandigarh - Delhi  
27<sup>th</sup> December 2023 - 6<sup>th</sup> January 2024

Ex Delhi ₹22,999/-  
Ex Mumbai ₹23,999/-  
Ex Goa ₹24,999/- per head

**COSTS INCLUDES**

- To and fro sleeper class train tickets.
- Accommodation in hotel on Triple or Quad sharing.
- Breakfast and dinner during hotel stay
- Transfer & sightseeing by mini Bus or tempo traveller
- Unlimited entertainment

**EXCLUSION**

- Anything not mention in inclusion.

Book your seat by paying advance of ₹5,000/- or sleeper class train tickets and ₹10,000/- for 3Ac train tickets on or before 22<sup>nd</sup> August 2023

Those who want to travel by 3Ac tour cost will be ₹27,499/-  
Those who want Travel by flight tour cost will be ₹22,999/- + Flight cost.

Pay your tour amount in five easy installments.  
Avail discount on group bookings.

To book your seat contact: **Rahul** 75073 96483 **Office** 85304 29485 **Sanmesh** 87884 45527

Shop no. 1, Indraprasta apt, opposite Raghavendra saloon, Tisk, Ponda - Goa.

For our tour updates please follow our page on Facebook and Instagram (EXOTIC TOURS AND TRAVELS)  
We also deal with customize tours (honeymoon packages, family packages, school/college tours etc)

Tour posters

**Exotic Tours & Travels** Presents

**DUBAI** 4N/5D

INCLUSION : FLIGHT | VISA | STAY | TRANSFER | BREAKFAST

₹59,999/- per person

For booking & detailed itinerary contact:

**Rahul** 75073 96483 **Office** 85304 29485 **Sanmesh** 87884 45527

Shop no. 1, Indraprasta apt, opposite Raghavendra saloon, Tisk, Ponda - Goa.

**Exotic Tours & Travels** Presents

20 SEATS

**Kerala**  
(25<sup>th</sup> - 30<sup>th</sup> January 2023)

Swipe >>

To book your seat contact: **Rahul** 75073 96483 **Sanmesh** 87884 45527

Shop no. 1, Indraprasta apt, opposite Raghavendra saloon, Tisk, Ponda - Goa.





## Car Rental

Exotic for the first time have come forward with a distinct facility to make the ground transportation in Goa. Working with the best Goan car rental suppliers with the guaranteed services in Goa, Sylhet and Chittagong that we believe to be unparalleled and represents the international standard

## Meeting Incentives Conference & Exhibition (M.I.C.E) Management

Successful Meeting Incentives, Conference and Exhibition All the relevant logistics are arranged by Exotic a unique travel house in Goa and this they also give consultancy

## Visa Assistances

Exotic provide a professional consultancy to ease visa application Putting priority to provide accurate and necessary information for a successful visa application exotic success rate has been over 95%.

Other related services are:

Airport Transfer

Excursion

Rail-bus-steamer ticket

Half a day city tour

Meet and assist service



## 2.3 History ( section with in organ)

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Exotic adopted as the companies brand name that reflect the symbol of commitment and standard of excellence in travel area in Goa. Exotic started their journey on 19th January, 2019, with flnine energetic people. First they do their business on event management and software developingBut after some years they concentrate on travel related services.



## 2.4 Vision

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To be the market leader in terms of international standard service Air Ticket and recreation sector and ensure maximization of the potential customers to increase the sales volume.



## 2.5 Mission

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To focus on the customers demand and ensuring quality through Good Servicing Practice (GSP) and by using extensive promotional activities to achieve the goal of monopolistic market leader in travel and tourism sector and recreation sector



## 2.6 Goal

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Incorporating latest technology and quality service to improve quality at all times.

Give adequate emphasis on public relation to build image.

To add at least one additional service in each year.



## 2.7 Objective

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To diversify market portfolio across the country according to the market demand and situation.

To increase market awareness as well as sales by persuasive promotion based strategies.

Maintain a constant growth rate.

To market the famous tourist destinations.

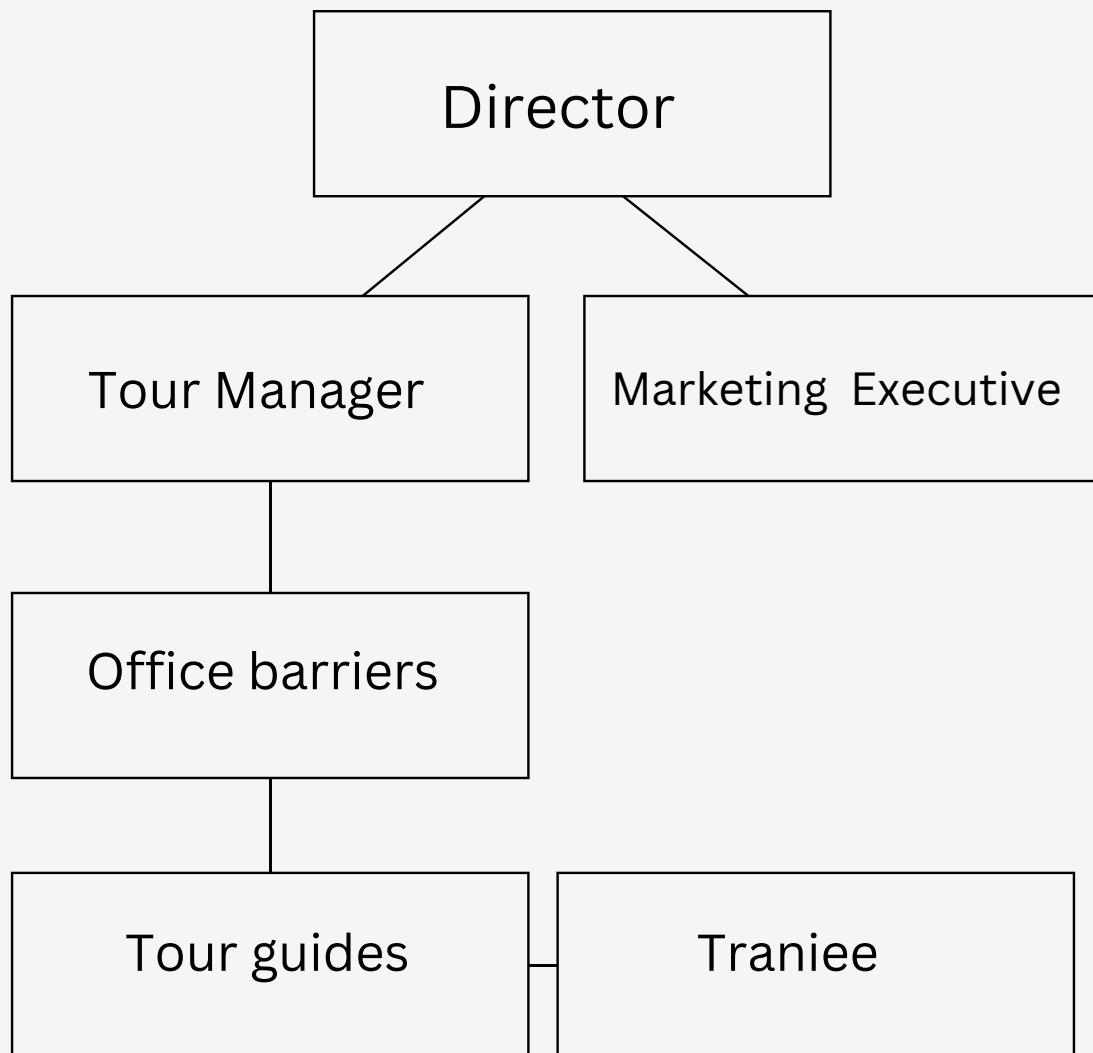
Maintaining the quality of the market through continuing monitoring and sound management





## 2.8 Operational network organisation

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## 2.9 Promotional strategy of Exotic

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The promotional strategies of Exotic are reviewed each year in consultation with their advertising agents and media buyers. On their recommendations a themed campaign is devised and appropriate media selected. There is a limited budget available for such campaigns and since television advertising is not usually possible within their budget in past years the choice has been to use the following media:

Poster advertising

Press advertisements

Smaller posters for distribution

Their own web site



## 2.10 SWOT Analysis

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### 1. Strengths:

- Group image: It can easily attract the job market.
- Skilled manpower: Skilled manpower creates the job environment professional that leads a systemic and efficient organizational structure.
- Latest technology: Latest technology makes organization more effective and systematic .So every task can be managed so smoothly.
- Wider distribution network: Wider distribution network gives the employee better opportunity to explore their quality and knowledge and open the door to be more professional in the business community.

### 2. Weaknesses

They have only two department financial department and marketing department They have lots of clients but some managerial problem they have the tendency to lose them.

No employee training and development centre Comparatively low investment in increasing different operations.



### 3. Opportunities

> Exotic has a scope of expansion their business in Goa, as it has become the tourist hub

> As this company is very much successful in tours and travels, it can easily joint venture with other local or international travel company to give better services> The government of Goa is giving immense support on developing tourism sector and offers various packages, loans, investment on this sectorSo Ananash has an opportunity to grab it.

### 4. Threats

➤ The unstable situation of Goa that greatly harm the tourism sector.

➤ Sometimes less interest of foreigner to come in Goa

Now-a-days many companies are doing good business in tourism sectors in India



# CHAPTER 3

## Job as a intern

(Tasks handled)



## 3.1 Nature of Job

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On Exotic was appointed as the trainee, my job was to handle the application, recovery the client list, day to day data sources transaction and taken participation on their different group discussion

## 3.2 Specific responsibilities of job

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Assist my director to give her different information here have received client callsoffer different service of my company and inform this to my director.

- Handle the vacancy applications means select the applicant for offering interview according to their CGPA and experiences
- Take observation part on vacancy interview means in selection board when job interview arranged, I was there to put mark on their discussion
- Handle day to day data sources transaction





### 3.3 Different aspects of job performance

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Information Technology Department:

I have worked as intern of Exotic. They use different software and tools to handle the whole air ticketing process. This also make the employees life easy.

Customer service:

This department plays very important role in the organization. Here employees handle their customers and fulfill their need

### 3.4 Critical observation and recommendation

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Exotic tours and travel is well reputed travel house in Goa. But I have found some critical

point that need to be notice and implement the proper steps. Which are:

According to their services Exotic Tours and Travel is quite small organization.

► There have less emphasis on managers or subordinate decision making. All the decisions are done by managing directors.

All operation of the company is based on networking and information technology based which sometimes break down and hamper the work



# CHAPTER 4

## Learning



## 4.1 What I learned

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i got skilled in a variety of tasks, including sales, marketing, planning and business management. They must also have in-depth knowledge of travel destinations and the travel industry.

## 4.2 Geography and Culture Skills

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i have gained knowledge of the geography, cultures and traditions of travel destinations. Most courses on this subject cover major geographical regions and the predominant cultures of those regions. Specific skills obtained from courses in this area include:

- Map reading
- Measuring distance
- Locating major geographic features
- Researching local weather and conditions



## 4.3 Business skill

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This travel agents work independently and need to be able to manage their own business, so skills in areas like sales, marketing and communication are essential for success. Business skills covered include:

- Niche marketing
- Cross selling techniques
- Identifying prospective clients
- Basic finance and accounting

## 4.4 Trade-Specific Courses

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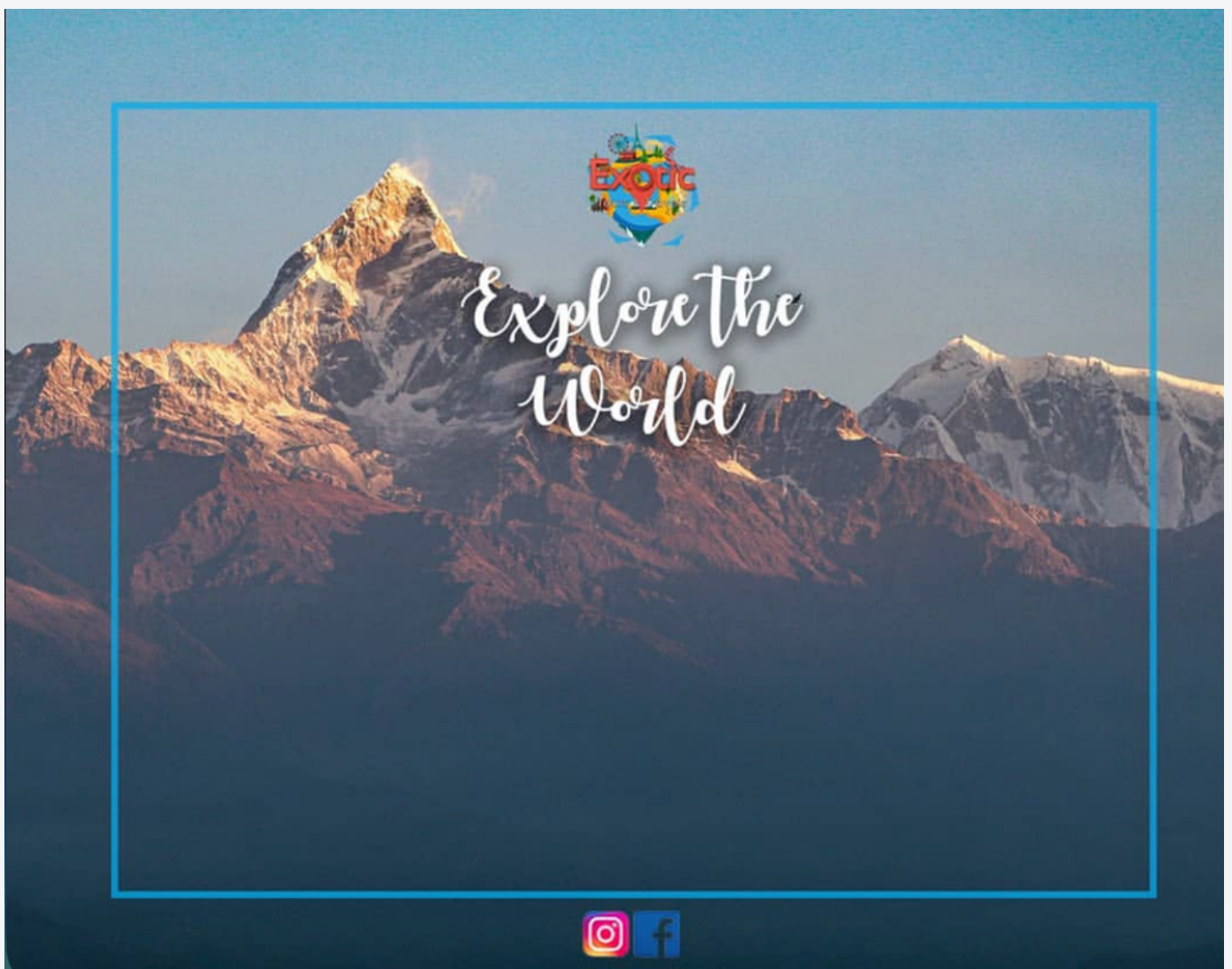
Trade-specific courses for travel agents teach the laws, rules and regulations that govern travel. Basic industry functions, like operating reservation system and creating itineraries are also taught. Courses also provide details on the products travel agents frequently handle, such as those offered by cruise lines, airlines and tour operators. Travel industry course topics may include:

- Cruises
- Air travel
- Road or rail travel
- Organized tours
- International travel



# CHAPTER 5

## Challenges



## 5.1 Maintaining Credibility

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Amidst heavy competition, the biggest challenge for travel agencies is to maintain their credibility and visibility. Many travel agencies do not have a good online presence. It is also not enough to just own a company website. But travel agencies should also get their marketing teams to maintain an online presence on social media platforms. Customers tend to trust travel agencies that have a good online presence, regularly engage with them through campaigns and posts, and are very much active online.

## 5.2 Competition From Leading Companies

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The travel industry is quite profitable and holds good potential even for the new entrants. However, novice travel agencies or medium-scale travel agencies face stiff competition from the industry giants. Leading travel companies such as Expedia, TripAdvisor, etc have established a monopoly in their segments. They have huge budgets to market and promote their companies. Therefore, their marketing strategies heighten brand visibility. Naturally, a large chunk of the population prefers to use these websites to plan and book their travel. Thereby, leaving very few who would actually turn to the smaller travel companies to make their bookings.





## 5.3 Common Tour Packages

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Many travel agencies are laid back in their approach if their business seems to be generating at least some profits. They follow the same strategies and techniques that others do. Therefore, they end up offering the same kind of tour packages as other agencies do. Whereas travelers are on a constant lookout for something unique, it may be experiential travel, leisure travel, eco-travel, etc. Offering common tour packages to customers gradually leads to losing customers to competitors that provide better deals and packages.

## 5.4 Complex Booking Process

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People have become busier with their daily lives and hardly find time to shop for grocery let alone booking a whole trip. With their busy schedules, they wouldn't want to go through a complex and long booking process. A customer would rather switch to a different website that provides them what they require in a much shorter time.



## 5.5 Difficulty in Managing Inquiries

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With the increasing and diverse travel requirements by people, it gets difficult to manage inquiries. That creates a stressful and tense environment for travel agents. At times like these, it gets difficult to provide the best service and remembering specific demands from customers. The quality of service may be compromised, leaving customers unsatisfied and disappointed.

## 5.6 Inefficient Travel Software

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Every travel agency must have a travel booking software so as to reach out to the wider audience all over the world. However, if the travel software is slow or doesn't have advanced features, you may lose your customers to competitors. You should hire a qualified travel application development company to build a responsive travel website with essential features for your business.





# CHAPTER 6

## Photos



## 6.1 Some of our tour photo's

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Agra

Adiyogi



Kedarnath



# Some of our tour photo's

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Keralam



Banglore



Shimla





## 6.2 Some of my tour experience



Wonderla, Bangalore



Keralam



Shimla





*Thank You*

