

An internship report on marketing activities conducted at resort Rio, Goa

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by

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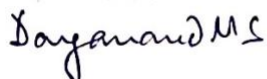


GOA UNIVERSITY

Date: 6th may 2024



Examined by:





Seal of school

DECLARATION BY STUDENT

I hereby declare that the data presented in this Internship report entitled, “**An internship report on marketing activities conducted at resort Rio, Goa**” is based on the results of investigations carried out by me in the **MBA in Marketing** at the Goa University under the mentorship of **Prof. M.S. Dayanand** and the same has not been submitted elsewhere for the award of a degree or diploma by me. Further, I understand that Goa University or its authorities will be not be responsible for the correctness of observations / experimental or other findings given the internship report/work.

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Date: 6th May 2024

Arya Kedar phadte

Place: Goa University

Seat no: 22P0280048

COMPLETION CERTIFICATE

This is to certify that the internship "An internship report on marketing activities conducted at resort Rio, Goa" is a bonafide work carried out by Ms. Arya Kedar Phadte under my mentorship in partial fulfilment of the requirements for the award of the degree of Master of Business Administration in the Discipline of Management Studies at the Goa Business School, Goa University.

Date 04/05/2024



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Management Studies



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Goa Business School

Date 6th May 2024

Place: Goa University



School stamp

INTERNSHIP CERTIFICATE



Date: 05th May 2024


To Whomsoever It May Concern

This is to certify that Miss. Arya Kedar Phadte, student of Goa Business School, Goa University, has successfully completed Four months of an internship program from 15th January 2024 to 04th May 2024. During the course of the internship Miss. Arya Kedar Phadte has worked diligently at our resort, and we found her work and conduct to be excellent.

During this tenure we found her to be sincere and hardworking and she showed a keen interest in learning.

We wish her all the best in her future endeavors.

For Resort Rio


Govind Haldankar
Human Resources Manager



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I also wish to express my gratitude to the other staff members of resort Rio including the Housekeeping In charge Mr. Wahman Sawal and the Service Manager Mr. Francisco Fernandes who rendered their help during the period of my internship.

I am very thankful & pay my gratitude to my faculty mentor Prof. M. S. Dayanand for his valuable guidance and support on completion of this project. I extend my gratitude to Goa Business School for giving me this opportunity.

Thank you

Arya Phadte.

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EXECUTIVE SUMMARY

During my internship at Resort Rio from January 15, 2024, to May 4, 2024, I undertook a multifaceted role primarily focused on marketing while also supporting front desk operations and event planning. My daily schedule was structured from 9 AM to 5 PM, which allowed me to deeply engage with the resort's dynamic environment and collaborate closely with various departments. My responsibilities ranged from managing the front desk, where I handled guest check-ins and provided information about amenities, to assisting in the orchestration of resort events. This included coordinating with vendors and overseeing logistics to ensure seamless event execution.

A significant portion of my role involved following up with guest's post-visit to gather feedback, which was crucial for continuous improvement in service quality. In the marketing domain, I managed social media accounts and content creation, developing strategic posts and high-quality photography for social media post. I also worked with bloggers and influencers, planning their stays and ensuring they had enriching experiences that they could share with their audiences thereby extending our marketing reach.

Throughout this internship I acquired a deep understanding of social media strategy, event coordination, and a part of digital marketing. I learned to navigate the challenges of adapting to a professional environment, mastering new digital marketing tools, and managing substantial responsibilities early in my career. One of the key challenges was adapting to the fast-paced nature of the hospitality industry which required quick learning and effective time management.

Based on my observations and experiences I recommend that Resort Rio could enhance its attractiveness and guest satisfaction by implementing sustainability initiatives and expanding its cultural and experiential offerings. These enhancements could attract a segment of traveller's increasingly focused on environmental responsibility and authentic local experiences.

CHAPTER 1 INTRODUCTION TO RESORT RIO.

1.1 BIRDS EYE VIEW.

Travelers from different countries come to experience an unmatched fusion of luxury and affordability at Resort Rio, which is tucked away along the banks of the Baga River in the centre of Goa. With a vast 10-acre estate this upscale resort provides a haven where visitors can relax, revitalize, make and treasure memories all against the beauty of Goa's breathtaking natural surroundings.

Excellent hospitality and a wide range of top-quality amenities are provided to guests at Rio Resort. From the moment of arrival, the guests are surrounded by peace. The resort's roomy accommodations offer an opulent haven with each one carefully planned to maximize visitors' comfort and leisure.

The capability of Resort Rio to accommodate wide range of events and gatherings and this is one of their best features. Resort Rio provides a variety of indoor and outdoor spaces that are designed to satisfy every need whether you are organising a corporate retreat or a milestone celebration or your ideal destination wedding. With best amenities and professional event planning services visitors can also be sure that every event will be handled expertly by the staff.

Savour the flavours of Goa and beyond at Resort Rio's varied dining establishments where culinary delights await. Every palate can be tantalized by a variety of foods from casual bites to lavish feasts. Indulge in restorative wellness experiences such as calming massages and treatments at the resort's award-winning Rio luxury spa for a complete and revitalizing stay.

Resort Rio's dedication to delivering a luxurious and easily accessible experience is what distinguishes it from all of its rivals. A wide range of travellers looking to escape the ordinary can stay at the resort because it provides luxurious hospitality at affordable prices. At Resort Rio in Goa guests are welcome to experience the essence of sussegado living. whether they choose to spend their time swimming or exploring the lively Goan village nearby or just taking in the beautiful sunsets.

1.2 SERVICES OFFERED BY RESORT RIO.

These are some of the services that are offered by Resort Rio:

Accommodations

Resort Rio provides an opulent haven with well thought-out rooms, suites and villas that include modern conveniences and lavish furnishings to make sure every visitor has a restful and comfortable stay. If you are looking for a luxury stay or a cozy hideaway their lodgings offer a calm environment. These are the types of offering resort Rio has to offer Two room luxury suite Rio wing, ultra luxury suite royale, luxury suite Rio wing, luxury suite royale wing, ultra luxury duplex suite, two room luxury suite royale wing, two room standard suite Rio wing, 4-bedroom villa with plunge pool- Rio wing, 4-bedroom villa- Rio wing.3-bedroom villa- Rio wing, royal suite Rio wing,

Dining

There are a number of eateries and bars that provide a variety of culinary experiences such as local Goan cuisine international dishes and refreshing drinks. These include Jalsa, a pure vegetarian restaurant, pickled mango serves culinary delights from all over the world complemented by live bands and fun karaoke nights, Resort Rio café bar for quick snack or a midnight carving they also serve innovative cocktails, Rio beach shack which offers authentic Goan food.

Spa and Wellness

They have a calm and rejuvenating Mughal themed Rio luxury spa where skilled therapists provide a range of ayurvedic treatments, saloon and facials, body spa and massages, holistic therapies which are designed to harmonize your physical, mental and spiritual well-being, body

scrubs and wraps, couple experience spa, foot reflexology will target specific pressure points to promote all-over well-being wellness treatments designed to visitors and leave them feeling energetic.

Swimming Pool

They also feature two outdoor pools with peaceful seating areas and attentive poolside service making it the ideal place to relax and enjoy the warmth of the sun amid verdant surroundings.

Event Spaces

Resort Rio offers adaptable banquet hall, ballroom hall, convention centre, lobby hall meeting rooms and outdoor venues for hosting unforgettable weddings, conferences, or special events. Complete the catering and event planning services are also available to make sure every occasion is memorable.

Concierge Services

The committed staff of experts provides guests with round-the-clock front desk support, individualized concierge services and a spacious tour desk to facilitate transportation, sightseeing and help with any questions or bookings.

Special Packages

Make the most of your stay by taking advantage of a variety of special offers, such as super luxury offer, summer offer, seasonal promotions and other limited-time deals designed to improve visitor experiences and offer good value.

Entertainment

Throughout their stay at the resort guests can enjoy live music, cultural shows and themed events that are regularly organized. These activities allow them to fully immerse themselves in the vibrant ambience of the resort.

Laundry and Dry Cleaning

You can avail this service any time of the day and the employees will be willing to help you out with their on-site laundry and dry-cleaning services visitors can maintain their wardrobes clean and fresh throughout their stay.

Wedding Planning

Their staff of expert wedding planners helps you design your ideal ceremony and reception. Making sure that every last detail is perfectly thought out and carried out to create an unforgettable celebration of love. They will guide you as per your requirements and show you halls as per your requirements and how many people you want to accommodate in the hall.

Valet Parking

The guest at resort Rio can enjoy hassle-free arrivals and departures with safe valet parking services which offer comfort and peace of mind to visitors arriving by car. The guest need not worry of parking their car or carrying the luggage. These things are handled by the staff of resort Rio.

Fitness Centre

Resort Rio provides access to a well-equipped gym with cutting-edge fitness equipment and customized workout plans so that visitors can stay active and energized while traveling. This

guarantees that guests can continue to pursue their wellness and health requirements while they are away from home

24-Hour Room Service

At Resort Rio the 24-hour room service is designed to cater the needs of the guests at any time of the day or night. The room service team handles various tasks including taking orders, preparing meals as requested, and delivering them directly to guest rooms. They also address any specific dietary requirements or preferences ensuring a personalised dining experience. The room service staff is also responsible for maintaining high standards of cleanliness and efficiency in delivery making it a seamless and enjoyable part of the guest's stay at the resort.

1.3 DEPARTMENT DETAILS.

Resort Rio operates with various departments to ensure seamless operations and exceptional guest experiences. Here's a brief overview of each department of Resort Rio.

Front office

The front office at resort Rio is managed by Stephen Fernandes and team. The Resort Rio front desk team extends a warm welcome to visitors and handles check-in and check-out procedures with efficiency. They also handle reservations and respond to inquiries from guests promptly and accurately, guaranteeing a smooth stay from start to finish.

Security

The security department is looked after by Ms. Siddhi Korgaonkar and is committed to guaranteeing the safety and well-being of visitors, employees, and property. They keep a close eye on the property, enforce security procedures, and react quickly to emergencies so that visitors can enjoy a secure and tranquil stay.

Housekeeping

Mr. Wahman Sawal and his team is responsible for housekeeping services. The team in charge of this department is dedicated to upholding the highest standards of cleanliness and hygienic practices. They carefully maintain the guest rooms, common areas, and facilities, creating a welcoming environment that increases visitor convenience and satisfaction.

Food and Beverage (F&B)

Focusing on culinary excellence, the F&B department manages dining establishments such as bars, restaurants, and room service. Mr. Agnelo Fernandes and his team is responsible for the food and beverage department. They provide guest with a wide selection of delicious food and drinks that are served with flair and hospitality, improving their overall dining experience.

Banquet

Mr. Nasir Sheikh looks after this department. The team specialized in event planning and coordination, handling everything from small weddings to grand conferences. We provide personalized service and close attention to detail to guarantee a flawless event that leaves guests with unforgettable memories.

Production

The production team oversees the culinary delights that satiate the senses and surpass guests' expectations, as well as the preparation and presentation of delectable food and beverages in the kitchen and bar areas and chef Chandan manages the production department.

Service

Mr. Fransisco Fernandes manages service department with his team, by offering cautious and individualized care, the service department hopes to make visitors' stays unforgettable. The staff makes sure that the needs and preferences of the guests are not only met, but also exceeded, with an emphasis on professionalism and courtesy. This creates a lingering sense of satisfaction and hospitality.

Purchase

This division is in charge of finding and acquiring supplies and goods for the resort; it also keeps an ideal stock level and is managed by Mr. Ganesh korgaonkar. He carefully chooses vendors and settles on agreements. The group also makes sure the resort gets premium goods and services at affordable costs.

Store

Overseeing the distribution and storage of supplies and goods, the store division makes sure that inventory is properly managed and that supplies are delivered on time to all resort departments which is managed by Mr. Mahendra Chodankar. Through the implementation of strict inventory control procedures and the upkeep of well-organized storage facilities, the team guarantees that departments have access to the resources they require to deliver

Human Resources (HR)

Mr. Govind Haldankar is responsible for forming the core of the resort's labour force, HR is in charge of hiring, educating, and fostering employee growth in order to maintain the resort's high standards for hospitality. Encouraging a positive work environment that fosters talent and employee engagement and satisfaction, the HR team is in charge of payroll, employee relations, and compliance with labour laws and regulations.

Accounts

Mr. Sandeep Shirodkar oversees budgetary processes, financial reporting, and transaction management, the accounts department guarantees precision, openness, and adherence to established accounting guidelines. The team's diligent record-keeping and frequent audits offer

invaluable insights into the resort's financial performance and support strategic decision-making aimed at optimizing profitability.

Sales and Reservations

Through resort promotion, room booking management, and group reservation coordination, the sales and reservations department is essential to driving revenue and maximizing occupancy. In addition to drawing guests and filling room inventory, the team also cultivates long-term guest loyalty and satisfaction through effective sales strategies, focused marketing campaigns, and efficient reservation processes.

Marketing

This division is in charge of improving the resort's reputation and brand awareness. It creates creative marketing campaigns and strategies to advertise the property, draw visitors, and increase income. The team uses a variety of platforms and marketing channels to craft engaging stories and experiences that resonate with the target audience, thereby establishing the resort as a top travel destination in the hospitality sector.

1.4 SWOT

Strengths

1. Location

Resort Rio Goa's location near the Baga River places it in a prime tourism area known for its scenic beauty and proximity to popular attractions like beaches and nightlife. This makes it highly appealing for tourists seeking both relaxation and entertainment, offering a strategic advantage in attracting visitors.

2. Comprehensive Amenities:

The resort offers a broad range of facilities including multiple dining options, luxury spa services, swimming pools, and expansive event spaces. These amenities not only enhance the guest experience but also attract diverse groups ranging from leisure travellers to corporate clients and event planners.

3. Reputation for Service Quality:

Resort RIO is well known for high-quality service, it has established a reputation for luxury and comfort fostering strong customer loyalty. This reputation helps in word-of-mouth marketing and repeat visits, contributing to a stable customer base.

4. Strong Branding:

Resort Rio has successfully branded itself as a provider of luxurious yet affordable accommodations. This brand positioning appeals to a wide demographic, balancing luxury with value, which is particularly attractive in the competitive hospitality market of Goa.

5. Diverse Accommodation Options:

The resort's range of accommodations from standard rooms to luxury rooms caters to varying budget levels and guest preferences. This flexibility allows Resort Rio to serve different market segments, enhancing its market reach and utilization.

Weaknesses

1. Limited Global Brand Recognition:

While well-known locally, Resort Rio lacks the global recognition that international hotel chains enjoy. This limited recognition can hinder its ability to attract international tourists who tend to opt for well-known brands when traveling abroad.

2. Resource Intensive Operations:

Maintaining the high standards of a luxury resort requires substantial investment in staff training, facility upkeep, and quality service provisions. These high operational costs can impact profitability, especially if not managed efficiently.

3. Marketing Strategy:

Although Resort Rio has a strong local presence, its current marketing strategies may not be fully optimized for global outreach, potentially missing opportunities to attract a broader audience.

Opportunities

1. Digital Marketing:

There is significant potential to enhance the resort's online presence through improved SEO practices, more engaging social media content, and targeted online advertising campaigns.

These efforts could increase visibility and bookings, particularly from younger demographics and international tourists.

2. Partnerships and Collaborations:

Developing strategic partnerships with travel agencies, online travel aggregators, and local businesses could boost referrals and bookings. These collaborations could also include exclusive offers or package deals, enhancing the resort's appeal.

3. Sustainable Practices:

Implementing and promoting environmentally friendly practices can not only reduce operational costs but also attract a growing segment of eco-conscious travellers. This could also lead to certifications or awards that enhance the resort's reputation.

4. Cultural and Experiential Offerings:

By creating unique local experiences, such as cultural tour culinary classes featuring Goan cuisine, Resort Rio can differentiate itself from competitors', these unique experiences will reflect the local culture and provide guests with more than just a place to stay. These offerings can make a vacation more memorable and meaningful by allowing guests to deeply engage with the local environment and its traditions.

Threats

1. Intense Competition:

The hospitality market in Goa is crowded with numerous resorts and hotels competing for the same clientele. Staying competitive requires continuous innovation and marketing to stand out.

2. Economic Fluctuations:

Global and local economic conditions heavily influence tourism. Economic downturns or shifts in consumer spending behaviour can reduce travel frequency and spending, affecting occupancy rates and revenues.

3. Technological Disruptions:

Technological advances such as online booking platforms and sharing economy services changing traditional hospitality models. Adapting to these changes is crucial to remain competitive.

1.5 SUMMARY OF RESEARCH

Topic - Assessing the service quality of SPA at Rio resort.

Introduction to the topic.

Service quality is a crucial aspect of any restaurant business, as it directly impacts customer satisfaction and loyalty. To assess and improve service quality, many restaurants use a popular tool called SERVQUAL, which is a customer-focused approach that measures the gap between customers' expectations and perceptions of service quality. This study aims to use the SERVQUAL model to evaluate the service quality of a restaurant, identify any gaps that exist between customer expectations and perceptions, and make recommendations to improve service quality. By analysing the five dimensions of service quality - Tangibles, Reliability, Responsiveness, Assurance and Empathy - this study will provide valuable insights into how the restaurant can better meet the needs and expectations of its customers. The findings of this study will be beneficial not only to the restaurant but also to other food service businesses that strive to enhance their service quality to increase customer satisfaction and loyalty.

Reasons for Selecting This Topic:

To take the chance to utilise my theoretical understanding of the SERVQUAL model in a real-world scenario. Also to study the degree of customer satisfaction at their spa. The SERVQUAL model will be used in order to determine whether or not the resort is achieving the expectations of its customers.

The company requested research on the customer satisfaction level of customers using their spa. A well-known tool for assessing and improving service quality in businesses is the SERVQUAL model. The five aspects of service quality such as reliability, assurance, responsiveness, empathy, and tangible form the basis of the model.

Literature review

The hotel industry rapidly expanding over the years, and has witnessed a remarkable surge in popularity over recent years. At the heart of its growth and sustainability lies the pivotal factor of customer satisfaction. Gauging and ensuring customer satisfaction in this realm pose considerable challenges. To address this the SERVQUAL model emerges as a prevalent and effective tool extensively used for assessing customer satisfaction within the service industry.

The concept of "service quality" proves to be multifaceted and elusive to define as scholars offer varied interpretations. Philip Kotler and Gary Armstrong emphasize customer retention as the cornerstone of service quality assessment positing it as the most reliable indicator. Conversely, A. Parasuraman, Valarie A. Zeithaml, and L. Berry defines service quality as the delivery of exceptional service that meets or exceeds customer expectations. In their seminal work of 1985, they introduced the SERVQUAL model comprising five dimensions which are reliability, responsiveness, assurance, empathy, and tangibles. These dimensions serve as fundamental pillars for evaluating service quality across diverse industries. The model operates on the premise of comparing customer expectations with their perceptions of actual service delivery thereby identifying areas for improvement and appraising service quality effectively.

Service quality is intricately intertwined with various factors intrinsic to both the service itself and the service providers. Reliability, for instance denotes a firm's ability to consistently deliver on its promises accurately and dependably, a trait highly esteemed by customers seeking trustworthiness in their service providers. Responsiveness, highlights the willingness and promptness of employees in addressing customer needs and concerns reflecting the organisation's commitment to customer-centricity.

Assurance encompasses the competence, courtesy, and overall demeanour of employees fostering trust and confidence in customers regarding the service provider's capabilities. Empathy entails a personalised approach to customer interaction acknowledging and catering to individual needs and preferences, thereby fostering a sense of care and connection. Tangibles encompass the physical elements of the service environment. It includes facilities equipment, and communication materials, this serves as tangible cues reflecting the quality of service and contributing to the overall customer experience.

Ensuring and maintaining high service quality necessitates an understanding of customer expectations and continuous monitoring of the service delivery process and employee interactions. It also demands substantial investment in physical infrastructure and resources to enhance service delivery and accommodate evolving customer preferences effectively. In the literature underscores the critical importance of service quality in the spa industry and the key dimensions and factors that underpin it. (A. Parasuraman, 1985)

Applying SERVQUAL method in spa industry.

The assortment of studies highlighted across various sectors, primarily focusing on the hospitality and spa industries and illustrates the impact of service quality on customer satisfaction. These researches collectively utilize the SERVQUAL model which is a tool developed by Zeithaml, Parasuraman, and Berry. It identifies key dimensions such as tangibility, reliability, responsiveness, assurance, and empathy to measure service quality and its effect on customer perception and loyalty.

The research by (Lagrosen & Lagrosen, 2016) in the spa industry identifies specific dimensions such as cost, relaxation, practicality, fitness, enjoyment and treatments that are crucial for

enhancing customer experiences. This study emphasizes understanding customer profiles and quality dimensions to improve service offerings in spas. Another research by (Albayrak et al., 2017) highlight the particular importance of tangibility, including hygiene and sanitation, in spa and wellness services noting its significant influence on customer satisfaction over other factors like staff competence.

In the hotel sector several studies echo the significance of service quality dimensions in shaping customer satisfaction. For example, (Sakhonkaruhatdej et al., n.d.) focus on creating a theoretical framework assessing the impact of service quality on customer satisfaction, finding a strong correlation between the two variables. Studies like that of (*JTTM_2005*, n.d.) demonstrate how excellent customer service can lead to repeat business and positive word-of-mouth which can be crucial for competitive success in the hospitality industry. These studies point to the essential role of front office staff and effective communication in enhancing perceived service quality.

Moreover, (Naseeb Shah & Jan, n.d.) study extends the SERVQUAL model to include additional dimensions such as product quality, location, and waiting time, suggesting a more comprehensive approach to understanding customer experiences in the hospitality sector. Similarly, another study by (Wei, 2019) on a hotel in Johor Bahru, Malaysia, emphasizes the necessity for ongoing research to adapt and evolve service quality assessment tools to better understand consumer perceptions across different service settings.

In the fast-food sector, (Purba & Juliana, n.d.) study illustrates that factors like assurance and responsiveness are vital in elevating customer satisfaction aligning with findings in more

traditional hospitality settings. This cross-industry relevance underscores the universal importance of these service quality dimensions.

We see that collectively these studies underscore the critical role of service quality in fostering customer loyalty and satisfaction across various service-oriented industries. They highlight the necessity for businesses to continuously adapt and respond to customer expectations and perceptions. Ensuring high standards of service quality to achieve business success and sustainability.

Research Gaps.

While extensive research exists on service quality and customer satisfaction in the hospitality sector. There remains a notable insight into the unique intricacies and obstacles encountered by resorts in Goa, specifically Resort Rio in Arpora.

Existing gaps encompass the scarcity of recent investigations dedicated to this precise geographical area, restricted exploration of customer perspectives regarding service quality in high-end resort and the imperative to delve into the impact of cultural and regional elements on customer satisfaction. Also to find whether the existing customers are satisfied with the services offered by the spa and whether they are willing to recommend the service to others.

Research questions.

- What is the overall level of service quality consumers perceiving is being offered by the spa?
- How do customers' perceptions of the quality of the services they received impact their level of satisfaction overall and their propensity to visit the spa again?

- What actions can the spa take to improve its service quality based on customer feedbacks and SERQUAL model?

Research objectives.

Assess the perceived level of service quality among consumers regarding the spa's offerings, encompassing dimensions such as reliability, responsiveness, assurance, empathy, and tangibles.

To explore how customers' perceptions of service quality affect their overall satisfaction levels and likelihood of revisiting the spa. By investigating this relationship, the study aims to understand the impact of service quality on customer loyalty and retention in the spa industry.

Identifying gaps in service quality by SERVQUAL. Which can help the resort to identify gaps in their service quality by comparing customer expectations and perceptions. This information can be used to create strategies to close the gap and improve service quality.

Methodology.

The survey questionnaire will be given via Google forms to the customers who have used the various SPA services of the Resort Rio. Sampling Frame will be customers who have already used the spa services. Sampling Technique that will be used in this research is convenience sampling is a non-probability sampling technique where participants are selected based on their accessibility and willingness to participate. In this case, the researcher can select participants who have used the spa service recently or are currently using the service and send them the Google Form survey. The researcher can even share the survey on social media platforms or forums related to spa services to get more responses from the respondents.

The measuring scale to be used in the survey questionnaire will be a 5-point Likert scale where: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree. In this research The SERVQUAL model will be used to assess service quality. The model identifies five internal gaps, namely positioning gap, specification gap, delivery gap, communication gap, and perception gap, which determine the size and direction of the service quality. We will adapt these five dimensions, Tangible aspects, Reliability, Responsiveness, Assurance & Empathy into elements, on the services offered by the SPA of Resort Rio.

CHAPTER 2: TASK HANDLED

During my internship at Resort Rio from 15th January 2024 to 4th May 2024. During this time i had the opportunity to work across multiple departments including the front office and event handling but with a primary focus on marketing. My daily work schedule was structured from 9 AM to 5 PM allowing me to engage comprehensively in various activities.

1. Front Desk Operations

Helped oversee the daily operations of the front desk, which included checking and welcoming visitors, taking reservations, and responding to questions regarding the resort's features and services. Strong communication abilities and the capacity to deliver top-notch customer under pressure were required for this position service.

Additionally assisted in resolving visitor concerns and gave details about nearby sights and resort amenities. In order to improve overall guest satisfaction, the task involved coordinating with other departments to guarantee that guests' requests were promptly fulfilled.

2. Event Planning

Participated in all aspects of event planning and execution at the resort, from conceptualization to day-of coordination. This involved setting up event spaces, communicating with vendors and making sure all guest needs were satisfied.

Helped to organize event schedules, coordinate with caterers and entertainers, and make sure every detail was carried out perfectly all of this helped to make the events successful and unforgettable for the attendees.

3. Following Up with Customers

Conducted post-visit follow-up communications with guests to get their feedback on their experience, which was essential for quality assurance and ongoing resort service improvement. This required communicating via traditional (phone calls) and digital (emails, surveys) channels.

4. Paperwork and Filing

This work included scanning and photocopying a various document, including passports, IDs, photos, and other paperwork related to the resort. I also kept track of every reservation, including the number of visitors and the duration of their stay and I gave this data to the manager. I had to also prepared a list of advance reservations which I had to give to the manager along with a breakdown of the number of guests and the reservation date.

5. Coordinating with Bloggers

As part of the resort's marketing plan to increase online visibility and reach, coordination was done with travel and lifestyle bloggers. This involved planning guest accommodations, planning the production of content related to the resort, and making sure bloggers had access to everything that they needed to produce interesting content. Managed blogger visits' communications and logistics to make sure the bloggers saw the best that the resort had to offer. This allowed the bloggers to use their social media presence to reach a wider audience and get positive online exposure and leveraging their social media presence to attract a broader audience and generate positive online exposure.

Social Media Management

Developed content calendars to ensure a consistent and engaging presence across primary social media platform of the Resort. Also to attract and engage with a wider audience, this

involved creating posts that emphasized the resort's amenities, special events, and promotional offers.

Using high quality photos, engaging posts, and timely updates, I had to plan and produce creative and appealing social media content that successfully conveyed the resort's value propositions and brand.

Content Creation

I had to Write and edit engaging interesting blog about Resort Rio's forthcoming events and the surrounding Goan attractions with the goal of improving SEO and increasing website traffic. Researching topics creating engaging content and making sure it adhered to SEO best practices were all part of this task.

Created a range of promotional materials such as email campaigns with the goal of informing previous and prospective customers about the latest amenities and exclusive packages for encouraging repeat business and guest loyalty.

Digital Marketing and SEO

Helped optimize Resort Rio website for search engines by updating the content with relevant keywords, and ensuring all content was good. This task was crucial because it boosted the resort's online visibility and attracted organic traffic.

CHAPTER 3: LEARNING

Social Media Strategy and Management

Learned how to develop and implement effective social media strategies that align with broader marketing goals. As an intern at Resort Rio, one of my key responsibilities was to manage the resort's social media platforms. This involved planning the posts, creating engaging content, scheduling when to post or which would be the right time to post, decide how many posts per day and monitoring content across channels such as Instagram, Facebook.

Gained experience in scheduling and managing posts, I have also understood the importance of regular engagement to maintain an active online presence.

Content Creation Skills

Improved writing and editing skills by producing interesting and useful content for newsletters, blogs, and advertising materials. Gained knowledge of SEO practices and learned how to incorporate them into content creation to increase online visibility and search engine rankings.

Event Planning and Coordination

I have gained hands-on experience in organizing, planning, and carrying out events while understanding the promotional aspects involved. I have also learned how to work collaboratively with internal teams, event planners, and vendors, to guarantee seamless event operations

Digital Marketing and Advertising

Did a part of digital marketing and understood the dynamics of online advertising including search engine marketing and pay-per-click advertising. The part of training included

discussions on keyword research including the differentiation between long-tail and short-tail keywords and how you could effectively utilize them to drive traffic.

Relationship Management

I have also learnt to establish and maintain a positive rapport with clients, which was crucial to the expansion of the company. In order to build enduring relationships based on mutual respect and trust. I have also learnt to comprehend clients' requirements, anticipate what they want, and provide them with good service.

Developed skills in managing post-stay communications this was essential for building customer loyalty and encouraging repeat business.

Communication and Networking

This internship experience has enhanced my interpersonal and communication skills as I had to regularly interact with colleagues and guests from the resort.

I have gained confidence in networking and building relationships that could support my future career opportunities. Part of my daily responsibilities included managing the front desk where I had to directly interact with guests to address their queries and resolve any issues they might have during their stay. I have learned to listen actively and respond empathetically to guest concerns which often helped de-escalate situations. Regularly interacting with guests boosted my confidence in handling situations.

Understanding of the Hospitality Industry

I have also acquired a deep understanding of the hospitality and tourism industry including the challenges and marketing techniques specific to this sector.

I have Also learned the importance of good guest experience and how marketing efforts can directly influence guest perceptions and satisfaction.

CHAPTER 4: CHALLENGES

Learning New Skills Quickly

As an intern I was likely expected to quickly pick up new skills from using digital marketing techniques to managing customer relationships which was overwhelming in the initial stage without prior experience. As part of the marketing team, I was tasked with learning SEO to enhance the resort's online presence. As I had limited exposure to these specific digital marketing the technicalities and nuances were initially overwhelming

Adjusting to a Professional Environment

Adjusting to professional setting was challenging because as a student transitioning from an academic setting to a professional workplace involved adapting to the professional etiquette, work pace, and team dynamics the organisation. The professional environment at Resort Rio was highly dynamic with strict deadlines and strong emphasis on teamwork and client satisfaction. i had to adjust to a new way of work that demanded strict punctuality, efficiency and a level of formal communication.

Dealing with Unclear Instructions

At times, I had received incomplete instructions for tasks to be done. And figuring out how to proceed without always asking for help was challenging for me as an intern. The lack of detailed instructions made it difficult to design a campaign for me that would effectively reach and resonate with the intended audience. I was unsure about which social media platforms would be most appropriate for highest engagement.

Time Management

Managing time effectively to meet deadlines was challenging for me, especially when multiple tasks or projects were to be done simultaneously. It was difficult for me without previous work experience.

Building Confidence to Contribute Ideas

The initial days when I joined it was challenging for me to find the confidence to speak up and contribute to new ideas during meetings or discussions as an intern because I was conscious whether they would like my ideas or not especially in a new environment.

Handling Responsibilities

Earning the trust of my colleagues and supervisors to take on more significant responsibilities was challenging as I was an intern and had no work experience. Early stage of internship at resort Rio I was tasked with overseeing a small social media campaign designed to promote an event at the resort. But without prior experience managing the creative content production was challenging for me. I had to quickly learn how to schedule posts and create and edit engaging social media post.

Keeping Up with Fast-Paced Work Environment:

Adapting to the fast-paced nature of work at a bustling resort like Resort Rio can be challenging, particularly during peak tourist seasons. As an example, I would like to say that during a weekend several families arrived simultaneously and the front desk was understaffed due to a sudden illness of a team member. The pressure to process check-ins efficiently while ensuring each guest felt welcomed and adequately attended to was a lot to handle as an intern.

Dealing with Rejection or Criticism

Receiving feedback, whether it's criticism of your marketing content or suggestions for improvement, can be tough but is essential for your growth and learning. During my internship at Resort Rio, I was tasked with designing a promotional campaign aimed at attracting a younger demographic to the resort during the off-season. The campaign was set to launch on various digital platforms incorporating social media ads and an interactive landing page on the resort's website. Upon presenting my initial campaign ideas and draft designs to the marketing team I got negative feedback. My campaign's message did not resonate with the younger audience it was intended for. My marketing team felt that the message did not align with the interests and values of younger travellers. This experience taught me the importance of receiving and constructively using criticism to refine and improve my work.

SUGGESTIONS

Introduce Sustainability Initiatives

They could develop a sustainability program that includes measures like reducing plastic use or promote energy conservation and offering guests opportunities to participate in local conservation efforts. As sustainability is increasingly important to today's travellers. Showcasing environmental responsibility can not only attract a market segment focused on eco-friendly travel but also help reduce operational costs.

Expand Cultural and Experiential Offerings

Resort Rio could create more local experiences such as cultural tours, and partnerships with local artisans and businesses. These can be marketed as exclusive offerings that allow guests to deeply experience the local culture. A unique local experience can enhance guest satisfaction and could be a deciding factor for tourists choosing between multiple destinations.

APPENDIX I



Ignite Romance With A Candlelit Dinner For Two

Delight in an intimate candlelit dinner, offering a 3-course culinary experience at Rio Beach Shack

INR - ₹6500++ For Two



CELEBRATE COUPLES' BLISS AT RIO LUXURY SPA & WELLNESS, WHERE SHARED SERENITY MEETS INDULGENT RELAXATION

INR - 15,500/- PLUS TAXES

- AROMA MASSAGE (45MIN)
- HEAD MASSAGE (15MIN)
- BODY SCRUB (20MIN)
- BODY WRAPS (20MIN)
- ROMANTIC ROSE PETAL TUB BATH (30MIN)
- ACCOMPANIED BY A GLASS OF RED WINE



Timeless Moments & Exuberant Celebrations Under The Gazebo

Dine beneath the stars, weaving everlasting memories with our dreamy 3 course menu at the lawns by the Rio Beach Shack

INR - 15,000++ for two

Arpora-Goa

Reconnect with your partner through rejuvenating rituals at Rio Luxury Spa and Wellness



- ✓ Luxurious Aroma Massage (50 min)
- ✓ Head Massage (10 min)
- ✓ Full Body Scrub (20 min)

INR - 10,000++

RioSpa
Luxury Spa & Wellness


RESORT RIO
SPA, WEDDINGS & CONVENTION
GOA
★★★★★

Savour Rajasthan and Gujarat's royal
flavours at Aur Jalsa


aur jalsa
Pure Vegetarian Restaurant



INR 1500++ per person

Relish unlimited vegetarian thali paired with a complimentary
Rio special mocktail.


RESORT RIO
SPA, WEDDINGS & CONVENTION
GOA
★★★★★

MOMents of Relaxation
Treat your mother to a well-deserved break


RioSpa
Luxury Spa



Foot Ritual (5min)
 Deep Tissue Massage (50min)
 Full Body Scrub (20min)

INR 5500++

APPENDIX II



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