

INTERNSHIP REPORT



SUBMITTED TO

DEPARTMENT OF MANAGEMENT STUDIES

(MBA-INTEGRATED)

GOA BUSINESS SCHOOL

IN PARTIAL FULFILMENT FOR THE AWARD OF THE
DEGREE OF

MASTER OF BUSINESS ADMINISTRATION
(INTEGRATED: HOSPITALITY, TRAVEL AND TOURISM)

BY

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1830

P.R.NO: 201800164

AUGUST 2023





H17/180/1
Opp. Taleigao football ground
Galli Vaddo
Taleigao, Goa

Internship

Dear Ms. Marisa Viegas

Greetings from Silveira Travels & Leisure

Thank you for showing interest in our organization.

With reference to the request received for summer internship program, we hereby accept your request for internship in Travel & Ticketing for the duration from January 2023 to June 2023

During your internship period, you will be guided by Mr.Glynn Silveira

We wish you all the best.

Thanking you,

Yours truly,

For Silveira Travels & Leisure

Place and Date: Goa, December 22 , 2022

**Glynn
Silveira**

Manager



Experience letter.

30 JUNE 2023

TO WHOSOEVER IT MAY CONCERN

This is to state that Ms Marisa Valeria Viegas, student of Goa University has been working with us as a Front Desk Travel Assistant from 02 JANUARY 2023 to 10 JUNE 2023

During her tenure here, she was found to be hardworking, attentive and Sincere and shown a high level of commitment during her time here.

We wish Marisa all the best in her future endeavours

Sincerely Yours

Glynn Silveira

Proprietor

SILVER TRAVEL AND LEISURE

Proprietor

ACKNOWLEDGEMENTS

A successful completion of this internship required guidance and good amount of support from many people associated to this company. I have been fortunate enough to get more than the required support to complete the internship from fellow colleagues and my respected supervisor I would like to express my gratitude to God for blessing me with good health and his true guidance.

I am very grateful to Mr. Glynn Silveira , Ther Owner/ Manager of Silveira Travels & Leisure for supporting and providing me with a wonderful experience by giving me the opportunity to intern at his esteemed organization.

Has been very kind to enlighten me with the functionality and train me by giving me adequate time from his busy schedule. Last but not the least, I would like to thank my fellow colleagues from different departments for helping me selflessly to discover the required findings complete this report.

Furthermore, I would like to express my gratitude to the esteemed faculty members and administrative staff at IMBA Goa Business School, Goa University. Prof. K.G. Shankaranarayanan, Dr. Albino Thomson, Mr. Kevin D'souza, Dr. Poonam Sadekar, Ms. Sujal Naik, Mr. Sadanand Gaonkar, and Dr. Paresh Lingadkar have all played a crucial role in imparting knowledge and skills that have been instrumental in my professional development.

I also extend my thanks to the administrative staff, including Ms. Shilpa Shirodkar, Mr. Kishor Nagvekar, Mr. Naresh Salgaonkar, and Mr. Sarvesh Vaigankar, for their contributions to my academic journey.

Finally, I would like to thank IMBA Goa Business School, Goa University, for providing me with the opportunity to pursue my internship at Silveira Travel & Leisure I am grateful for the foundation of learning and growth that you have provided me.

EXECUTIVE SUMMARY

ABOUT SILVEIRA TRAVEL & LEISURE

This report details my internship experience at Silveira Travels & Leisure, a start-up travel agency in Goa, India. I served as a front desk travel assistant for 6 months from January to June 2023.

Company Overview

Silveira Travels & Leisure was founded in 2021 by Mr. Glynn Silveira, who previously managed a large travel agency. The company provides services including air ticketing, hotel bookings, tour packages, visa assistance, and corporate travel management. Key details:

- Accredited by IATA, TAFI, and IATO associations
- Uses CashX, Zoho CRM, and GDS reservation systems
- Led by owner and department managers for operations, marketing, finance, HR

Tasks Handled

As a front desk assistant, I gained first-hand experience in:

- Booking flights, hotels, and packages through the GDS
- Issuing paper and electronic tickets
- Preparing detailed itineraries and confirmation packets
- Guiding clients in planning customized trips
- Submitting visa applications and documentation
- Fostering ongoing client relationships and communication

Key Learnings

This internship provided invaluable insights into the travel industry. I expanded my skills in:

- Delivering excellent customer service even in difficult situations
- Staying organized and detail-oriented when managing high volumes
- Building expertise on destinations and industry technologies
- Multi-tasking efficiently under pressure during peak times
- Making sound judgement calls empowered within reason by management
- Troubleshooting issues diplomatically to resolve client complaints

Challenges

As a start-up, Silveira faces hurdles like minimal brand recognition, lack of training structure, and hectic pace. I occasionally struggled with irate customers, constantly changing plans, and repeating errors. However, I learned to take initiative and view challenges as learning opportunities.

Overall, this internship provided hands-on experience in travel consultancy that will inform my career interests going forward. My capabilities in customer service, communication, and problem-solving grew tremendously.

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1. CHAPTER : COMPANY OVERVIEW

1.1 BIRDS EYE VIEW

- Silveira Travel & leisure is a dynamic travel agency which provides all sorts of travel related solution. The founder, Mr. Glynn Silveira wanted to make travelling easier and hassle free in the later days of COVID of this industry. He understood the importance of personal interaction in this era of online booking , the need for immediate solutions to anxious travellers .
- Mr. Glynn Silveira previously worked for well known travel agency called (TBI)Trail blazers tours India Pvt ltd as a Manger for 8 years , implemented many policies and strategies which lead the traveller's to travel without and difficult formalities. The policies and strategies are still being followed till now .
- Under Mr. Glynn Silveira's capable leadership, the company grew quickly and began to make significant income among the biggest carriers, and he has retained his position to this day. And the company has amassed a substantial clientele over the years, as well as a healthy and secure financial position.
- He left the stability of TBI to take the entrepreneurial leap and launch his own travel firm.
- Silveira travel & leisure provides affordable both international and domestic ticket, Visa consultation, Visa processing , Hotel accommodation, tour package and B2B service. They have a great team of ex TBI employees and is aiming to become one of

the top-notch in terms of capabilities and expertise to plan any huge enterprise on a local and international level, having teamed up with the top-most layer of specialists in the trade.

1.2 ACCREDITATION AND ASSOCIATION

IATA

International Air Transport Association IATA accreditation has been granted to Silveira's which allows agencies the authority to sell tickets of different airlines who are under IATA Billing settlement plan. The International Air Transport Association is what it's called. The International Air Transport Group (IATA) is a global airline trade association that represents 290 airlines and 82 percent of all air travel. They support a number of aviation operations and aid in the establishment of industry policy on significant aviation issues. IATA was founded in Havana, Cuba, on April 19, 1945. It is the key method for airline cooperation in promoting safe, dependable, secure, and cost-effective air services for consumers all over the world. Since 1945, the international scheduled air transport industry has risen by more than 100 times. Few industries can match the dynamism of that expansion, which would have been significantly less spectacular if the necessary standards, methods, and procedures had not been in place.

TAFI

The Travel Agents Federation Of India is a dynamic organisation that guides the travel industry in India.

A professional body of Travel Agents to coordinating different segments of travel trade.

TAFI is a non-political, non-commercial and not for profit body. TAFI's membership - 1400

Active ,Associate ,Allied and Affiliate (Travel Service Intermediaries - Non (ATA) members

from all over India. A proud member of World Travel Agents Association Alliance

(WTAAA).An Affiliate member of the Southern African Tourism Services Association (SATSA)

.Signed an Agreement with the Federation of Hoteliers and Restaurant Association of India (FHRAI) for the benefits of its members.

IATO

The Indian Association of Tour Operators is the National body of the tourism industry. It has over 1600 members covering all segments of Tourism Industry.

Established in 1982, IATO today has international acceptance, and linkages. It has close connections and constant interaction with other Tourism Associations in US, Nepal and Indonesia, where USTOA , NATO and ASITA are its member bodies; and is increasing its international networking with professional bodies for better facilitation to the International traveller visiting not only India but the entire Region.

1.3 PRODUCTS AND SERVICES

As previously said, Silveira Travels and leisure tends to provide wide range of travel related services and one stop solution which ensures passenger do not have to go anywhere else. Below the services are described.

Service Description :

Air Ticketing - As Silveira's has IATA license hence can sell all kinds of air ticket both international and domestic at an affordable rate

Visa Consultancy - Silveira's also helps to obtain Visa's of other countries like UAE, Portugal, USA and so on. This service can be considered as consultancy as customer has to visit embassy to get his/her own visa. Silveira's will provide consultancy regarding what are the requirements and what not.

Hotel Accommodation – Silveira's has their in-house software which has more than 200000 hotels all around the world. Consumers can easily buy accommodation at very reasonable price from their portal.

Tour Package - This is a complete solution for the travellers who does not want to take any hassle. From airlines ticket to hotel accommodation to transport all will be covered. Even guide will be provided if necessary.

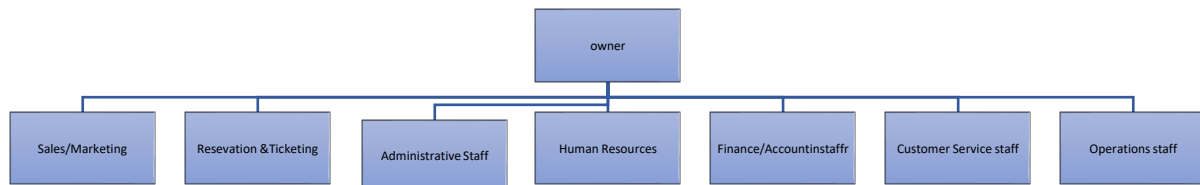
B2B Service - Many travel agencies do not have IATA accreditation which makes them not able to purchase ticket directly from the airlines. In this case Silveira's works as a wholesaler and gives support to those companies. There is a special price for B2B price for the companies in order to give them the opportunity to profit.

Corporate Service - Silveira's is very experienced at providing corporate service to many renowned corporate house in Goa . They provide 9 credit facilities and discounts to their corporate clients.

1.4 MANAGEMENT OF SILVEIRA TRAVELS & LEISURE

The Owner is the only person who has the authority to make decisions concerning the company's affairs. These are many members of management are in charge of various departments' personnel.

Operational Organogram



- Owner/Executive Team - This oversees the entire agency and makes major decisions.
The owner or determines the vision and direction of the company.
- Managers - Travel agency managers supervise different functional areas and staff.
Common managers include:
 - Sales/Marketing Agent - Oversees marketing initiatives, partnerships, and sales staff.
 - Operations Agent - Manages day-to-day operations and coordinates with vendors/suppliers.
 - Customer Service Agent - Leads the customer service team handling inquiries, changes, issues.
 - Finance/Accounting Agent - Oversees budgeting, payments, expenditures, revenue tracking.

- Human Resources Agent - Handles recruitment, training, payroll, compliance.
- Travel Consultants/Agents - These are the travel experts who consult directly with clients to plan trips. Larger agencies may have specialized departments like corporate travel, leisure, cruises, tours, etc.
- Administrative Staff - Handles clerical tasks like data entry, invoicing, documentation, customer communication.
- Marketing/Sales Staff - Works on advertising, partnerships, promoting the agency at travel expos/events.
- IT Staff - Maintains the agency's website, software systems, computer networks.

1.5 OPERATIONS MANGEMENT AND INFORMATION SYSTEMS PRACTISES

CashX

CashX is a very sophisticated and advanced software through which Silveira's maintains its accounts. Its integration with GDS has made it possible to automate it with sales. Each time a product is sold it generates a token which contains information related the passengers purchase, payment and other details. This token can be read by CashX. When the token is input, all details are the fetched from the token which is makes the billing department easy to execute.

Zoho CRM

Zoho CRM is the customer relationship management software. It is also an India made software. It is very simple and can be understood even by beginners very easily. Zoho CRM allows to save customers email, phone number, passport details, history and many more. This gives sales agent the opportunity to give the consumers a more personal travelling experience. When a customer call or email or visits for a query, a new lead is generated and until he/she purchases from Silveira's the lead is converted into account. This an account in maintained. Through this method customer database is managed.

GDS

GDS or Global distribution system is a software through which sales personnel book/issue/refund/cancel their tickets. GDS allows sales agent to do ticketing activity efficiently. IATA approved agencies get free access to GDS to purchase their ticket through it. There are 3 GDS present in India , these are Amadeus, Sabre and Travelport. Airlines allows these GDS to show the seat availability and purchasing authority. GDS has their own cryptic language which needs to be learned by the sales agents in order to start ticketing activity. Some GDS provide online web portal and some software.

CHAPTER: 2 TASKS HANDLED

Here are some Tasks I have handled as a Front Desk Travel Assistant at Silveira Travels & Leisure

2.1 Reservations and Ticketing

- Taking customer requests and understanding their specific travel requirements - destination, dates of travel, budget, preferences etc.
- Suggesting appropriate available travel options that meet the customer's needs - recommend flights, hotels, transportation, tours and packages.

- Check availability and pricing using the Global Distribution System (GDS) like Amadeus, Sabre, or Apollo. The GDS provides real-time information on flight schedules, fares, seat availability, hotel room inventory etc.
- If working with corporate clients, agents may have to follow designated travel policies and use preferred vendors for bookings.
- Make actual reservations in the airline or hotel computer reservation system to confirm and hold the booking. Get reservation codes and record details.
- Issue paper or electronic tickets for the confirmed reservations. Print e-tickets or voucher documents with itinerary, passenger name, booking codes.
- Advise customer on best fares, discounts and deals. Recommend add-ons like seat selections, excess baggage, travel insurance etc.
- Provide detailed itineraries with booking reference codes, cancellation/change policies, contact details etc.
- Follow up with providers to reconfirm bookings and verify arrangements shortly before travel dates.
- Handle ticketing changes, modifications, cancellations per customer request. Issue refunds or travel credits if needed.
- Keep organized records of all confirmed reservations and issued tickets/vouchers.

- Maintain customer profiles and travel histories.
- Receive commission payments from airlines, hotels and other vendors for ticket sales.

2.2 Client Relations & Communication:

- Follow up regularly with clients leading up to their trip - email, call, make courtesy reminders about documentation/payment due dates.
- Be available to clients by phone/email throughout trip planning process to answer questions, make modifications, address concerns.
- After return from trips, follow up with clients to get feedback, hear about experiences, handle any issues, and foster the relationship.
- Manage client database. Ensure all client profile information, travel histories, preferences, documents, etc. are organized and updated.
- Handle all client calls, emails, and walk-ins. Resolve issues with reservations, lost documentation, changing plans, etc.
- Proactively recommend additional products that may interest clients like travel insurance, airport club access, etc.
- Make clients feel valued by remembering small personal details about them like family members' names, milestone events, or previous trips they've taken. Make relevant small talk.
- When clients are deciding between options, walk through pros and cons of each to aid decision making vs. just stating preferences.

- If making recommendations, explain your reasoning - don't just say what you think they should do. Clients appreciate transparency.
- Encourage clients to express concerns and anxieties about trips. Listen empathetically and offer reassurance as needed.
- When clients are traveling for sensitive reasons like injuries, funerals, or treatment, exhibit extra compassion and care.
- For stressed or hurried clients, take initiative to handle all trip specifics so they can focus on other priorities.
- For extra assistance, accompany elderly or disabled clients to ticket counters, gates, etc. when seeing them off from your airport.
- Check in with clients while they are traveling if any issues arise to try and immediately address the situation.
- Get feedback from clients after their return - what they liked, didn't like, would change, recommendations for other travelers.
- Research destinations in-depth so you can make personalized recommendations tailored to clients' distinct interests.
- Follow up periodically with clients, even when not booking travel, to nurture the relationship with articles, destination ideas, sales, etc.
- When appropriate, discretely inquire about any personal events that may impact future travel plans to be sensitive to client needs.
- Maintain professional boundaries with clients to keep the relationship focused on meeting their travel needs with excellence.
-

2.3 Documentation & Ticketing:

- Compile any required visa paperwork for the client, providing instructions and requirements for completion.
- Submit completed visa applications and passport information to appropriate consulates.
- Once approved, issue travel visas and supporting documentation to clients.
- Issue paper or e-tickets for confirmed transportation reservations per standard procedure.
- Advise the client on requirements like advance check-in, seat selections, upgrades, baggage, and more.
- Visas:
 - Ask clients early in the booking process if they will need an entry visa for their destination(s) to allow sufficient processing time.
 - Provide clients with the specific visa application forms and instructions based on the consulate's requirements. Offer help completing.
 - Double check application completion, photocopy, and verify all supporting documents like passports, photos, etc. are included before submission.
 - Explain the visa application process, typical processing times, contact methods, and next steps so clients know what to expect.
 - Submit completed applications and passports to appropriate consulates via tracked mail or delivery service.
 - Follow up with consulates on application status updates to relay to anxious clients.

- Once visas are issued, promptly complete final paperwork like signature requests and make copies before returning passports/visas to clients.
- Ticketing:
 - Review confirmed reservations and determine appropriate ticketing timeframe based on provider policies.
 - Access ticketing functionality within GDS reservation system to issue e-tickets or print paper ticket stock.
 - Ensure all names, dates, destinations, and flight/travel details on issued tickets precisely match reservations.
 - Provide detailed ticket information - flight numbers, e-ticket numbers, check-in requirements, gates, seats, baggage, meal options, etc.
 - Advise clients on properly safeguarding paper tickets or accessing e-tickets through online accounts.
 - Know airline policies inside and out to best guide clients - rebooking fees, refunds, transfers, pet transport, loyalty programs, etc.
 - Assist clients with check-in, seat assignments, upgrades, and advanced requests as needed prior to travel.
 -

2.4 Researching & Building Itineraries:

- Craft a rough day-by-day itinerary template allocating time to various areas and activities based on proximity and flow.

- Populate the itinerary with specific personalized recommendations - hotels, restaurants, tours, etc.
- Advise on logistics like airport transfers, transit passes, number of activities per day, and travel times between areas.
- Adjust pace, options, and details based on client priorities, physical abilities, and trip vision.
- Present full itinerary with pricing details. Walk through day-by-day highlighting connections to client interests and upside of recommendations.
- Make modifications based on client feedback until itinerary is perfected. Then confirm bookings.
- Compile final itinerary, contact info, documentation, and tips into a confirmation packet sent to the client.
- Based on the client's trip parameters, conduct thorough research on flight options, hotels, transportation, tours and activities for their destination(s).
- Present the client with 2-3 recommended package options that align with their specifications. Provide detailed quotes including taxes/fees.
- Make modifications based on the client's feedback until settling on a final ideal itinerary. Plot out day-by-day details.
- Reconfirm availability and lock-in reservations by processing payments and deposits through the GDS reservation systems.
- Compile a detailed confirmation packet for the client with all trip details, vouchers, ticketing, etc. both via email and print copy.

2.5 Greeting Clients:

- Stand ready to greet clients as they enter the agency. Offer a warm welcome and introduce yourself.
- Have guest registration books ready for new clients to complete with their information.
- Ask open-ended questions to understand the client's upcoming travel plans, timeline, budget, preferences, previous trips, and travel party. Actively listen.
- For returning clients, pull up their client files and past trip details to understand their travel history and preferences. Greet them by name.
- Offer clients refreshments like coffee, tea, water, or snacks to make them comfortable.
- Give new clients a tour of the office space and introduce them to other travel consultants.

CHAPTER: 3 LEARNINGS

How Silveira travel & Leisure contributed in my growth

I consider my journey with Silveira travel and leisure as a gift as it gifted me with many teaching and amazing experience. Silveira travel & leisure was like a lab for me where I could experiment with my ideas. My management helped me to explore the market and showed me how new ideas can change this market.

There are many things which I learnt that has made me the most confident I ever was. These are explained below:

- Customer Interaction: I had zero idea how to deal with customers and how sensitive the job was. I followed and was trained by the sales agents on how to interact with customers. In the first month I did not talk on accompanied my senior marketing officer. But I was confident from the second month and started visiting companies on my own. My supervisor encouraged me regarding this side.
- Keeping good relationship with co-workers: Fortunately, my coworkers were very friendly which is why I did not have to put extra effort to maintain good relationship with them. But I learnt Do's and Don'ts of how to behave with you co-workers.
- Presentation skills: I really understood the true importance of why Goa university had trained students on their presentation skills when I really faced the reality. I was

fortunate enough to study in Goa university which made me confident while giving presentation but Versatile was the battlefield where I actually got better.

- Time Management and Discipline: Versatile was very strict in terms of time management and discipline. No bullying or harassment was tolerated. Late entrance was fined. This made me more disciplined and aware of time.
- Corporate training: As one of my job responsibilities was to visit corporate houses, I had the opportunity to explore them and talk to different people. This let me learn a lot about corporate environment, different cultures. Body language and so on.

4. CHALLENGES FACED

Difficulties I faced during the internship period I did not face any major problem during my time at Silveira's travels & leisure but there were some issues I had to face while working there:

- Minimal Brand Recognition – Since Silveira's is a fairly new company it is not that popular in the market hence it provides it has less name recognition than established brands for my future job searches.
- Irrate Customers – I had to sometimes bear the brunt of customer dissatisfaction over booking problems, which was challenging to handle professionally since I was inexperienced.
- Constant Changes – Since the fast-paced travel world means sudden changes in availability, pricing, and client needs. This left me scrambling to adjust reservations on the fly.
- Lack of trust – Agents at first did not entrust me with important client accounts or tasks because I was inexperienced.
- Lack of training – Since they were busy a lot the agents didn't always have time to thoroughly train the interns who are eager to learn.
- Little Variety – Initially for the first few months I got stuck doing the same mundane tasks day after day without any variation or new challenges.

- Repeating Mistakes - Without proper training, interns may repeat missteps rather than learning from errors. This hampers growth.
- Getting Information for this presentation was a bit difficult as they do not have a proper website and proper manuals yet .
- I was newly introduced to the Software that they were using like Amadeus , took me some some time to learn how it works.
- Long Hours - The pace at startups often requires interns to work extended hours including nights and weekends to keep up.
- Repeating Mistakes - Without proper training, I kept repeating missteps rather than learning from errors.
- Low Compensation- Since I am inexperienced in comparison to other employees who experienced than me so I was paid low wage.

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