A PROJECT REPORT Consumer perception on Hilton Goa Resort

Submitted By:

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2012

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DECLARATION

I, the student of M.B.A. Part II of Goa Business School, Goa University, hereby declare that the project entitled "**Consumer Perception Towards Hilton Goa Resort**" has been prepared by me towards partial fulfilment of the degree of Master of Business Administration under the guidance of my faculty guide Ms. Priyanka U. Naik. This project is neither in full nor in part has previously formed the basis for the award of any other degree of either this University or any other University.

Date: 9th May 2022

Place: Goa University

Name: Edward John Baptist Dias

Roll No.:2012

CERTIFICATE

(Include a picture of the certificate of completion issued by the company with clearly stating their permission to make the presentation of the report either in public or camera)

ACKNOWLEDGEMENT

On the very outset of this report I would like to express my gratitude to everyone who supported me throughout the course of this MBA project. For their active guidance, help, cooperation & encouragement, I am sincerely grateful to them.

I would firstly like to thank my mentor Ms. Priyanka Naik who guided me throughout my internship and helped give me a clear vision and goal for my report.

Secondly I would like to thank my manager at Hilton Goa Resort Mr. Abishek Chandran who was supportive during my internship, giving me some learning opportunities in the process.

Lastly I would like to thank the L&D manager at Hilton Goa Resort for seeing the potential in me and hiring me to train in the marketing department.

I would also like to extend my gratitude to Goa Business School.

Thank You,

Edward Dias

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Take a note of the following while preparing content from here onwards: ● Do numbering for the subheadings under the main

headings as:

Brief note on the company its Serial No. is 1 hence subheadings will be numbered as 2.1, 2.2, 2.3 and so on.

● Use font size 12 and font style Times New Roman.

● Use Justify text alignment and 1.5 line spacing.

1. A brief note on the company

1.1 Overview of the industry:

Hospitality affects customer satisfaction levels. The better the quality of services, the more satisfied the customer feels.

Hospitality Industry has grown vastly in the last few decades with more private players entering this sector indicating the ever-increasing scope for the diverse hospitality services and the employment of different professionals & personnel. Since the employment prospects are varied and extensive, there is rapid career- growth with abundant money and freedom, in almost every kind of hospitality service.

Good hospitality management can also affect a country's image as it tells the quality of the service of a country. Globally, we need to share best practices for training and retention and make industry-sponsored educational programs more readily available to employees at every organizational level.

Hospitality Industry captures major tourists and business markets by ensuring that the tourists get physically energized, mentally rejuvenated, culturally enriched, spiritually elevated, and ULTIMATELY feel it from within.

When a company is looking for a place to relocate or to grow its business, many variables are considered. One such variable is the quality of life. Quality of life is measured primarily by three factors: housing cost, education quality, and cultural amenities. The hospitality industry underpins those cultural amenities that other businesses find attractive. The hospitality industry plays a significant, supporting role in these business dealings. Companies in the industry help enable others to do business hence fuels economic growth.

1.2 Overview of the hospitality industry in India
The hospitality industry in India has been scoring a moderate growth number from the past few years and has great potential to score an even greater number in the future. The nation which is rich in culture and diversity has been attracting a large number of tourists from all over the globe. India has also been recognized as a destination for spiritual tourism for international and domestic tourists. India is showing continuous growth in position moving from 65th in 2013 to 34th position in 2019 in the World Economic Forum's travel and tourism competitiveness index. On the other side, the consistently growing middle class, rising levels of their disposable income, increasing interest among millennials to travel in

their home country are a few major reasons that are making the domestic travel industry a profitable one. To attract millennial ventures like Airbnb, Oyo rooms have changed hospitality scenarios on a global level and are offering price-sensitive stays in most of the prime locations with flexible check-in and check-out options to attract the increasing number of travelers.

1.3Company Profile:

Hilton Goa Resort is located atop the scenic, terraced slopes of Saipem Hills, overlooking the Nerul River. Surrounded by coastal plains and cascading hills, our resort offers a tranquil retreat with stunning panoramic views, especially at sunset. With well-appointed guest rooms and suites, innovative dining options and recreational facilities, Hilton Goa Resort is ideal for family getaways or for inspiring meetings.

Hilton Hotels & Resorts is a global brand of full-service hotels and resorts and the flagship brand of American multinational hospitality company Hilton.

2. A brief note on strategic analysis

3.2. SWOT Analysis:

The swot analysis gives us a basic idea of where the organization ranks in the market and whilst being aware of the potential of the said organization. The following is what i have learnt about the companies strength, weakness, opportunities and threats:

STRENGTHS

1. Hilton Goa Resort is a fairly new property which gives it an advantage of having new, appealing as well as aesthetic infrastructure.

2. Technical innovations used in Hilton Goa Resort such as applications like ONQ, SALT and Delphi help improve customer experiences and Constant upgrade of business processes.

3.Hilton Goa resort is a 5-star property which holds an intrinsic value for word of mouth marketing.

4. Hilton Goa resort is built bearing in mind the medieval fort architecture which offers the guests a feeling of historical presence through the resort.

5. Good reputation in the market allows Hilton Goa Resort the leverage to sell its rooms at a high rate.

WEAKNESSES

1. Limited market share since the property is in the initial stages of opening up to full extent.

2. The Spa, casino, Banquet and Rachol block are under development which means customers expectations from a 5-star property are not met to the full extent it should.

3. Limited inventory of 104 rooms makes Hilton Goa resort fall a step behind some of its predominant competitors

Employee turnover is quick mostly because of long and tedious working hours at the Resort.

OPPORTUNITIES

1. The infrastructure that is underdevelopment like the spa, casino and banquet facilities once initiated would lead to potential revenues.

2. Mouni Roys celebrity wedding which was hosted as a marketing expenditure created a huge stir in the market driving more potential sales and queries for weddings at the resort.

3. Innovation in customer services and the resorts continuous stress on being up to date with the latest inventions in technology would give a majour advantage to the resort.

4. Digitalization and better use of technology which stands to be one of the major focuses of the management takes Hilton Goa Resort to new heights in customer satisfaction.

5. Hilton Honors program which is Hiltons own customer loyalty program gives Hilton a slight advantage over competitors as the benefits given to these members like double points and one night free stay on four nights paid stay makes them want to stay at the resort repetitively other than in the competitive resorts and hotels.

THREATS

1. Entry of several international brands along with the stronghold of long   standing, well established Indian brands.

2. Competition on price point

3. Customers have started preferring domestic brands over international

4. Economic and political turbulence in the markets

2.2. <u>VRIN Analysis:</u>

VRIN analysis is a strategic tool which helps our organization to uncover and protect the resources and capabilities that give a long-term competitive advantage. VRIN stands for Valuable, Rare, Imitable and Non-substitutable resources which covers identification of all the potential key resources.

Research & Development	Yes	Yes	No	Yes	Temporary advantage

Positive Market Reputation	Yes	Yes	Yes	Yes	Long Term Competitive advantage
Leadership Team	Yes	Yes	No	Yes	Strong Competitive advantage
Awareness of the brand	Yes	Yes	No	Yes	Sustainable Competitive advantage
High Customer Rating	Yes	Yes	Yes	Yes	Realised Sustainable Competitive advantage
Resource or Capability	Valuable	Rare	Inimitable	Non-Substitutable	Competitive advantage

2.3. <u>Porter 5 Forces Analysis:</u>

Rivalry among existing firms

Rivalry among existing firms in premium segment hotel industry is scary in general. Hilton Hotels and Resorts competes with Marriott, Sheraton, Hyatt Regency, Renaissance, Westin, Sofitel and other premium segment hotel chains in the global marketplace. As a result of massive amounts of investments into various aspects of the service provision during the past few years, Hilton enjoyed greater income growths compared to the competition. Specifically, as it is illustrated in Figure 2 below, Hilton Worldwide Holdings Inc. Net Income in the 1 quarter 2016 grew year on year by 106.67 %, faster than average growth of its competitors.

Bargaining power of Hilton suppliers

Bargaining power of Hilton suppliers is very low. Hilton Worldwide purchases from more than 4000 suppliers globally and the bargaining power of most suppliers is low due to the lack of uniqueness of products and services supplied. Moreover, the importance of order volume for the Hilton suppliers is paramount and there is no supplier switching costs for Hilton in most cases. Hilton runs Supplier Diversity Program that ensures purchasing from, and also the development of, socially diverse suppliers. Accordingly, the program provides an additional competitive ground for socially diverse suppliers compared to other supplier groups.

Threat of substitute products or services

Threat of substitute products or services in hotel industry is not significant. Direct substitutes for staying in Hilton hotels includes people staying in the homes of friends and relatives and people renting apartments for short periods of time. However, arrangement of these options can be time-consuming and associated with a great deal of hassle. Hotel industry is also faced with technology-fuelled indirect substitution such as video conferencing, since this form of communication can eliminate the need to travel to another place and stay in a hotel

Threat of New Entrants

The economies of scale is relatively difficult to achieve in the industry in which Hilton operates Since major Hilton resorts operate with fewer rooms than most of its competitors. This makes it easier for those producing large capacitates to have a cost advantage. It also makes production more costly for new entrants. This makes the threats of new entrants a weaker force. The product differentiation is more strong within the industry, where firms in the industry sell differentiated products rather a standardised product. Customers also look for differentiated products. There is a strong emphasis on advertising and customer services as well. All of these factors make the threat of new entrants a weak force within this industry.

Bargaining Power of Buyers

The number of suppliers in the industry in which Hilton operates is a lot more than the number of firms producing the products. This means that the buyers have a few firms to

choose from, and therefore, do not have much control over prices. This makes the bargaining power of buyers a weaker force within the industry. The product differentiation within the industry is high, which means that the buyers are not able to find alternative firms producing a particular product. This difficulty in switching makes the bargaining power of buyers a weaker force within the industry. The income of the buyers within the industry is low. This means that there is pressure to purchase at low prices, making the buyers more price sensitive. This makes the buying power of buyers a weaker force within the industry.

2.4 Pestle Analysis

Political Factors:

Hilton hotels & resorts are one of the most popular global hotel chains. Political stability in the country becomes a very important factor as hotels need to cope with the political situation in various countries in which it is operating. If a particular country is not stable then people will fear to go to that country for leisure or work purposes which will reduce the number of visitors to that country and thus affecting the revenues of the hotel adversely. Hilton hotels operate in various countries so it is exposed to various political risks associated with the country. Also due to lockdowns that were imposed have tremendously affected the hotel industry and so it is having a very tough phase now. But gradually as lockdowns are easing the hotel industry will be able to grow and increase their revenues through oprations.

Economic Factors:

Like any hotel business, Hilton's business is defined by several economic factors. Before starting a business in a particular country, a company must check the economic condition of that country. Economic factors impact the hotel industry in various direct and indirect ways. These factors are not in control of business but affect overall revenue of the business. It includes factors like interest rate, inflation rate, growth rate, GDP of that country. Hilton hotels have a chain of luxurious hotels so it should target the countries which have people with high disposable income. Also having a stable economic environment is very important

for the growth of this kind of business. Due to COVID-19, many countries are having very low interest rates to incentivize the various investors to make investment in the country. Loans are available at very cheap rates than before. So, it can be a very good time for hotels to expand and diversify its business due to cheap availability of credit. Also, most of the countries are in slowdown due to nationwide lockdown, so the level of productivity is pretty low in the various countries across the globe. The pandemic has really affected the operations of the various businesses and thus people are left with less income to spend on various leisure activities which is definitely not a good factor for the hotel.

Social Factors:

Hilton hotels brand is very well known among international visitors. Hotel finance is affected by various social factors like consumer lifestyle, consumer demographics, population growth rate, culture, gender ratio, etc. With increase in income of the people their spending habits also change. So, their willingness to spend on leisure activities increases which is a good thing for the business. Also, as the lifestyle of the people across the globe is improving which is also a very good sign for the hostel profitability in the future. Due to COVID-19 people have fear interacting with various people and they prefer to stay at their home. They avoid various social gatherings which is a matter of concern for Hilton hostel. As a hotel, it does not have control over the social factors, so it can wait for the things to get better in the future.

Technological Factors:

There is continuous improvement in technology in today's competitive world. A company cannot afford to ignore these factors to compete with various competitors. Hilton hotel must upgrade its technology wherein necessary for improving its value proposition which it offers to its customers. Adopting technology which disrupts the industry is very important as it may help company in reducing its costs and also at the same time enhance customer experience. Hotel should accept all modes of payments which is very important in today's world of digitalization. Due to the rise of social media and development of various websites had helped customers to book hotels anywhere at any time at their convenience. So, hotel bookings are now becoming more sophisticated so this factor cannot be overlooked by the business.

Legal Factors:

Laws and regulation of the country really affects the operation of the hotel in which it is operating. Employee laws, customer laws and other legal framework should be followed by the hotel, so that it does not attract intervention of the government and various NGOs in the operations of the business. Legal factors are closely interlinked with political factors. Hilton hotel should have a close look at the various laws of the countries at which it is operating. Various laws are amended continuously so the firm should know these changes in law and can make the necessary changes in the business required by the law. Various laws have been also made by the government of various countries to tackle the problem of COVID-19 like to maintain social distance between people and also sanitize the hotel rooms, to stop the spread of the disease. These things have increased the cost of operation of the hotel and definitely affect the profitability of the company.

Environmental Factors:

As people are becoming more sophisticated towards protection of the environment. They keep close check on which company is having proper waste management and what it is doing for the environment. Hotel businesses often become a point of criticism for polluting the environment. Climate change is a serious environmental threat for the Hilton hotels. Different countries have different norms or environmental standards which can impact the profitability of an organization in those markets. Even within the country different states may have different laws related to the environment. People now praise companies which take initiative to protect our environment. This also results in increasing the goodwill of the company which can be very beneficial for the company in the long term.

Hotels should take various steps toward saving the environment of the globe. This will also help companies in avoiding intervention of various NGOs and governments in the operation of the business. The hotel must look at the environmental factors closely to satisfy its various stakeholders.

3. Project Questions

- Are the service standards set by the Hilton Worldwide Brand followed at Hilton Goa Resort?
- Which tangibles or services attract people to stay at the resort more often?
- Is the Hilton Honours loyalty programme effective enough?
- Are the marketing activities carried out by Hilton Goa Resort effective enough?

4. Literature Review

1. Tsietsi Mmutle, north west university dept of communication Mafikeng campus. Sustainability being the most important and key criteria of strategic component of this paper followed by service quality, customer satisfaction consumer perception. The following paper understood that quality is one of the most important watchwords when managing for high performance and competitive advantage in this industry. The employees of this industry added by saying, service quality must be undertaken through customer insights and also assisting in positioning the hotel service and quality control. To conclude, customers holed expected value ideas prior to using any service. If the service is not adequate, the perceived value leaves the customer with a negative and set bias perception of service quality being bad and thus the overall conclusion that the hotel/ industry isn't adequate enough in terms of service quality.

2. Boon-Liat, C., & Zabid, A. R. (2013) stated that the higher the class of the hotel, the greater will be the quality. So more the customer pays the greater will be their expectation and loyalty towards the hotel. The suggestion for the improvement of hotel service quality was to Independent Factors ¬Ambience ¬Location ¬Cleanliness ¬Food & beverages ¬Safety & security Interaction and employee behavior ¬Waiting time Customer Loyalty Demographic Variables Service Quality International Journal of Pure and Applied Mathematics Special Issue 2743 carry it out across three levels, taking into account the

improvement of process quality, result quality and structural quality throughout the influence of „soft" and „hard" service segments and the environment, or impact on them.

3.Deng Yingru (2013 studied the relationship between service quality and customer loyalty of catering group-buying. The research proves that group buying will produce a positive effect on catering enterprises and also has a positive effect on customer loyalty in catering enterprises through customer satisfaction.

4. Kotler and Armstrong (2011) defined service quality as the ability to fulfill stated and implied needs. Based on the conceptualizations of service quality there are some models in the literature that have been used to measure the quality of the services

5. Project Objectives

- To find out the effectiveness of customer loyalty programme at Hilton
- To know whether the service standards at Hilton Goa Resort are the same as those set by the Hilton Worldwide brand
- To know whether Hilton Goa resort is marketing itself effectively.
- To find out which services offered by Hilton Goa resort attract people to stay at the resort

6. Project Methodology

The research I have done is a primary data based research wherein I have discussed the parameters and contents of the project with my guide as well as the managers and staff of Hilton Goa Resort which lead me to develop my questionnaire. The results attained from the said questionnaire which will be attached here under in the annexures will give us an understanding about the perception of consumers of various age and income groups towards the brand.

I have used convenient sampling technique in this project.

For the survey I identified and screened all those people who visited 5 star hotel and moreover narrowly identified those who visited Hilton Goa Resort in order to obtain best possible responses. The sample size of the research is 50 people. Since Hilton Goa Resort is opened in the only two years prior, the study is going to help the marketing team of Hilton Goa Resort to find out what the consumers perceive about its services specially while comparing them to those of other Hiltons.

All the questions were specifically based on the observations I had at the resort and the questionnaire was solely to done to solidify my doubts and complaints about the quality and lag in services. I specifically based the questionnaire to answer my questions and fulfil the research objectives thereafter.

7. Project Data Analysis

7.1 Demographic details

Gender
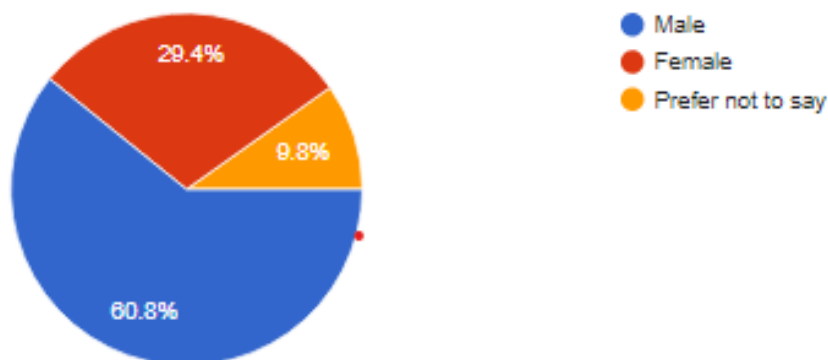
In the above pie chart it is noticed that, 60.8% of the respondents of the questionnaire were males, 29.4% were females and the rest 9.8% preferred not to state their gender. I have observed that generally, even If a family stays at a hotels mostly the male member pays for the stay hence my questionnaire was sent mostly to males.

Age
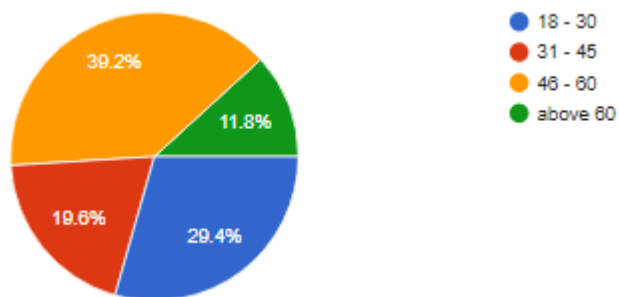
The above pie chart shows the age of the respondents. It can be seen that the largest share of responses were from the age group 46-60 the next highest responses came from the age group of 18-30 i.e 29.4% the 31-45 age group had the third highest respondents i.e 19.6% and the rest 11.8% respondents were above 60 years of age.

Educational Qualification
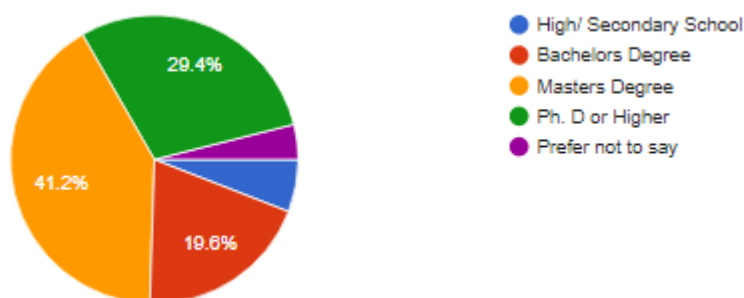
The above diagram shows the educational qualifications of the respondents. Highest responses came from those who had master's degree i.e 41.2%, the second highest responses came from people that had Ph. D with 29.4% respondents and the remaining responses came from people with bachelor's degrees. Hence, here it can be concluded that people with minimum bachelor's qualification choose to stay regularly at hotels.

Income levels
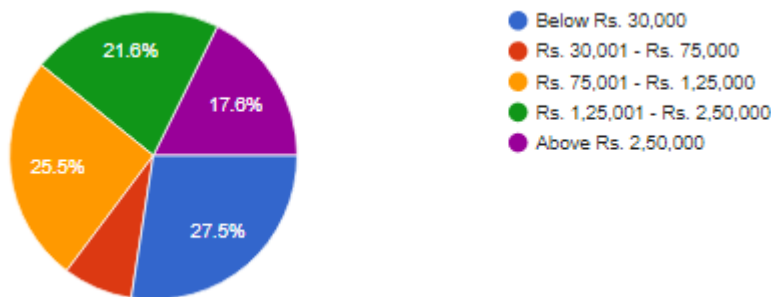
The above pie chart shows the income levels of the respondents. It was seen that around 27% and 25% of the respondents were from the income groups of below 30000 and 75000-125000 respectively. 21.6% and 17.6% respondents were from the income groups of 125000-250000 and above 250000 respectively income was a major factor while choosing the rooms that people stayed at. Mostly the lower income groups choose to stay at the base rooms for fewer days or for special occasions whereas higher income groups choose to stay longer durations in better rooms and the higher income category clients are the ones that bring in more revenue in terms of room sales.

7.2 Consumer perception about the services

Number of nights staying at the resort
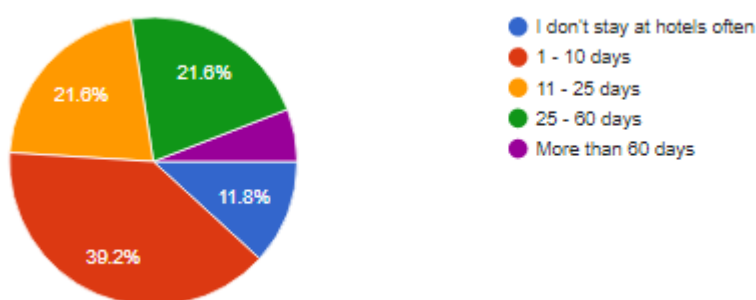
The above diagram shows the number of nights the respondents stayed at the resort. Around 21.6% respondents stay at resorts or hotels between 11 and 60 days a year. A majority of the respondents stay in hotels between 1 and 10 days a year and the rest stay for more than 60 days a year. It was noticed that there was a positive relation between income, qualification and the number of days stayed at the resort.

Preference of brand

- ● Taj Hotels and resorts
- ● Marriott Hotels and Resorts
- ● Hilton Hotels and resorts
- ● Hyatt Hotels and Resorts
- ● Others_____
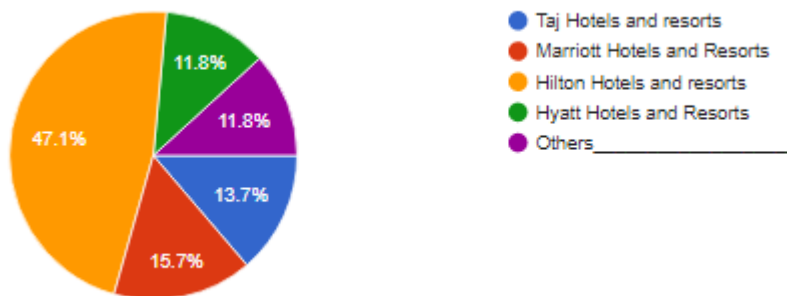
The above diagram illustrates which brands were mostly preferred by the respondents almost half the respondents were from the Hilton brand. 6 respondents were loyal customers of the Hyatt brand and 8 and 7 respondents were seen to be recurring customers of the Marriott and Taj brand respectively. Since the respondents were screened, major portion of them were loyal customers of the Hilton brand.

Purpose of visiting Hotels

- ● Vacations
- ● Business or official stays
- ● Visiting friends or family
- ● Others_____
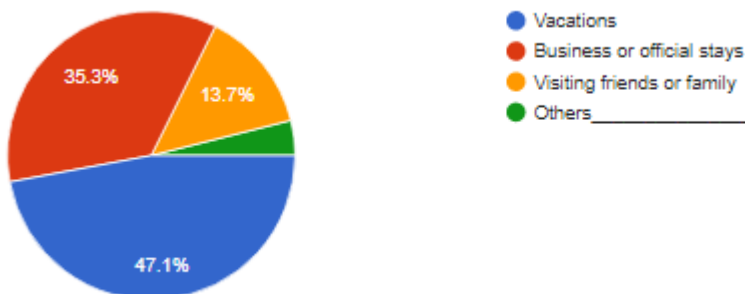
The above graph shows the main intentions and purposes of customers visiting hotels. It was seen that major respondents visited hotels for vacations with 24 respondents choosing this option. 18 respondents visited hotels for business stays and the remaining 9 said that they visited hotels while visiting friends or family. It was noticed that the the guests that stayed in resorts for vacations stayed for longer durations and those that stayed for business purposes stayed for shorter durations.
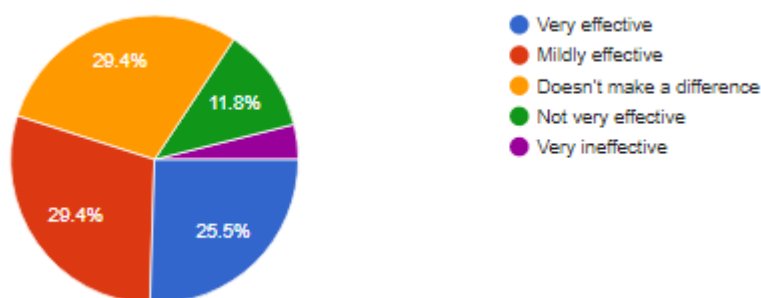
7.3 Effectiveness of the Hilton Honours membership

Hilton Honours members
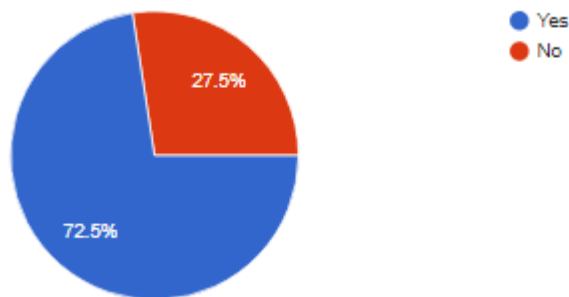
The above diagram depicts how many respondents were members of the Hilton Honours Customer Loyalty programme- the Hilton Honours. It can be seen that around 72% respondents were a part of the Hilton Honours membership. The reson this number is so high is as mostly when a guest stays at Hilton Goa Resort, the employee in charge at the front desk registers them in this programme.

Effectiveness of Hilton Honours

The above diagram depicts how effective the Hilton Honours membership is at retaining customers and also at attracting new customers. As evident by the above, a little more than half of the respondents thought that the Hilton Honours membership was very effective at consumer retention. Around 29% respondents thought that it didn't make a difference. And

close to 12% people thought that it didn't make a difference. It is safe to conclude that the Hilton honours membership is every effective as the rewards received from being a member are quiet enticing.

Underlying Expectations from Hilton Goa Resort
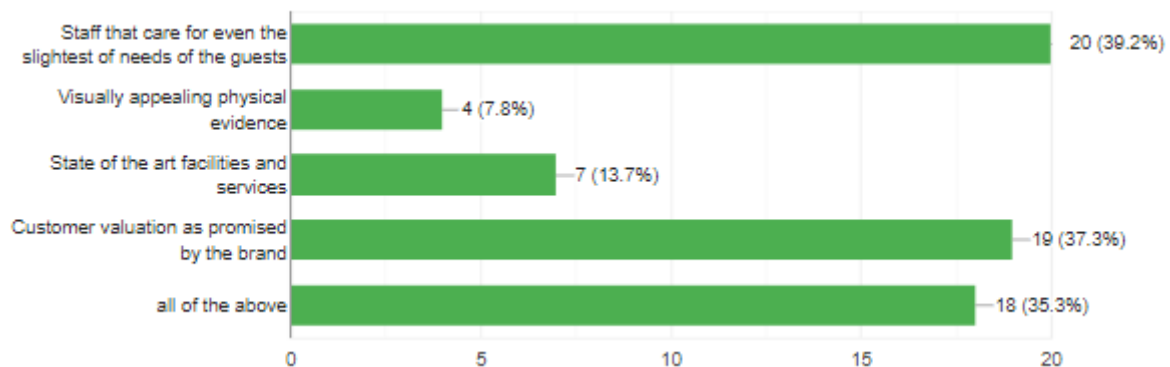
The above diagram represents what the customers of Hilton Goa Resort expected from the brand before they stayed at the resort. The underlying expectations were as a result of being recurring customers of the Hilton Brand. The data shows that 20 people expected staff that cared for the slightest needs of the guests
19 respondents expected customer valuation, a small amount of respondent's i.e 7 and 4 expected state of the art services and visually appealing physical evidences. The customer valuation was so evident because of the standards

7.3 Rating of services

Rating of factors affecting decision
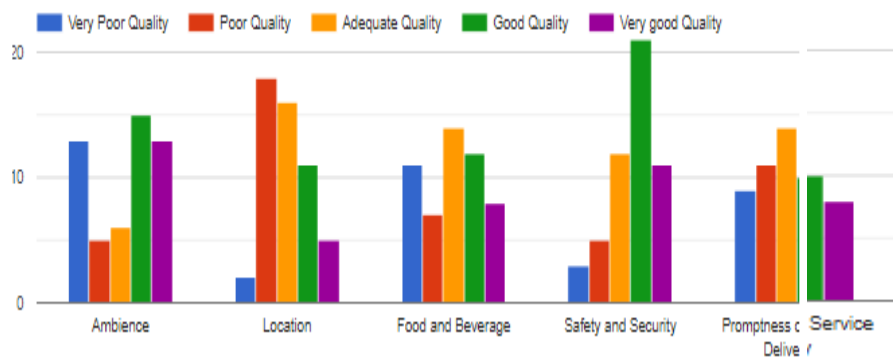
The above bar graph shows various factors that help a customer choose a particular hotel for their stay. There were mixed responses about which factors the customers considered while making their decisions to choose Hilton Goa Resort. The promptness of service delivery and safety and security factors were the best among the other factors having most people select very good quality and good quality. The food and beverage factor had average responses with around 10 people rating each of the options. Location and ambience was considered to be the least of the decisive factors. This is probably because the ambience and location are always assumed to be good for a Hilton branded hotel or resort.
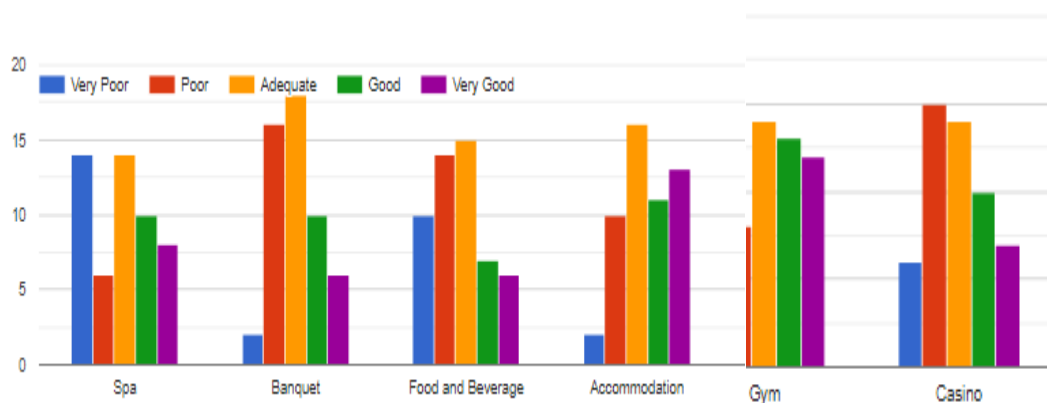
The above diagram depicts the ratings for all of the facilities offered at Hilton Goa Resort. The highest rated factors were the gym and accommodations with most amounts of very good

and good ratings. Casino, banquet and spa received rather more negative replies than positive ones and the food and beverage department received most negative ratings as compared to the others. Even the reviews online say that the food and beverage department needs many improvements and it also brings down the ratings of Hilton Goa Resort on the SALT website. This is solely because of the manning of the food and beverage department which is totally understaffed.

Possibility of recommending the resort to others
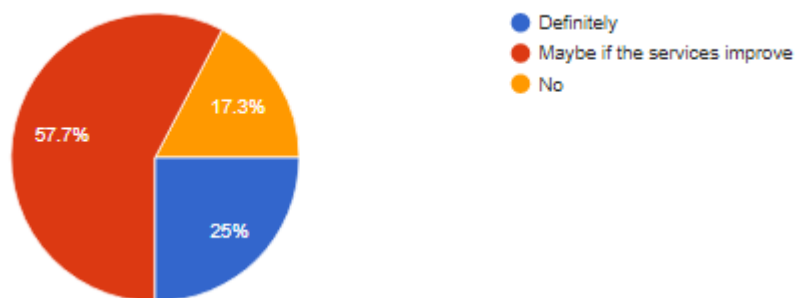
The above pie chart shows whether the guests would recommend Hilton Goa Resort to their friends and family. A major portion of the respondents said that they would recommend it through word of mouth only if the services improve which means there is a definite gap in the delivery of services. A quarter of those that answered the said that they would recommend the resort as they were probably satisfied with the services and finally around 17% respondents said that they would not recommend the resort to their friends.

7.4 Strength and predominance of the marketing department

Rating the Marketing Department
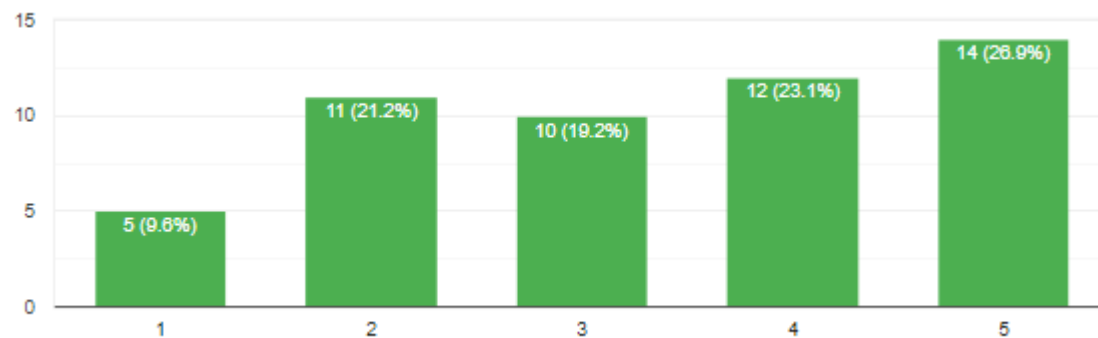
The above bar graph shows the effectiveness and rating of the marketing department. A total of 14 respondents rated Hilton Goas marketing as very effective. One the other hand 5 respondents rated Hilton Goa Resort as very ineffective, 11 respondents felt that the marketing activities were effective, 10 respondents thought that it was adequate and the remaining 12 respondents felt that the marketing activities of Hilton Goa Resort were effective

Means of awareness
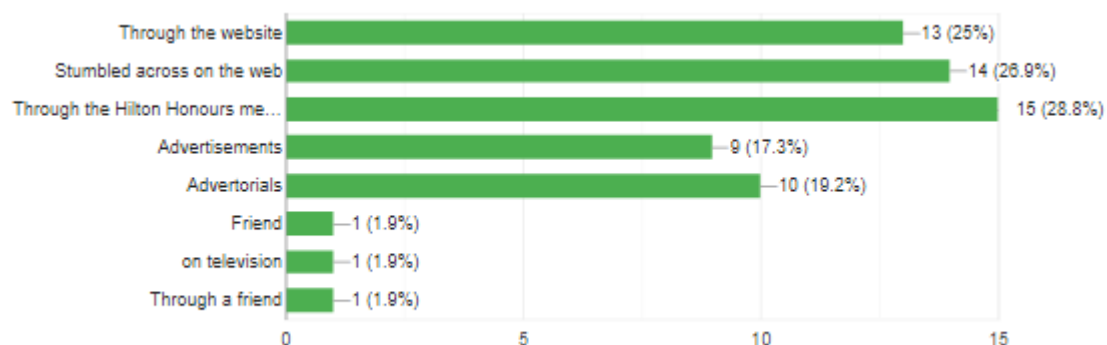
The above bar graph depicts the means by which the respondents first heard about Hilton Goa Resort. As evident through the above, the website, search engines and the Hilton Honours membership were major ways for people to find out about the resort with 13, 14 and 15 respondents choosing these options respectively. Advertisements on television and other media and advertorials were the next 2 highest sources of people to gain awareness about the brand this shows that the marketing activities are very predominant so as to back the data of the previous bar graph.

8. Project Data Findings

- Income levels and spending levels are directly proportional to each other. The higher income level individuals spend more at resorts and hotels as those compared to the lower income category people.

- Almost all of the respondents had a minimum of a Bachelor's degree.

- Hilton Honours members stayed for higher nights at the resort than that compared to non-Hilton Honours members.

- Most of the respondents were loyal customers of Hilton.

- Respondents majorly stayed at resorts for vacations.

- Registering under the Hilton Honours membership proved effective for the guests as well as that for the Resort as recurring stays were seen as a result of it.

- Underlying expectations from the guests were customer valuation and that the staff would cater to their smallest needs.

- The food and beverage department is the least rated department on the websites as well as through the survey.

- And the accommodation was the highest rated service.

- The marketing department was perceived to be very efficient by the respondents.

- The brand website, internet and the Hilton Honours membership were the best sources of marketing the resort.

9.Project Conclusion

10. Recommendations to the Company

As I have studied few possible issues training for Hilton Goa Resort. I would like to recommend the following suggestions which can be implemented to increase corporate customer base and also increase the efficiency the marketing department:

- Marketing department should be more pro-active and try to drive the sales.

- In-house marketing should be given priority rather than appointing agencies to carry out simple tasks as coordination becomes difficult.

- Hiring a well reputed marketing consultancy service just to straighten the vision of the department would go a long way.

- Instead of relying on celebrities to do free barter deals and photoshoots, the marketing department should try and drive sales through capturing the local niche market by doing a certain percentage of their marketing through local influencers who would be more than willing to collaborate as expressed by them through discussions we had.

- Marketing department should try and attract the consolidators (travel agents who act as middlemen between other agents and who bring in most of the business to the resort through special percentage discounts.

- In social media marketing seems very haphazard and needs to be given special attention in order to have a wider reach in order to achieve this the marketing team needs to communicate about setting a theme for the posts and stories rather than having any content being posted at rather questionable times for eg. Posting Sunday brunch content while running the holi brunch content.

- **11.Learnings Derived**

Hilton Being a reputed brand and Hilton Goa Resort being one of the bigger and better resorts under the Hilton umbrella gave me a wide array of learning opportunities and thought me ample of valuable things which are listed below:

- Maintained close contact with agencies and coordinated various activities with them while making sure they were meeting the deadlines mutually decided by them and the marketing managers.

- Learnt about many software's and websites used in marketing like google alerts, mention.com, ilovepdf.com, photoshop

- Made some care packages for media persons that visited the resort. And also some giveaway packages to some of the loyal recurring customers.
- Made and learnt the importance of the gift vouchers that were used to get high profile clients to experience the resort.
- Learnt how to give show arounds to high profile clients and to close deals for renting out the premises
- Learnt the intricacies of the reservation department which helps the marketing department in securing rooms post the closure of deals.
- For Mouni Roys wedding

1. Personalized welcome amenities & Khushiyan by Hilton hampers as giveaways to guests
2. Themed spirit bar for each occasion
3. Adapting a cohesive working style with multiple partners and agencies
4. Maintaining privacy and sensitivity of the event since the Non-Disclosure Agreement was signed by the company
5. Clear communication between all stakeholders

12.References (refer video about "insert references in MS Word")

List out the references used by you to prepare this report by using the following format. **For books** - Last name. (Year). *Book title*. Publisher.

Example: Anderson, B. (1983). *Imagined communities: Reflections on the origins and spread of nationalism*. Himalaya Publishers.

For websites - *Page title*. website name. Retrieved Month Day, Year, from URL

Example: *About the UvA*. Retrieved October 19, 2020, from

https://www.uva.nl/en/about-the-uva/about-the-university/about-the-university.html

For journal article/study - Last name. (Year). Article title. *Journal Name*, *Volume* (Issue), Page range.

Example: Mounier-Kuhn, P. (2012). Computer science in French universities: Early entrants and latecomers. *Information & Culture: A Journal of History, 47*(4), 414–456.

Annexure

(include the questionnaire framed for conducting this study)