

Internship Report on Digital Marketing Initiatives in Exotic Tours And Travel

An Internship Report for
Course code and Course Title: MGA-652 & Industry Internship
Credits: 16
Submitted in partial fulfilment of Master's Degree
MBA in Marketing

By

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Date: May 2024

Examined by:

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Seal of the School

COMPLETION CERTIFICATE

This is to certify that the internship report "Internship Report on Digital Marketing Initiatives in Exotic Tours and Travel" is a bonafide work carried out by Mr. Mukesh Bhat, under my mentorship in partial fulfilment of the requirements for the award of the degree of Masters of Business Administration in the Discipline Management studies at the Goa Business School, Goa University.



PROF. M. S. DAYANAND
Signature and Name of Mentor

Date: 04/05/2024



Signature of Dean of School/HoD
Date: 04/05/2024
Place: Goa University



School Stamp

DECLARATION BY STUDENT

I hereby declare that the data presented in this Internship report entitled, **“Internship Report On Digital Marketing Initiatives In Exotic Tours And Travel”** is based on the results of investigations carried out by me in the Discipline of Management Studies at the Goa Business School 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 not be responsible for the correctness of observations/experimental or other findings given the internship report/work.

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Mukesh Bhat

Seat No. 22P0280009

Date: 04/05/2024

Place: Goa University

OFFER LETTER



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exotictoursandtravels.com



exotictoursandtravels12@gmail.com

Tour packages, International tours, Domestic Tours, Family Tours, Honeymoon Packages, Group tours, School and Collage Tours, Tickets booking (Flight, train, Bus) Visa.



Rahul Naik : 75073 96483



Sanmesh Shet : 87884 45527

Date: 05 January 2024

Dear, Mr. Mukesh Bhat

Subject: Acceptance of Internship Offer - Sales and Marketing Intern

We are delighted to inform you that you have been selected for the Sales and Marketing Internship at Exotic tours and Travels. We believe your skills, enthusiasm, and dedication will be valuable assets to our team during this four-month internship.

We appreciate your interest in joining Exotic Tours and Travels and we are confident that your contribution will make a significant impact on our sales and marketing initiatives. Your eagerness to learn and your commitment to excellence align perfectly with our company values.

We look forward to welcoming you on board from 15th January 2024. This internship promises to be a mutually beneficial experience, providing you with valuable insights into the field of sales and marketing while offering us the opportunity to benefit from your unique perspective and talents.

We are excited for you to join Exotic Tours and Travels team and are confident that this internship will be a rewarding and enriching experience for you.

Sincerely,

Mr. Rahul Naik

Proprietor

Exotic Tours & Travels

Exotic Tours and Travels
Shop 1 & 2, Solanki Niket,
Behind Martin's Laser
Porvorim-Goa

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INTERNSHIP CERTIFICATE



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Tour packages, International tours, Domestic Tours, Family Tours, Honeymoon Packages, Group tours, School and Collage Tours, Tickets booking (Fight, train, Bus) Visa.



Rahul Naik : 75073 96483



Sanmesh Shet : 87884 45527

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Mukesh Bhat, MBA student of Goa Business School, Goa University has successfully completed his internship at Exotic Tours and Travels, Porvorim-Goa from 15th January 2024 to 4th May 2024 in the Marketing Department.

During his tenure, we found him to be extremely hardworking, displayed excellent performance, and was enthusiastic about learning new skills.

We wish him all the best and success in his future endeavors.

 **Exotic Tours and Travels**
Shop 1 & 2, Solanki Niket,
Behind Martin's Lazer
Porvorim-Goa

Mr. Rahul Naik
Proprietor
Exotic Tours & Travels

EXOTIC
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ACKNOWLEDGEMENT

I would like to express my sincere gratitude to Exotic Tours & Travels for providing me with the opportunity to complete my internship with their esteemed organization. This experience has been invaluable in enhancing my understanding of the Tourism industry and sharpening my professional skills.

I am deeply indebted to Mr. Rahul Naik (Founder) and Mr. Sanmesh Shet (Co-Founder), and colleagues Vaibhavi Naik, Prasiddhi Naik, for their unwavering support, guidance, and encouragement throughout my internship. Their unwavering devotion to quality and ensuring that every tour participant is satisfied has been incredibly motivating.

I am also grateful to my mentor, Professor M.S. Dayanand. His expertise, insights, and constructive feedback have been instrumental in shaping my learning journey and professional development.

Lastly, I would like to extend my thanks to all those who have contributed to this report, directly or indirectly, through their guidance, feedback, and encouragement.

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Executive Summary

Exotic Tours and Travels is a Goa-based travel agency specializing in customized holiday packages across India and Abroad. They cater to a diverse customer base, including students and travel enthusiasts, offering personalized experiences and engaging marketing strategies to capture a broader audience. With a strong online presence and active social media engagement, Exotic Tours and Travels leverages platforms like WhatsApp, Instagram, and Facebook to promote their tour packages and interact with customers directly. Their team comprises qualified professionals with Bachelor of Business Administration (BBA) qualifications, ensuring efficient operations and customer service.

The company's product offerings feature meticulously curated travel packages tailored to various preferences and budgets. From serene getaways in Chikmagalur to adventurous explorations in Kashmir and cultural immersions in Rameshwaram, Exotic Tours and Travels provides a diverse range of experiences to meet customer demands. Each package includes essential travel components like transportation, accommodation, and meals, ensuring a seamless and memorable travel experience for their clients.

Analysing the industry landscape using Porter's Five Forces, Exotic Tours and Travels faces moderate threats from new entrants and substitutes, high bargaining power from buyers, and intense competitive rivalry. However, their established brand reputation, strong customer base, and differentiated offerings mitigate these challenges to a significant extent. A SWOT analysis highlights their strengths in digital marketing, diverse product range, qualified team, and growing brand visibility, while also acknowledging areas for improvement such as supplier dependency and limited physical presence.

The PESTLE analysis delves into the external factors impacting Exotic Tours and Travels, including political stability, economic conditions, social trends, technological advancements,

legal compliance, and environmental considerations. These factors influence the company's strategic decisions, market positioning, customer engagement strategies, and operational resilience.

Overall, Exotic Tours and Travels is well-positioned in the competitive travel and tourism industry, leveraging digital platforms, personalized experiences, and qualified expertise to drive customer satisfaction, brand growth, and market success.

CHAPTER 1: COMPANY PROFILE

1.1. Bird Eye View

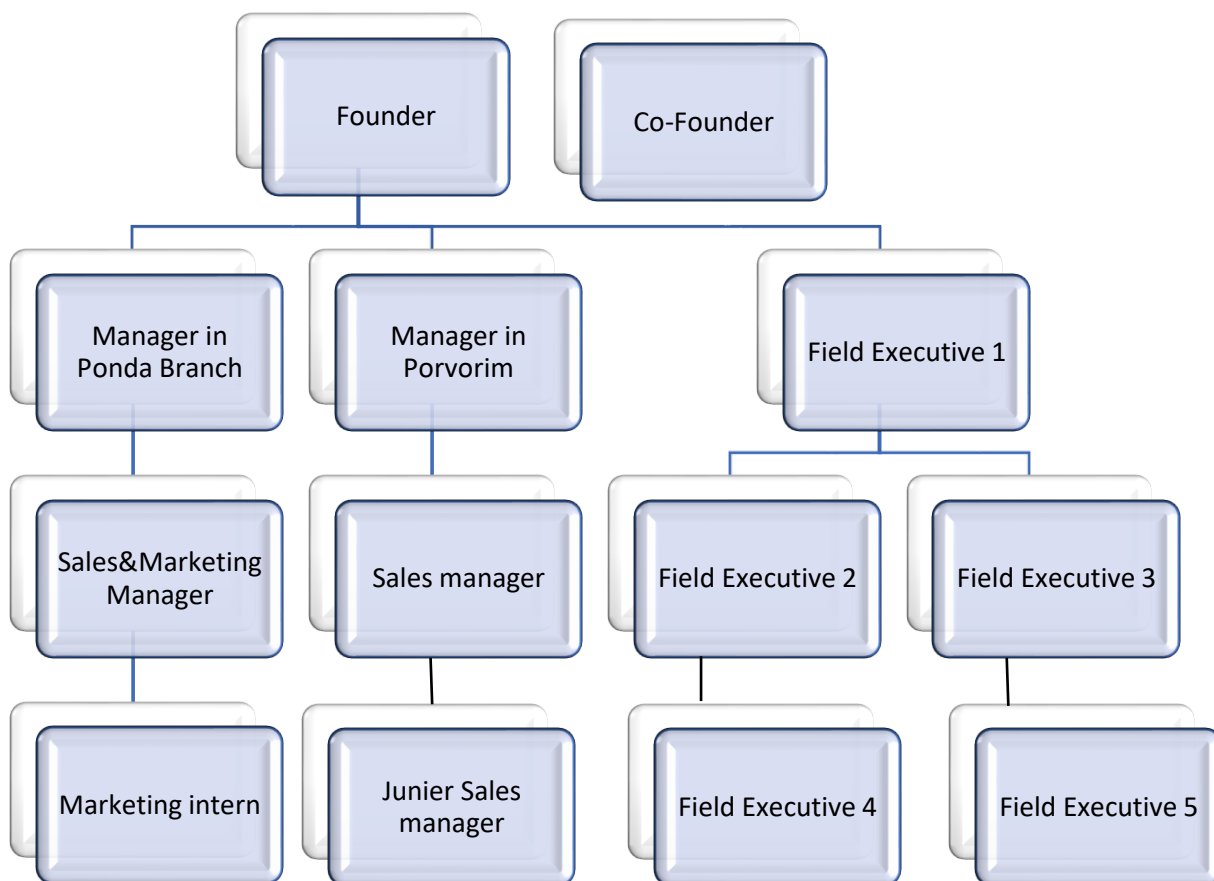
Exotic Tours and Travels, situated in Goa, specializes in holiday travel packages designed for students and travel seeking people, featuring customized programs across India and in Dubai. Their offerings include personalized excursions tailored to individual customer preferences, emphasizing unique and personalized travel experiences for groups. Exotic Tours and Travels utilizes WhatsApp broadcasting and groups, alongside Instagram and Facebook, as primary marketing channels to promote their tour packages. These platforms serve as direct communication tools to reach potential customers, engage with audiences, and showcase their diverse tour offerings, aiming to capture a broader audience base interested in their personalized travel experiences. Exotic Tours and Travels has 7,036 Instagram followers, allowing them to engage with a large audience while showcasing their diverse tour packages and personalized travel experiences. This following indicates a growing interest in their offerings and highlights the potential for increased brand visibility and engagement within the travel community. They have a website i.e., <https://exotictoursandtravels.com/> if people want to customise their travel.

The Exotic Tours and Travels has two branches one in Ponda and another at Porvorim and their team's qualifications are respectively as follows:

- 2 Manager: Postgraduate
- 2 Sales Manager: BBA degree.
- 1 Junior Sales (Porvorim): BBA degree.
- 8 on field Guides during tours

Their team consists of individuals with Bachelor of Business Administration (BBA) qualifications across managerial and sales roles, indicating a shared educational background emphasizing business management skills within the company's operational hierarchy.

Section within the Organisation



1.2. Products and Services

Introducing an array of meticulously curated travel packages designed to offer unparalleled experiences, Exotic Tours and Travels presents an enticing selection of destinations for the discerning traveller. Delve into the serene landscapes of Chikmagalur with our 5-day package priced at Rs. 6,999, or embark on a spiritual journey to Coimbatore's Adiyogi and Marthumalai Temple for just Rs. 4,999 over 5 days. For those seeking adventure, our Kashmir package awaits, offering 5 days of exploration for Rs. 42,999 with flight tickets, while the enchanting backwaters of Kerala beckon with a 5-day getaway priced at Rs. 11,499. Traverse the cultural tapestry of Rameshwaram and Kodaikanal at Rs. 11,999 for 5 days, or embark on an immersive journey through Gujarat's vibrant heritage for 8 days at Rs. 21,999. For the ultimate escape, indulge in the pristine beauty of Andaman or Meghalaya, starting at Rs. 57,999 and Rs. 47,999 respectively with flight tickets. Our international tours promise unforgettable experiences, from the bustling streets of Bangkok and Pattaya for Rs. 49,999, to the tranquil landscapes of Bhutan and Sri Lanka, priced competitively at Rs. 54,999, and Rs. 48,999 respectively. Embark on a journey to Malaysia or Dubai for a luxurious retreat, with 5-day packages available at Rs. 59,999 and Rs. 84,499 respectively.

Each package includes sleeper class train tickets/flight tickets, comfortable accommodation in hotels, and daily breakfast for a seamless and memorable travel experience.

1.3. Porter's Five Forces Analysis:

- i. **Threat of New Entrants (Low to Moderate):** The travel industry is capital-intensive, requiring significant investments in infrastructure, marketing, and partnerships. However, the emergence of online travel agencies and platforms has lowered barriers to entry to some extent. Exotic Tours and Travels' strong brand presence and loyal customer base act as barriers, but new entrants with innovative offerings can pose a threat.

- ii. **Bargaining Power of Suppliers (Moderate):** Suppliers in the travel industry, such as airlines, hotels, and local guides, wield moderate bargaining power. Exotic Tours and Travels' bulk booking capabilities and established relationships with suppliers give them some leverage. However, fluctuations in supplier prices and availability can impact costs.
- iii. **Bargaining Power of Buyers (High):** Customers in the travel industry have high bargaining power due to the availability of numerous options, price transparency, and the ability to compare offerings easily. Exotic Tours and Travels must focus on value creation, unique experiences, and excellent customer service to retain and attract customers.
- iv. **Threat of Substitutes (Moderate):** Substitutes in the travel industry include alternative destinations, DIY travel planning, and online booking platforms. Exotic Tours and Travels differentiates itself through curated experiences, personalized services, and expert guidance, reducing the threat of direct substitutes but still facing competition from alternative travel options.
- v. **Competitive Rivalry (High):** The travel industry is intensely competitive, with numerous tour operators, travel agencies, and online platforms vying for market share. Exotic Tours and Travels faces competition from both local and international players, requiring continuous innovation, strategic pricing, and effective marketing to stay ahead.

1.4. SWOT Analysis:

➤ **Strengths:**

- Strong online presence and active engagement on social media platforms, leveraging WhatsApp, Instagram, and Facebook for marketing and customer communication.

- Diverse range of meticulously curated tour packages tailored to different customer preferences and budgets, enhancing customer satisfaction and loyalty.
- Qualified and experienced team members with Bachelor of Business Administration (BBA) qualifications in managerial and sales roles, ensuring efficient operations and customer service.
- Established brand reputation and growing customer base, indicated by 7,036 Instagram followers, showcasing potential for increased brand visibility and engagement.

➤ **Weaknesses:**

- Reliance on external suppliers for travel services may lead to cost fluctuations and dependency risks.
- Limited physical presence with two branches in Goa, potentially limiting reach in other regions and markets.
- Dependency on digital marketing channels, risking exposure to algorithm changes, and online competition.

➤ **Opportunities:**

- Growing demand for personalized and experiential travel, presenting opportunities to expand offerings and attract new customer segments.
- Expansion into new markets or destinations to tap into emerging travel trends and diversify revenue streams.
- Collaboration with local businesses and tourism boards for enhanced promotions, exclusive offerings, and destination marketing.

- Integration of technology for improved customer experiences, streamlined operations, and data-driven decision-making.

➤ **Threats:**

- Economic uncertainties, geopolitical tensions, and global events (e.g., pandemics, natural disasters) impacting travel patterns, consumer confidence, and business operations.
- Intense competition from traditional tour operators, online travel agencies, and peer-to-peer platforms, requiring differentiation and strategic positioning.
- Regulatory changes, visa restrictions, and travel advisories affecting travel policies, costs, and customer behaviour.
- Potential challenges in maintaining service quality, customer satisfaction, and brand reputation across diverse destinations and experiences.

1.5. PESTLE Analysis:

- **Political:** Government policies, regulations, and stability in travel destinations influence operations, visa requirements, and business continuity planning.
- **Economic:** Economic conditions, exchange rates, inflation, and disposable income levels impact travel demand, pricing strategies, and profitability.
- **Social:** Changing travel preferences, demographics, cultural considerations, and societal trends (e.g., sustainability, wellness tourism) influence product development and marketing approaches.

- **Technological:** Advancements in technology, digital platforms, data analytics, and mobile apps transform customer interactions, booking processes, and competitive advantages.
- **Legal:** Compliance with travel laws, regulations, safety standards, contracts with suppliers, and consumer protection measures are critical for risk management and legal compliance.
- **Environmental:** Sustainable tourism practices, environmental regulations, climate change impacts, and eco-friendly initiatives shape destination choices, brand reputation, and customer preferences.

1.6. Summary of Internship Report I

In the dynamic and competitive landscape of the tours and tourism industry, customer satisfaction and loyalty play a pivotal role in the success and sustainability of companies. Understanding the factors that influence customer satisfaction and loyalty is crucial for tour operators to design effective strategies, enhance customer experiences, and build long-term relationships with their clientele. This case study focuses on Exotic Tours and Travels Goa, a renowned tour operator known for its diverse range of tour packages and exceptional customer service.

Exotic Tours and Travels Goa has established itself as a leading player in the tourism sector, offering a plethora of domestic and international tour options tailored to meet the diverse preferences and expectations of travellers. With an array of destinations ranging from scenic coastal getaways to exotic international locales, Exotic Tours and Travels Goa aims to provide unforgettable experiences and create lasting memories for its customers.

The objective of this case study is to delve into the factors that contribute to customer satisfaction and loyalty in the context of Exotic Tours and Travels Goa. By examining these

factors, including service quality, tour packages, customer service, pricing, destination experiences, and marketing strategies, we seek to gain valuable insights into what drives customer satisfaction and fosters loyalty among travellers. Additionally, the study aims to identify any potential gaps or areas for improvement that Exotic Tours and Travels Goa can address to further enhance customer satisfaction and loyalty, ultimately strengthening its competitive position in the market.

Through a comprehensive analysis and examination of customer feedback, perceptions, and experiences, this case study will provide actionable recommendations and strategies that Exotic Tours and Travels Goa can implement to optimize customer satisfaction, nurture loyalty, and sustain long-term success in the tours and tourism industry.

The literature presented covers various aspects of customer satisfaction, loyalty, and factors influencing these in different tourism contexts:

- i. Factors Influencing Customer Satisfaction at Tours and Travel Agencies in India (Gaurav et al., 2018): This study identifies key factors impacting customer satisfaction in Indian tours and travel agencies, including customer service, customer centricity, convenience, service quality, value for money, brand reputation, technological integration, and destination expertise.
- ii. Analyses of Factors Influencing Travel Consumers' Satisfaction and Loyalty (Zaki & Abuzied, 2017): This literature likely discusses factors influencing travel consumers' satisfaction and loyalty, focusing on online platforms like TripAdvisor. It may cover user-generated content, reviews, ratings, destination image, service quality, price, perceived value, and theories like expectancy-disconfirmation model or satisfaction-loyalty relationship.
- iii. Rural Tourism and the Craft Beer Experience (Murray & Kline, 2015): This review explores factors influencing brand loyalty in rural tourism and craft beer experiences,

including motivations of tourists, brand image, satisfaction, loyalty, experiential marketing, and destination branding.

- iv. The impact of tour quality and tourist satisfaction on tourist loyalty (Lee et al., 2011): This review synthesizes research on tour quality, tourist satisfaction, and loyalty, particularly in the context of Chinese tourists visiting Korea. It delves into tour components, satisfaction theories, cultural factors, destination image, and marketing strategies.
- v. The impact of service quality on tourist satisfaction and loyalty in Indian tour operation industry (Chand & Ashish, n.d.): This likely provides an overview of service quality, satisfaction, and loyalty in Indian tour operations, including dimensions of service quality, theories, Indian tourism market trends, and cultural factors.
- vi. Factors Influencing Visitors' Revisit Behavioural Intentions (Mat Som et al., 2012): This review likely covers factors influencing visitors' revisit intentions, including destination attributes, satisfaction, perceived value, service quality, destination image, theories like theory of planned behaviour, and destination marketing strategies.
- vii. Exploring the Determinants of Hot Spring Tourism Customer Satisfaction (Mi et al., 2019): This review surveys determinants of customer satisfaction in hot spring tourism, including service quality, facilities, environment, price, satisfaction theories, hot spring tourism trends, and competitive landscape.
- viii. Impacts of Tourist Loyalty on Service Providers (Cheunkamon et al., 2022): This review likely discusses relationships between tourist loyalty and factors in tourism supply chains, including service quality, logistics, commitment, trust, loyalty theories, stakeholder interactions, collaboration, and sustainable tourism development.

The research gaps identified in my study highlights the critical need for focused investigation into customer satisfaction and loyalty within Exotic Tours and Travels Goa. Firstly, there is a

scarcity of research that delves deeply into the factors directly impacting customer satisfaction and loyalty in this specific context, necessitating a more targeted approach to understanding these dynamics. Secondly, the absence of comprehensive empirical studies examining the relationship between customer satisfaction and loyalty behaviours within Exotic Tours and Travels inhibits the development of effective strategies aimed at improving customer experiences and fostering loyalty. Lastly, the insufficient exploration of the determinants of customer satisfaction and loyalty within Goa's tourism industry, with a particular emphasis on Exotic Tours and Travels, underscores the importance of uncovering the unique factors driving customer behaviour in this competitive market. Addressing these gaps will not only contribute to academic knowledge but also provide actionable insights to enhance the overall performance and competitiveness of Exotic Tours and Travels in the Goa tourism landscape.

The research questions formulated for the study focus on uncovering crucial aspects of customer satisfaction and loyalty within the context of Exotic Tours and Travels Goa. Firstly, the inquiry into the key factors influencing customer satisfaction and loyalty among tourists who have engaged with tour packages from Exotic Tours and Travels delves into the specific elements that contribute significantly to customer retention and positive experiences. Secondly, exploring the role of digital platforms and online reviews in shaping customer perceptions, satisfaction levels, and loyalty towards Exotic Tours and Travels highlights the growing influence of digital media on customer decision-making and brand perceptions. Lastly, investigating how cultural and environmental factors in Goa as a tourism destination impact tourist satisfaction and loyalty to Exotic Tours and Travels provides insights into the contextual influences that shape customer behaviours and preferences within this vibrant and competitive market. These research questions collectively aim to contribute valuable insights that can inform strategic decision-making and enhance customer-centric initiatives for Exotic Tours and Travels in Goa.

The research objectives outlined for the study aim to provide a comprehensive understanding of customer satisfaction and loyalty dynamics within Exotic Tours and Travels Goa. Firstly, the objective to identify and analyse key factors influencing customer satisfaction and loyalty delves into uncovering critical elements that significantly impact customer retention and positive experiences within the company's offerings. Secondly, the examination of the relationship between customer perceptions of service quality, pricing, tour experiences, and loyalty behaviours seeks to establish connections and correlations that can guide strategic decision-making in enhancing customer-centric initiatives. Lastly, the objective to explore the role of digital platforms, online reviews, and cultural/environmental factors underscores the importance of considering digital influences and contextual factors in shaping customer satisfaction and loyalty, providing insights into emerging trends and customer preferences in the dynamic tourism landscape of Goa. These research objectives collectively contribute to a nuanced understanding of customer-centric strategies and initiatives for Exotic Tours and Travels Goa, facilitating informed decision-making and improved customer experiences.

CHAPTER:2 TASK HANDLED

During my internship with Exotic Tours and Tourism, I had the opportunity to explore the rich cultural and natural attractions of the region. From March 7th to 11th, and again from April 11th to 15th, I accompanied the Co-founder, Sanmesh Shet, on tours to discover the beauty and charm of Chikmagalur.

I embarked on a journey that not only exposed me to the beauty of the region but also tested my abilities in tour management.

My ability to be organized was put to the test when I had to arrange with local service providers, vendors, and guides. For a tour to be effective, coordination of all logistics from lodging and activities to transportation was essential. In order to overcome these obstacles and guarantee

that the clients' journey was easy and enjoyable, proactive problem-solving and effective communication were essential.

During my internship, I actively engaged in telephone marketing to promote our tour packages. This involved reaching out to potential customers via phone calls to introduce them to our exciting travel offerings, highlight the unique experiences each tour provided, and encourage bookings.

One of the tasks I had is that I need to get quotation from hotels for accommodations. This process was crucial in planning and organizing tour itineraries for clients. I would initiate calls to various hotels, discuss the details of the tour packages, including the number of guests, duration of stay, and any specific requirements. Through effective communication and negotiation skills, I would gather information about room availability, pricing, amenities, and any special offers or discounts available.

I handled the booking of train tickets, bus tickets, and air tickets for tour packages. This involved coordinating with transportation providers, such as railways, bus companies, and airlines, to secure the necessary tickets for our clients' travel arrangements. I would gather information about travel dates, preferences, and group sizes to book tickets that aligned with the tour itineraries.

For train tickets, I would check availability, class options, and schedules to ensure smooth travel experiences for our clients. Booking bus tickets involved selecting reputable bus operators and confirming seat reservations based on our clients' preferences and route requirements. Similarly, for air tickets, I would compare flight options, prices, and timings to find the best flights that fit our clients' travel plans.

I learned a lot about the complexities of tour operations, client management, and the value of adaptability and flexibility in the travel and tourism sector from these experiences. Every

obstacle offered a chance for development and education, which eventually shaped my perception of the exciting and fulfilling nature of the tours and travel industry.

CHAPTER:3 LEARNING

During my visit to Chikmagalur, I gained invaluable practical exposure and learned several key lessons that shaped my understanding of marketing and innovation in the tourism industry. As a marketing intern, I had the opportunity to apply innovative strategies to enhance sales and promote the company's offerings.

One of the significant areas where I applied my knowledge was in online marketing, specifically through Search Engine Optimization (SEO) techniques. By optimizing the company's online presence and content, I aimed to increase visibility, attract more potential customers, and ultimately boost sales. This experience allowed me to understand the importance of digital marketing strategies in reaching a broader audience and driving business growth.

Additionally, I had the privilege of participating in offline marketing activities alongside the owner. We visited several schools, including Almedia and S.S. Samithi Dhavali in Ponda, Goa, to engage with potential customers and promote our services. These hands-on experiences taught me the value of face-to-face interactions, relationship building, and grassroots marketing efforts in establishing trust and building a loyal customer base.

Through my practical exposure and innovative ideas, I learned the following key lessons:

1. Importance of Digital Marketing: The power of online marketing, including SEO techniques, in reaching a wider audience and driving sales cannot be overstated. It's essential to leverage digital platforms effectively to stay competitive in the modern business landscape.

2. Value of Offline Marketing: While digital marketing is crucial, offline marketing strategies such as direct outreach and community engagement play a significant role in building personal connections and brand credibility.
3. Creativity and Innovation: Being innovative and willing to explore new ideas is essential in marketing. By thinking outside the box and experimenting with different approaches, we can discover unique ways to attract and retain customers.
4. Customer Relationship Building: Building strong relationships with customers is key to long-term success. Personalized interactions, understanding customer needs, and delivering exceptional service are critical components of fostering customer loyalty.

Overall, my practical exposure during the visit to Chikmagalur and engagement in both online and offline marketing activities provided me with valuable insights and skills that are essential for a career in marketing and business development within the tourism industry.

CHAPTER:4 CHALLENGES

During my internship at a tour company, I encountered several challenges that required me to develop effective strategies and solutions. One significant challenge was time management, particularly when dealing with tightly scheduled itineraries and multiple activities planned for each day. I had to ensure that everything ran smoothly according to the schedule while also allowing some flexibility for unexpected events or delays. This required careful planning, prioritization, and quick decision-making to handle any time-related issues that arose.

Motivating people to participate in sightseeing activities was another challenge I faced. Some clients were tired or not fully interested, making it challenging to encourage active engagement. To address this, I utilized my communication skills to create engaging experiences, highlight

the importance and excitement of each activity, and adapt the itinerary to cater to varying interests and energy levels.

Handling client queries during journeys was also a significant aspect of my internship. Clients often had questions, concerns, or special requests that needed prompt and satisfactory responses. I had to be well-informed about the tour details, destinations, and company policies to address these queries effectively. Clear communication, empathy, and problem-solving skills were crucial in ensuring client satisfaction and resolving any issues that arose.

The Master of Arts students at Goa University had organized a study tour to Delhi, with an extension to Manali, for which we (Exotic Tours and Travels) provided a quotation of Rs. 16,000 per person. However, the competitors offered a slightly lower quotation of Rs. 15,000 per person. Despite the competitive pricing, the department opted for the competitor's offer due to the marginal cost difference.

Room allotment issues also arose during my internship. Sometimes there were last-minute changes or discrepancies in bookings that needed immediate attention. I developed skills in efficiently resolving room allocation issues, ensuring smooth check-ins for clients, and maintaining clear communication to manage expectations and minimize disruptions.

In addition to these challenges, I also focused on incorporating creative ideas to enhance the overall tour experience. This included organizing unique activities, providing personalized services, and exploring innovative technologies to streamline processes and improve customer satisfaction. Overcoming these challenges and implementing creative solutions not only contributed to a successful internship but also helped me develop valuable skills and insights into the tourism industry.

CHAPTER:5 SUGGESTION

Based on the challenges, tasks handled, and learning experiences during my internship in the tourism industry, I would suggest the following recommendations:

- i. **Enhance Time Management Skills:** Given the importance of time management in handling tightly scheduled itineraries and multiple activities, consider further developing your time management skills. Try using tools like scheduling apps, prioritization techniques, and contingency planning to handle unexpected delays effectively.
- ii. **Improve Communication Skills:** Your success in motivating people, handling client queries, and engaging in offline marketing activities highlights the importance of strong communication skills. Continuously work on enhancing your communication skills, including active listening, clear articulation, and empathy, to ensure smooth interactions with clients and team members.
- iii. **Build Negotiation Skills:** The scenario where the department opted for a competitor's offer due to a marginal cost difference suggests the need to develop negotiation skills. Consider learning negotiation tactics and strategies to secure the best deals for your company while maintaining client satisfaction.
- iv. **Master Problem-Solving Abilities:** Your experiences in resolving room allotment issues and adapting to unexpected obstacles emphasize the value of effective problem-solving skills. Strive to cultivate a proactive problem-solving approach by analysing situations critically, identifying root causes, and implementing practical solutions efficiently.

- v. **Focus on Continuous Learning:** Your internship provided valuable insights into tour operations, client management, and marketing strategies. Keep seeking opportunities for continuous learning and personal development in areas like digital marketing trends, customer relationship management, and innovative tour experiences to stay ahead in the competitive tourism industry.
- vi. **Network and Seek Mentorship:** Consider networking with professionals in the tourism industry to expand your connections and gain mentorship. Engaging with experienced individuals can offer valuable guidance, industry insights, and potential career opportunities that can further enrich your professional development.
- vii. **Showcase Creativity and Innovation:** Continue to incorporate creative ideas in enhancing tour experiences and marketing strategies. Experiment with innovative technologies, personalized services, and unique activities to set your offerings apart and attract a broader customer base.

By implementing these suggestions and building upon the experiences and lessons learned during your internship, I can further develop my skills, thrive in the tourism industry, and pave the way for a successful career in marketing and business development within this dynamic sector.

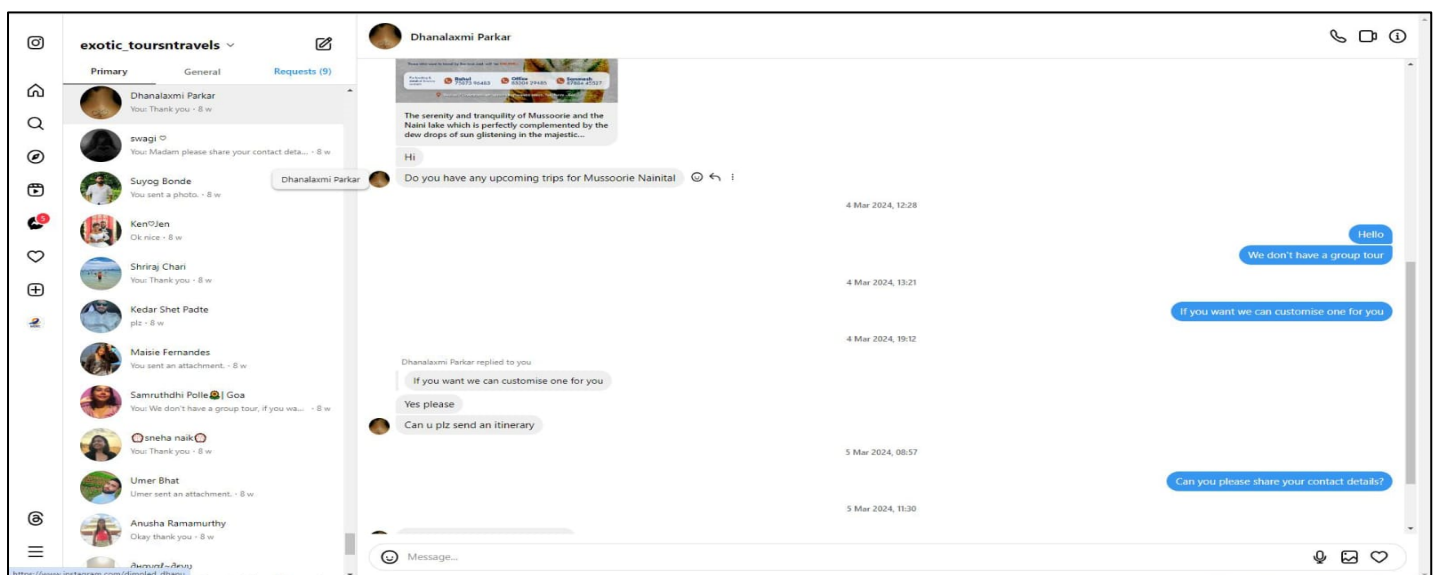
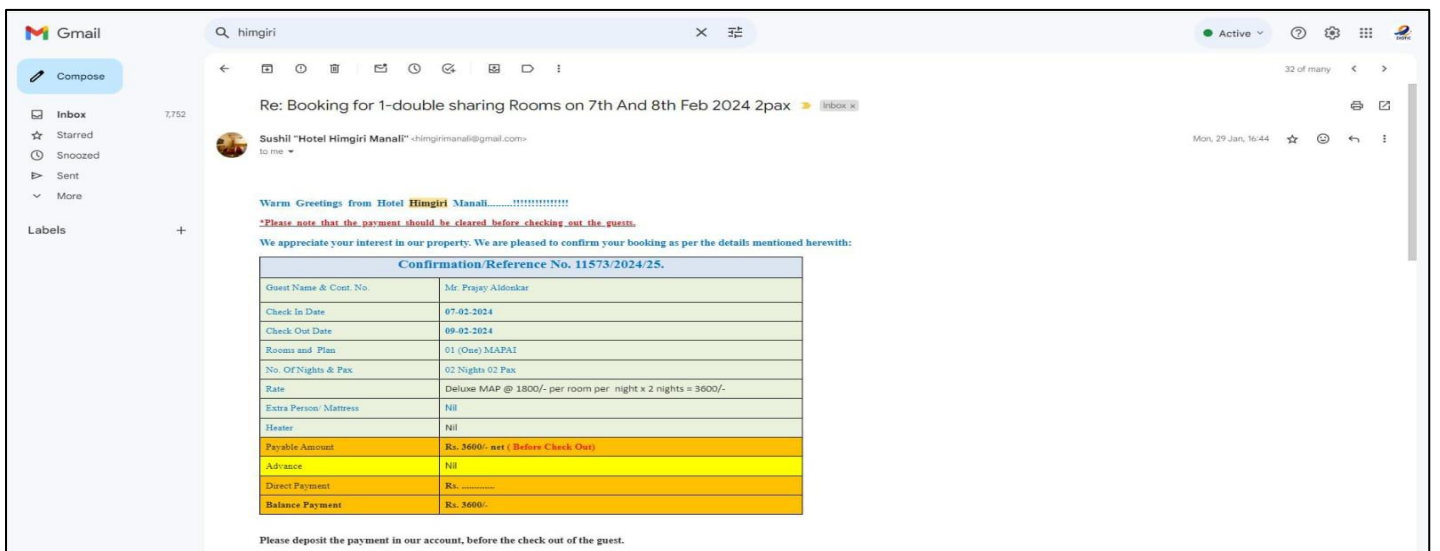
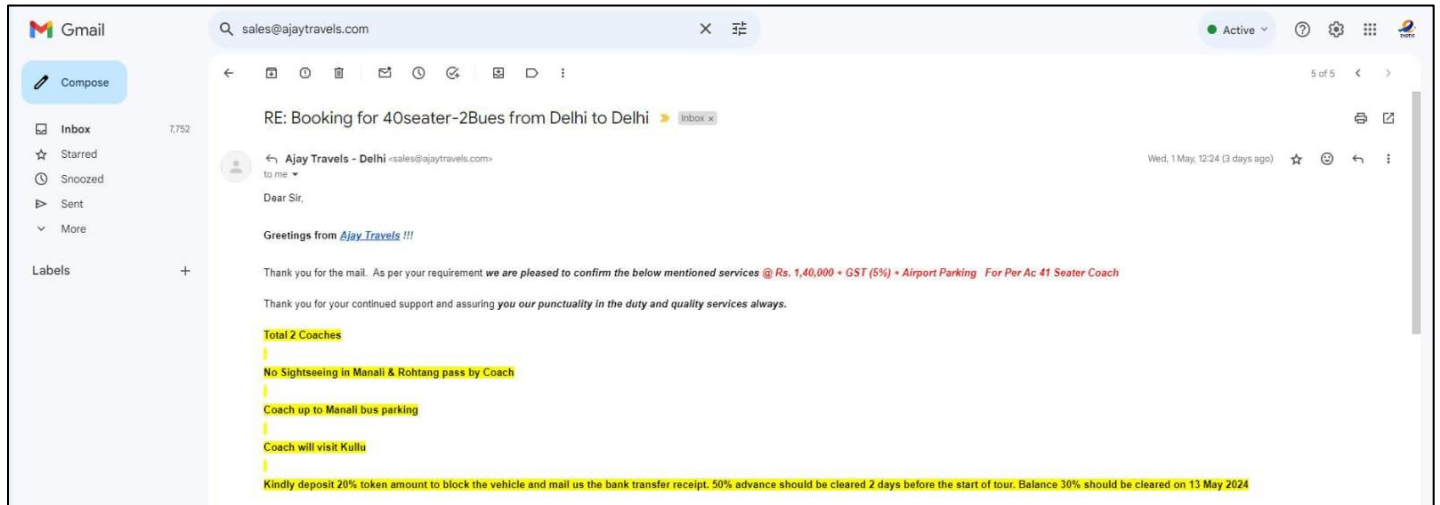
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Appendix I

Sample of work done



Appendix II

Photos at work

