

**INTERNSHIP REPORT**  
**ON**  
**GUEST RELATIONSHIP MANAGEMENT PROCESS OF THE**  
**INTERNATIONAL AFFAIRS, DAFFODIL INTERNATIONAL UNIVERSITY**

# **INTERNSHIP REPORT**

**ON**

## **Guest Relationship Management Process of The International Affairs, Daffodil International University**

*(A dissertation submitted as part of the requirements for the degree of  
Bachelor of Tourism and Hospitality Management.)*

**Submitted by**

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**Submitted to**

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Department of Tourism & Hospitality Management  
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Daffodil International University

**Date: 18<sup>th</sup> November 2024  
Daffodil International University**

## LETTER OF TRANSMITTAL

18<sup>th</sup> November 2024

To,

Mr. Mohammad Nurul Afchar

Lecturer

Faculty of Business and Entrepreneurship

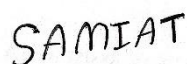
Daffodil International University

**Subject: Submission of the Internship Report.**

Dear Sir,

I am pleased to submit my internship report on the “**Guest Relationship Management Process of The International Affairs, Daffodil International University**” as a part of my Bachelor of Tourism and Hospitality Management (BTHM) degree. It was a privilege to work under your supervision throughout this period. I had the opportunity to gain valuable experience as a trainee in the International Affairs, DIU for six months. This report highlights the key aspects of the Guest Relationship Management Process at the office. I have followed your guidelines to the best of my ability, and I would be thankful if you could kindly accept this report and offer your valuable feedback. I hope it provides useful insights and a clear understanding of the subject.

Yours Sincerely,



.....

Samiat Rahman Sourav

ID: 203-43-509

Department of Tourism & Hospitality Management

Faculty of Business & Entrepreneurship

Daffodil International University

## CERTIFICATE OF THE SUPERVISOR

This is to certify that the internship report titled "**Guest Relationship Management Process of The International Affairs, Daffodil International University**" has been submitted as part of the requirements for the Bachelor of Tourism and Hospitality Management degree at Daffodil International University by Samiat Rahman Sourav, ID: 203-43-509. The report has been completed under the supervision and guidance, and it represents a legitimate piece of work carried out successfully under my supervision.

Signature,

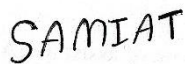


.....  
Mr. Mohammad Nurul Afchar  
Lecturer  
Department of Tourism & Hospitality Management  
Faculty of Business & Entrepreneurship  
Daffodil International University

## ACKNOWLEDGEMENT

First and foremost, I express my gratitude to the Almighty Allah, my creator and sustainer, to whom all we owe our ultimate return. This report is dedicated with immense love, gratitude, and respect to my parents, whose unwavering support, encouragement, and belief in my potential have been my constant source of inspiration.

I am deeply thankful to everyone who contributed, directly or indirectly, to the completion of this report through their kind cooperation and support. I would like to extend my sincere appreciation to my teachers and supervisor, in the Department of Tourism and Hospitality Management at Daffodil International University, for their constant guidance, encouragement, valuable insights, and thoughtful advice throughout my studies. I also wish to thank everyone of the International Affairs, Daffodil International University, for their assistance during my internship on the ‘Guest Relationship Management Process.’ Without their support, I would not have been able to complete my internship and submit this report on time. I acknowledge that any shortcomings in the report are entirely my responsibility.



.....  
Samiat Rahman Sourav  
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## **EXECUTIVE SUMMARY**

This study focuses deeper into the Guest Relationship Management Process of the International Affairs, Daffodil International University. The report's major goal is to highlight the key tasks involved in managing guest interactions, responding to inquiries, and providing a seamless and good experience for all visitors. Throughout the internship, the author was able to closely observe and participate in various aspects of guest relationship management, gaining valuable insights into guest behavior, effective communication techniques, and the necessary steps in responding to guest needs in a professional and courteous manner.

The study is based on a combination of direct guest surveys and data analysis from primary and secondary sources. This method enabled to gain a full understanding of the existing procedures as well as the guests' satisfaction levels. This taught how to effectively manage queries, provide advice on campus amenities, and handle a variety of demands from guests. Furthermore, the author received a practical understanding of the International Affairs' internal systems and procedures for keeping accurate records of visitor experiences and tracking guest service-related operations.

Based on the observations and survey findings, it has been identified several possibilities for improvement in the guest relationship management system. The recommendations in this study attempt to improve the visitor experience by addressing common challenges, such as: response time delays, information gaps, and potential for more personalized interactions. By optimizing procedures and following these recommendations, International Affairs, DIU may increase guest satisfaction while also creating a more efficient and responsive environment for both guests and employees.

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# **Chapter-1**

## **INTRODUCTION**

## **1.1 Background of the Report**

As part of the Bachelor of Tourism and Hospitality Management (BTHM) program at Daffodil International University, students are required to complete an internship for practical experience. After earning 42 courses and 126 credits, the author was placed in the International Affairs, DIU to explore the "Guest Relationship Management Process" to worked as a “Guest Management Trainee”. The role involved managing guest interactions, addressing inquiries, and ensuring smooth experiences for international visitors. This internship provided the author with key skills in communication, guest service, and process management, which are discussed in detail in this report.

## **1.2 Origin of the Report**

The Bachelor of Tourism and Hospitality Management (BTHM) is a four-year honors degree offered at Daffodil International University. An essential component of this undergraduate program is the requirement for students to complete an internship. After meeting all theoretical coursework requirements, the author began the internship at the International Affairs, DIU. The choice of the topic, "Guest Relationship Management Process," stems from the recognition of the increasing importance of effective guest management in the globalized educational landscape. The insights gathered from day-to-day interactions and the hands-on experience in managing diverse cultural expectations provided a unique opportunity to explore the challenges and successes of the guest management process. This report was prepared following the successful completion of the internship, highlighting the author's experiences and the lessons learned throughout the process at International Affairs, DIU.

## **1.3 Scope of the Report**

This report provides a comprehensive analysis too. While the primary focus is on the reception and initial interactions with international guests, the study also encompasses various sub-processes within the International Affairs, DIU that contribute to effective guest management. Each aspect of guest interaction, from welcoming newcomers to addressing their ongoing needs, aligns with the broader objectives of the office.

Although the internship experience centered on the reception and front-facing activities, it also allowed for insights into the coordination with other departments involved in academic support, cultural events, and logistical arrangements. In summary, this study evaluates not only the efficiency and effectiveness of guest interactions at the International Affairs, DIU but also highlights the interconnected nature of its various functions in enhancing the overall guest experience.

## **1.4 Objective of the Report**

### **Broad Objective**

The primary aim of this study is to make a report on the Guest Relationship Management Process of the International Affairs, Daffodil International University. This report seeks to provide valuable recommendations for enhancing guest interactions and service delivery, informed by the insights gained during the internship. It encapsulates the knowledge acquired throughout the internship period, which shapes the proposed suggestions.

### **Specific Objectives**

The specific objectives of this study are given and described below:

1. To analyze guest relationship process within the International Affairs, DIU.
2. To explain the guest relationship management activities of the International Affairs, DIU.
3. To identify problems related to guest relationship management process.
4. To provide recommendations based on problems.

## 1.5 Methodology

This study used mix method research and aims to evaluate the guest relationship management process of the International Affairs, Daffodil International University. The data used for this report is based on both primary and secondary data. Quantitative data was collected through a survey questionnaire, while qualitative data was obtained from individual observations.

## 1.6 Collection of data

The data were collected from the below sources:

### 1.6.1 Primary Data:

The primary data was collected through a survey questionnaire. It has been developed to gather information about the experiences of international visitors. Additionally, hands-on experience during the internship period. Observations were made in real-time while managing guest interactions, addressing inquiries, and coordinating services for international visitors.

**Target Population:** The target population for this study includes the international guests visiting Daffodil International University and the staff of International Affairs, DIU.

**Sample Size:** Regarding the hands-on nature of the internship, a survey questionnaire was developed to collect information about the experiences of international guests. Out of 140 guests, I received 104 responses.

**Sampling Technique:** Stratified sampling was applied, focusing on the international visitors who interacted with the International Affairs during the internship. This technique was chosen due to the specific context of the internship, where all guests were part of the study group.

### **1.6.2 Secondary Data:**

Secondary data was gathered through internal documents provided by the International Affairs, such as guest logs, feedback forms, and service reports. Additionally, relevant literature on guest relationship management in higher education institutions and best practices in hospitality management were reviewed to support the analysis.

### **Limitation of the Study**

1. **Time Constraints:** The duration of the internship was limited, which restricted the ability to observe longer-term trends.
2. **Limited Sample Scope:** Since the focus was on the guests who interacted with the International Affairs during the internship period, the findings may not reflect the experiences of all international guests.
3. **Data Collection:** Since a formal survey was conducted, the data includes participants' experiences and observations, which may add some subjective bias.

**Chapter-2**  
**ABOUT DAFFODIL INTERNATIONAL UNIVERSITY**

## 2.1 Profile of Daffodil International University

Renowned for its many international partnerships, Daffodil International University (DIU) is a top university in Bangladesh with a strong worldwide focus. Serving a varied student body of around 24,500 students across five faculties, DIU is the only entrepreneurship-centered university in Dhaka. Through its 25 departments, arranged under the 5 faculties, the university provides a broad spectrum of academic programs including bachelor's, master's, and doctoral degrees.



Through strong direction, the institution is helping alumni to acquire practical skills and expertise, therefore contributing to the growth of the country. It also promotes a confident approach. Apart from excellent education and efficient management techniques, the university provides academic and career advice. It gives top-notch education first priority for both undergraduate and graduate students. DIU is mostly concerned with the future growth of sectors vital for national development and social improvement. Under the direction of seasoned and eminent faculty members, students are fostered academically as well as guided in IT, ethics, values, honesty, integrity, professionalism, leadership, and entrepreneurship on the calm and large green campus.

Apart from its degree-level institutions, Bangladesh, a somewhat tiny nation (148,460 square kilometers) with a population of roughly 160 million boasts 165 universities. Of all these, 110 are private and 55 are public universities. Public universities are funded by the government; private institutions are funded by student tuition. Public universities so gain from significant financial support and subsidies for initiatives at internationalization, research, and education.

Out of 110 private universities, only few universities have limited opportunities for internationalization and are active with internationalization of academic, co-curricular and extra-curricular activities.

### **2.1.1 History**

Under the direction of the Private University Act of 1992 and its amendment in 1998, Daffodil International University (DIU) was established on January 24, 2002, after clearance from the University Grants Commission (UGC) of Bangladesh and the Ministry of Education. Originally founded to offer top-notch education and support students' academic and professional advancement in Bangladesh, DIU has evolved into among the top private institutions in the nation.

### **2.1.2 Campus Life**

Rising in Ashulia, Dhaka, Daffodil International University (DIU) features a vast 150-acre campus. Among the several amenities on campus are a playground, a shopping center, basketball courts, a golf course, student hostels, and leisure pursuits including swimming and kayaking.

### 2.1.3 Achievements and Affiliations

- **Achievements:**

- **QS World Sustainability Rankings 2024**
  - #1 in the Private University category (Bangladesh)
  - #2 Nationally
- **THE Impact Rankings 2024**
  - #1 among all Bangladeshi public and private universities
- **QS World University Rankings 2024**
  - #3 among private universities in Bangladesh

- **Affiliations:**

1. **AUPF** - Asian University Presidents Forum
2. **IIE** - Institute of International Education
3. **IAU** - International Association of Universities
4. **IAUP** - International Association of University Presidents
5. **AUAP** - Association of Universities of Asia and the Pacific
6. **ACU** - Association of Commonwealth Universities
7. **ALA** - Asian Lenses Alliance
8. **ACD** - Asia Cooperation Dialogue
9. **ASEF** - Asia-Europe Foundation
10. **GEN** - Global Entrepreneurship Network
11. **UNAI** - United Nations Academic Impact
12. **APAIE** - Asia-Pacific Association for International Education
13. **EURIE** - Eurasia Higher Education Summit
14. **ATU-NET** - ASEAN University Network
15. **ESRUC** - Euro-Mediterranean Academic Network
16. **GUNI** - Global University Network for Innovation
17. **IEEE** - Institute of Electrical and Electronics Engineers
18. **ISTQB** - International Software Testing Qualifications Board
19. **ACE** - American Council on Education
20. **NAFSA** - National Association of Foreign Student Advisers
21. **EAIE** - European Association for International Education
22. **ATI** - Asian Technological Innovation Network

#### **2.1.4 DIU's Educational Faculties**

- Faculty of Business and Entrepreneurship (FBE)
- Faculty of Science and Information Technology (FSIT)
- Faculty of Engineering (FE)
- Faculty of Health and Life Sciences (FHLS)
- Faculty of Humanities and Social Sciences (FHSS)

#### **2.1.5 In Campus Accommodation Facility**

For academic staff as well as students, DIU provides reasonably priced and safe housing. Designed to give a comfortable living environment that encourages academic attention, the institution has built large, safe, and well-equipped homes for male and female students. These calm lodges are on demand and help to create a pleasant environment fit for studying. In its residential facilities, DIU currently serves more than 500 administrative staff members in addition to over 7,000 students.

- Studio Apartments for Teachers and Administrative staffs
- Male Hostel of Daffodil International University
- Female Hostel of Daffodil International University

#### **2.1.6 Blended Learning Center (BLC) Platform**

Modern teaching and learning at Daffodil International University is housed at the Blended Learning Center (BLC). This platform is meant to improve the relationship between teachers and students so that teachers may monitor the development of particular learners and more successfully help their educational process. BLC aims to provide an engaging and customized learning environment so that students get specific direction all through their academic career.

## 2.2 DIU International Involvement

Daffodil International University is committed to create an international environment for staff as well as students. Full-time international students from nations including Somalia, Nigeria, Turkey, China, Nepal, Ethiopia, Jordan, and many others call the university home. Apart from accepting these students, DIU also runs other temporary projects aiming at increasing worldwide involvement, including summer programs and exchange projects. Based on the nature of the activity, the university's worldwide operations fall into 2 main categories that guarantee a methodical approach to promote global cooperation and cultural interaction.

- **DIU is divided into two categories based on the nature of the work:**

1. International Admission
2. International Affairs

### 2.2.1 International Admission

Managing the enrollment of full-time foreign students depends mostly on the International Admission Department of Daffodil International University. The process is easy and handy since applicants may send their applications either online or in person. Throughout the admissions process, the department offers thorough support including help with visa applications and lodging choices. Every semester, a significant number of foreign students especially from African nations to enroll at DIU, therefore adding to the varied and active academic community of the university.

### 2.2.2 International Affairs, DIU

Daffodil International University's International Affairs manages several temporary projects including summer programs, teacher and student exchanges, and overseas internships. Every year, the department plans a range of foreign short-term events at DIU with an eye toward enhancing the academic program and encouraging cross-cultural interaction among staff members and students. These initiatives not only improve global awareness but also offer priceless chances for both professional and personal growth in a society getting more linked by the day. Some short-term programs are given below:

**Student Exchange Program:** The International Affairs department facilitates the exchange of students with partner universities, allowing them to complete a semester at DIU without paying tuition fees. Students are only responsible for covering their meals, accommodation, personal expenses, and airfare.

**Faculty Exchange Program:** The International Affairs department facilitates faculty exchange by nominating interested faculty members for stays of a few weeks to 1-2 months. The host institution provides local hospitality, including accommodation, meals, local transportation, and office space. However, exchange faculty members continue to receive their salary from their home institution, as the host institution does not offer any remuneration under the faculty exchange program.

**Summer Program:** The only university in Bangladesh providing the prestigious **International Social Business Summer Program (ISBSP)** is Daffodil International University. Focusing on the social business concept developed by **Nobel Laureate Professor Mohammad Yunus**, this special summer school Designed yearly by DIU, the initiative seeks to inform attendees on the ideas of social entrepreneurship and their ability to solve social problems while so advancing sustainable economic growth. The ISBSP offers a cooperative forum for social business learning and innovation by combining professionals, students, and thought leaders.



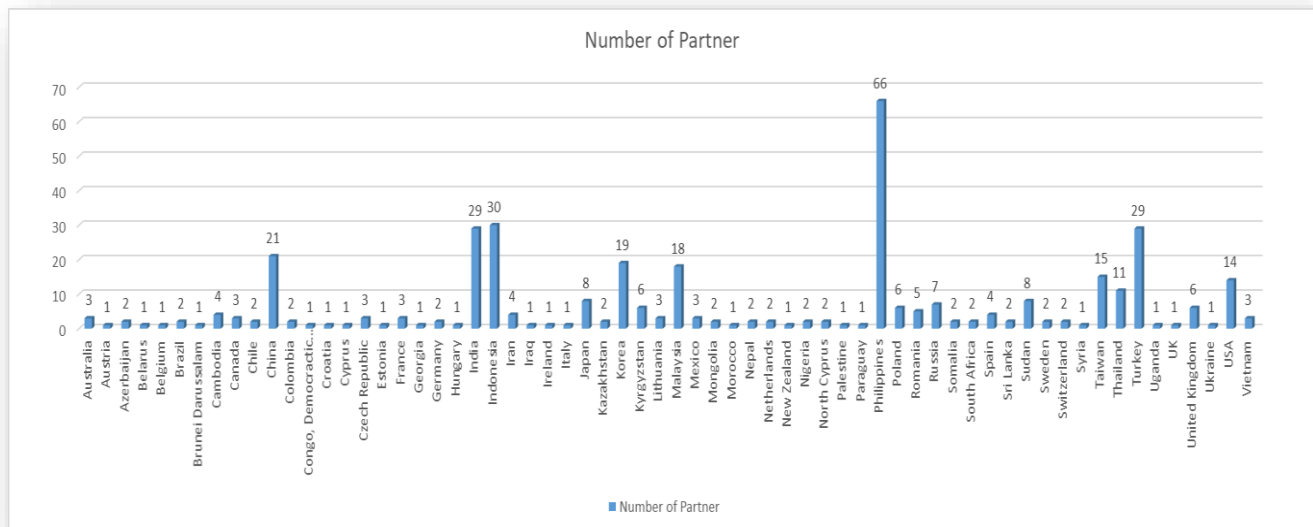
**Others Short Term Program:** The International Affairs department at Daffodil International University also organizes winter camps, social business creation programs, and establishes agreements with various international universities. DIU has partnered with over 580 universities across 65 countries. These partner universities offer diverse opportunities to DIU students, including participation in programs like the Asian Summer Program, summer and winter camps, and cultural exchange initiatives. Through these programs, students gain valuable cultural insights, global experiences, knowledge of multicultural practices, practical skills, international education exposure, and involvement in extracurricular activities.

## 2.3 International Member and Partnerships

**International Partners:** Daffodil International University (DIU) has partnerships with around 600+ universities across 65+ countries worldwide. Each year, DIU collaborates with these institutions on a range of international programs, including student and faculty exchanges, short-term programs, and global events. Details of DIU's international partners are provided below:

| Country           | Number of Partner | Country     | Number of Partner | Country      | Number of Partner | Country      | Number of Partner |
|-------------------|-------------------|-------------|-------------------|--------------|-------------------|--------------|-------------------|
| Australia         | 4                 | Estonia     | 1                 | Malaysia     | 20                | South Africa | 2                 |
| Austria           | 1                 | France      | 6                 | Mexico       | 5                 | Spain        | 5                 |
| Azerbaijan        | 3                 | Georgia     | 1                 | Mongolia     | 2                 | Sri Lanka    | 2                 |
| Belarus           | 2                 | Germany     | 6                 | Morocco      | 1                 | Sudan        | 8                 |
| Belgium           | 3                 | Hungary     | 3                 | Nepal        | 5                 | Sweden       | 2                 |
| Brazil            | 7                 | India       | 84                | Netherlands  | 2                 | Switzerland  | 2                 |
| Brunei Darussalam | 1                 | Indonesia   | 40                | New Zealand  | 1                 | Syria        | 1                 |
| Cambodia          | 5                 | Iran        | 8                 | Nigeria      | 2                 | Taiwan       | 17                |
| Canada            | 6                 | Iraq        | 1                 | North Cyprus | 2                 | Thailand     | 12                |
| Chile             | 2                 | Ireland     | 1                 | Palestine    | 4                 | Turkiye      | 59                |
| China             | 24                | Italy       | 1                 | Paraguay     | 1                 | Uganda       | 1                 |
| Colombia          | 4                 | Japan       | 12                | Philippines  | 78                | UK           | 9                 |
| Congo             | 1                 | Kazakhstan  | 6                 | Poland       | 9                 | Ukraine      | 2                 |
| Croatia           | 3                 | South Korea | 19                | Romania      | 8                 | USA          | 18                |
| Cyprus            | 3                 | Kyrgyzstan  | 8                 | Russia       | 18                | Vietnam      | 9                 |
| Czech Republic    | 3                 | Lithuania   | 4                 | Somalia      | 4                 | Albania      | 1                 |
| Uzbekistan        | 3                 | Afghanistan | 1                 | Bulgaria     | 3                 | Egypt        | 1                 |
| Dubai             | 1                 |             |                   |              |                   |              |                   |

Table: Number of International Partner University (2024)



Graph: Number of International Partner University

### International Membership:

With around 57 international affiliations with different worldwide organizations, Daffodil International University (DIU) greatly strengthens its academic and operational capacities. These affiliations provide many advantages that support the university's goal of creating a global learning environment.

- Joining international organizations lets DIU increase its influence and accessibility, thereby facilitating cooperation with institutions and experts all around.
- Create a large worldwide network of contacts by means of these affiliations, therefore fostering cooperation, intellectual interaction, and shared resources amongst many academic and professional groups.
- Participating in prestigious worldwide organizations improves DIU's profile and exposure, therefore drawing in teachers, students, and collaborations.
- DIU can benefit from specialist advising services and training prospects given by these companies, so arming teachers and staff with the tools and information required to enhance institutional management and educational delivery.
- Membership lets DIU representatives participate in the decision-making process of these companies, therefore providing the university a voice in forming policies and projects influencing worldwide education.
- Engaging with foreign organizations allows DIU to help to shape conversations on urgent global concerns including sustainable development, social entrepreneurship, and educational reform.
- Membership gives DIU access to vital insights and research results that could guide curriculum creation, improve teaching strategies, and support university strategic planning.

## 2.4 Inbound and Outbound Students

Every year many students, faculty member, staff attain various long-term and short-term program on the other hand many foreign students, faculty members, staffs from various country visit or attain short or long term program in Bangladesh. Because of the pandemic situation (COVID 19) in the last year 2020 DIU move to virtual students and faculty exchange, Virtual, short term and long-term program, International Webinars etc. The information of last 3 years inbound and outbound information given below:

| <b>2018</b>                                                                   |            |
|-------------------------------------------------------------------------------|------------|
| <b>Total Incoming Students and Faculty Members</b>                            | <b>787</b> |
| Total Number of Students Incoming                                             | 685        |
| Number of Faculty & Officers Incoming                                         | 102        |
| <b>Total Outgoing Students and Faculty Members</b>                            | <b>138</b> |
| Total Number of Students Outgoing                                             | 96         |
| Number of Faculty & Officers Outgoing                                         | 42         |
| <b>2019</b>                                                                   |            |
| <b>Total Incoming Students and Faculty Members</b>                            | <b>361</b> |
| Total Number of Students Incoming                                             | 185        |
| Number of Faculty & Officers Incoming                                         | 176        |
| <b>Total Outgoing Students and Faculty Members</b>                            | <b>188</b> |
| Total Number of Students Outgoing                                             | 125        |
| Number of Faculty & Officers Outgoing                                         | 63         |
| <b>2020</b>                                                                   |            |
| <b>Total Incoming Students and Faculty Members (Physically and Virtually)</b> | <b>471</b> |
| <b>Total Outgoing Students and Faculty Members (Physically and Virtually)</b> | <b>247</b> |
| <b>Physically</b>                                                             |            |
| <b>Total Incoming Students and Faculty Members</b>                            | <b>80</b>  |
| Total Number of Students Incoming                                             | 52         |
| Number of Faculty & Officers Incoming                                         | 28         |
| <b>Total Outgoing Students and Faculty Members</b>                            | <b>15</b>  |
| Total Number of Students Outgoing                                             | 10         |
| Number of Faculty & Officers Outgoing                                         | 5          |
| <b>Virtually</b>                                                              |            |
| <b>Total Incoming Students and Faculty Members</b>                            | <b>391</b> |
| Total Number of Students Incoming                                             | 345        |

|                                                    |            |
|----------------------------------------------------|------------|
| Number of Faculty & Officers Incoming              | 46         |
| <b>Total Outgoing Students and Faculty Members</b> | <b>217</b> |
| Total Number of Students Outgoing                  | 178        |
| Number of Faculty & Officers Outgoing              | 39         |
| <b>2023</b>                                        |            |
| Outgoing Student 2023 Virtual                      | 40         |
| Outgoing Student 2023 Physical                     | 112        |
| Outgoing Faculty /Admin 2023 Virtual               | 1          |
| Outgoing Faculty /Admin Physical 2023              | 25         |
| <b>Total Outgoing</b>                              | <b>178</b> |

|                                       |            |
|---------------------------------------|------------|
| Incoming Students Virtual 2023        | <b>0</b>   |
| Incoming Students Physical 2023       | 14         |
| Incoming Faculty/Admin Virtual 2023   | 4          |
| Incoming Faculty/Admin Physical 2023  | 129        |
| <b>Total Incoming</b>                 | <b>147</b> |
| <b>Total (Outgoing and Incoming)</b>  | <b>325</b> |
| <b>2024 (Ongoing)</b>                 |            |
| Outgoing Student 2024 Virtual         | 23         |
| Outgoing Student 2024 Physical        | 79         |
| Outgoing Faculty /Admin 2024 Virtual  | 2          |
| Outgoing Faculty /Admin Physical 2024 | 43         |
| <b>Total Outgoing</b>                 | <b>147</b> |
| Incoming Students Virtual 2024        | 52         |
| Incoming Students Physical 2024       | 85         |
| Incoming Faculty/Admin Virtual 2024   | 4          |
| Incoming Faculty/Admin Physical 2024  | 134        |
| <b>Total Incoming</b>                 | <b>275</b> |
| <b>Total (Outgoing and Incoming)</b>  | <b>422</b> |

**Chapter-3**  
**GUEST RELATIONSHIP MANAGEMENT PROCESS OF**  
**THE INTERNATIONAL AFFAIRS, DIU**

### 3.1 Background of International Affairs, DIU

The central hub for administering the university's global engagements, promoting international partnerships, and supporting international students, faculty, and visitors is the International Affairs at Daffodil International University. The office was established to enhance DIU's global presence and is responsible for the supervision of exchange programs, collaborations with foreign universities, and visits from international visitors. International Affairs guarantees that international guests at DIU experience seamless communication and integration, thereby upholding the highest standards of guest relations management. It provides comprehensive support to ensure that their stay is pleasant and productive, as well as organizing academic and cultural programs and arranging logistics such as transportation and accommodation. Furthermore, the office provides ongoing support to international students during their time in Bangladesh, as well as assists them in adjusting to life at DIU by addressing their academic requirements and overall well-being.



Address:

Daffodil International University

Daffodil Smart City (DSC), Birulia, Savar, Dhaka-1216.

Mobile: +8801811458865

Email: [int@daffodilvarsity.edu.bd](mailto:int@daffodilvarsity.edu.bd), Website: [www.daffodilvarsity.edu.bd](http://www.daffodilvarsity.edu.bd)

## Organizational Overview



### 3.2 Mission and Vision of International Affairs, DIU

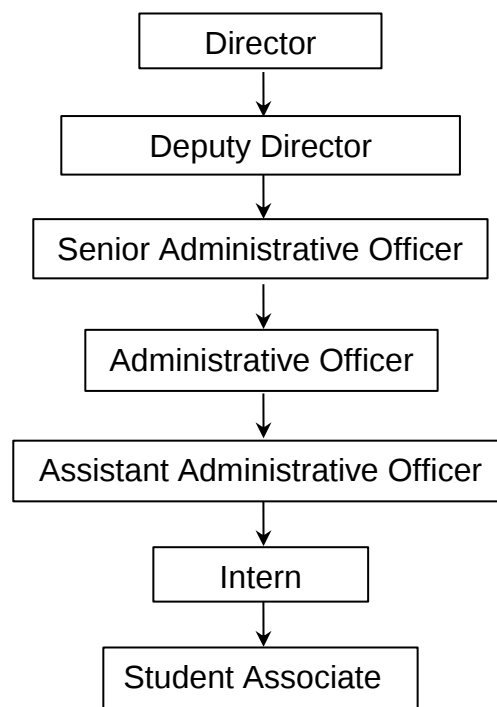
- **Vision:** "Be International".
- **Missions:**
  - ❖ To generate global leaders.
  - ❖ To internationalize the university as a whole.
  - ❖ To improve international relations by networking.
  - ❖ To encourage cultural exchange.
  - ❖ To inspire entrepreneurial thinking.
  - ❖ To motivate introverts to become more outgoing and extrovert.
  - ❖ To prepare people to present themselves not just nationally, but also internationally.
  - ❖ To bring forth as many international opportunities as possible in the easily.



### 3.3 Values of International Affairs, DIU

- ❖ **Honesty:** The scripture commands honesty, and they uphold this value in all of their service delivery.
- ❖ **Transparency:** They uphold the virtue of remaining transparent in all actions, which fosters trust.
- ❖ **Efficiency:** In order to be efficient, a task must be completed perfectly; they aim to satisfy all requirements.
- ❖ **Accountability:** Accountability entails being trustworthy and above suspicion; it also means being present on time.
- ❖ **Innovation:** Their eyes and minds are wide open to the evolution of quality of life and the creation of new benefits for staff members, faculty, and students.
- ❖ **Flexibility:** Flexibility leads to greater understanding and satisfaction; they strive for excellence.
- ❖ **Security:** They make sure that clients feel safe and secure sharing all of their necessary information with them.
- ❖ **Technology:** They are constantly on the lookout for new developments because modern life is so dependent on technology in order to offer their people the greatest level of convenience.

### 3.4 Organogram of International, Affairs, DIU



*Figure 3.4*

### 3.5 Activities of International Affairs, DIU

- International Affairs offers teaching members and students interested in either totally or partially sponsored exchange programs thorough support. This advice covers thorough details on current prospects, application procedures, eligibility requirements, and deadlines. Through encouraging participation in these initiatives, DIU hopes to increase global awareness and cultural interaction, so allowing participants to get priceless foreign experience enhancing their academic and career growth.
- International Affairs, DIU helps faculty members and students investigating different fully or partially sponsored programs. This covers an analysis of possible colleges, financial sources, and application policies. DIU supports advanced academic endeavors and helps to produce qualified people who can handle difficult worldwide issues by matching eager researchers with appropriate curricula.
- For students wishing to continue their study, DIU provides direction on completely or partially sponsored post-graduate programs. This help covers details on application rules, scholarship prospects, and required paperwork. Through guiding students through these choices, the university promotes ongoing education and specialization in their particular disciplines.
- International Affairs, DIU is very important in planning different international camps and events meant to increase networking possibilities and support the globalization initiatives of the university. These gatherings give academic members from all backgrounds a stage for cultural interaction, information sharing, and student-facilitated projects. DIU wants to increase its worldwide profile and provide enriching opportunities for its academic community by developing relationships with foreign institutions and organizations.

### 3.6 International Internship Program- IIP

The International Affairs of Daffodil International University (DIU) is hosting an ‘international internship program’ for first time in Bangladesh, allowing students from abroad to work with the office for two months. Participants in this internship will help with a range of initiatives including documentation, partnership research, drafting, guest management, and event planning.

DIU provides participants with free accommodation and transportation as well as planned trips to discover the local sites and culture over the course of the internship. This program seeks to give overseas students useful work experience, promote cross-cultural interaction, and improve their academic professional abilities. Through this program, interns will not only support university projects but also get insightful knowledge about the operations of an overseas office, thereby preparing them for future employment in a world of globalization. Students from Mexico and Lithuania already finished their two months of internships.

### 3.7 Guest Relationship Process at International Affairs, DIU

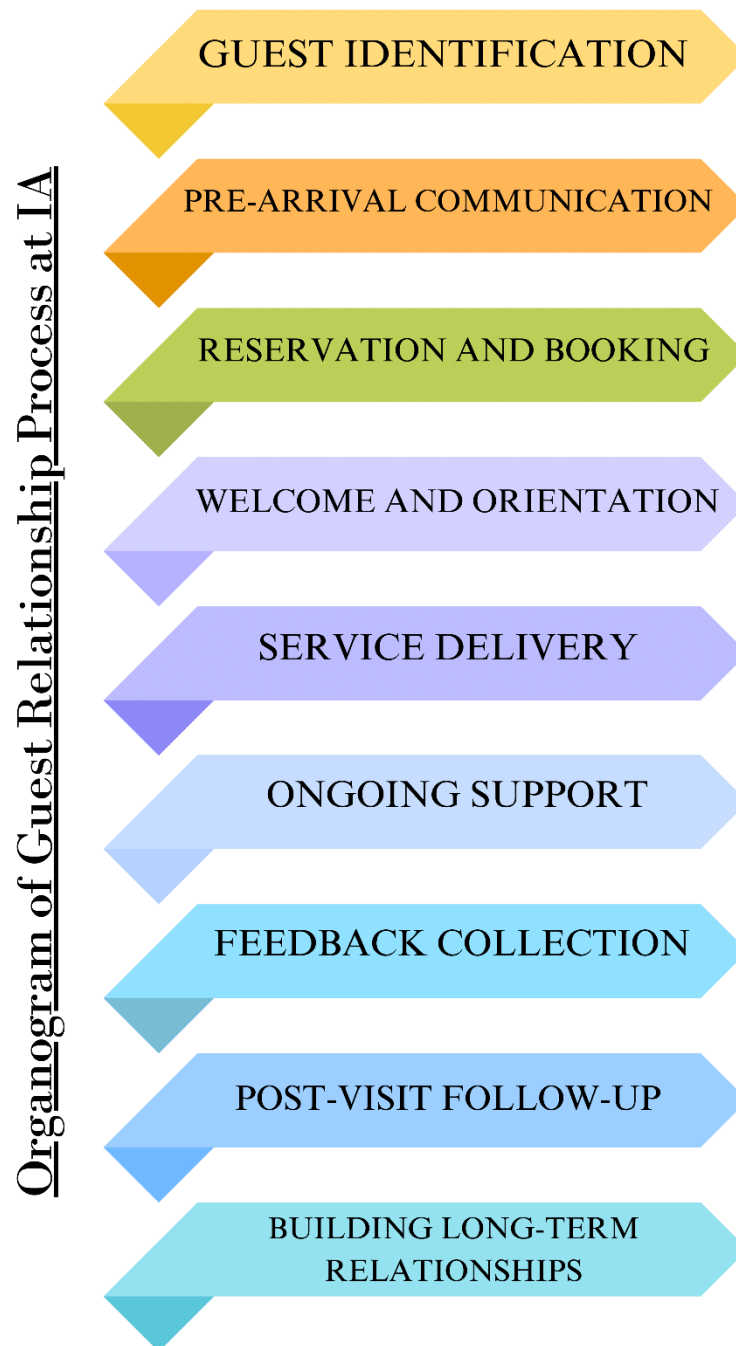


Figure 3.7

**1. Guest identification** is the process of recognizing and categorizing guests based on their background, purpose of visit, and unique requirements. This stage is critical in delivering specialized services, such as preparing invitation letters and completing visa applications, especially when dealing with overseas delegations, students, and faculty members. Understanding the unique features and needs of each type of guest enables clear communication, efficient event coordination, and fulfillment to visa laws.

✓ **Types of Guests:**

- International Delegates
- International Students
- Faculty Members
- Event and Festival Guest

✓ **Key Considerations:**

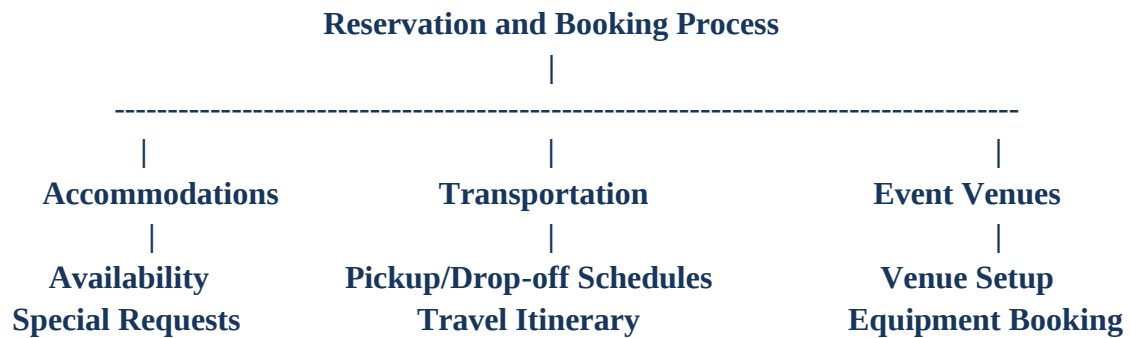
- Invitation Letters
- Visa Support
- Orientation
- Logistics
- Hospitality
- Itinerary and Networking
- Special Academic Arrangements

✓ **Essentials for Invitation and Visa Request Letters:**

- Clear Identification
- Purpose of the Visit
- Event/Program Details
- Duration of Stay
- Host Information
- Logistical Information

**2. Pre-Arrival Communication** is the proactive involvement with guests prior to their arrival to create a seamless and personalized experience. This procedure usually entails reaching out via emails, phone calls, or messaging platforms to check important data including booking information, stay dates, and any unique requests. During this phase, important documents such as flying tickets, passport copies, and other travel-related paperwork are gathered to assist the guests' arrival and stay. It may also include gathering preferences for meals, hotel types, and any other unique requirements to ensure that every aspect of the guest's experience is personalized to their needs. This not only improves the guest's overall enjoyment, but also helps to streamline processes and minimize last-minute surprises.

**3. Reservation and booking** refer to the management of logistics that ensures the efficient allocation of resources for accommodations, transportation, and event venues. This process includes coordinating availability, securing arrangements, and confirming bookings in advance, whether for individuals or groups. It plays a crucial role in hospitality, travel, and event management industries by ensuring that necessary services are available when needed.



**4. Welcome & Orientation** is the process of greeting guests upon arrival and ensuring they are comfortable with the environment, services, and amenities available to them. This introduction is essential in making guests feel comfortable and setting the tone for their stay.

- ✓ **The process usually involves:**
  - Warm Greeting
  - Introduction to the Environment
  - Highlight of Available Services
  - Rules and Guidelines
  - Assistance with Queries
  - Contact Information
- ✓ **Why It is Important:**
  - **First impressions matter:** A customized welcome leaves a lasting favorable impression and makes guests feel right at home.
  - **Increases Comfort:** By providing guests with the necessary information, they may enjoy their stay and avoid confusion or annoyance.
  - **Personalized Experience:** The orientation process helps discover particular visitor needs, allowing the team to provide personalized services that make their stay distinctive and memorable.

**5. Service Delivery** is the process of ensuring that all promised or planned services, such as transportation, lodging, food, and entertainment, are delivered successfully, on schedule, and in accordance with customers' expectations. It is an important aspect of guest satisfaction because it immediately affects their experience and overall perception of the service provider.

✓ **Key Aspects of Service Delivery:**

- Consistency and Reliability
- Quality of Services
- Guest-Centered Approach
- Clear Communication
- Problem Resolution
- Follow-up and Feedback

**6. Ongoing Support** To ensure that every guest has a pleasant and memorable stay by providing continuous assistance and addressing any concerns or requests that may arise.

✓ **Key Responsibilities:**

1. Guest Assistance:
  - Be available to assist guests with inquiries about the hotel and its services.
  - Provide local information, including attractions, dining options, and transportation.
2. Issue Resolution:
  - Address any guest concerns promptly and efficiently to ensure satisfaction.
  - Collaborate with other departments to resolve issues.
3. Personalized Services:
  - Recognize returning guests and their preferences to enhance their experience.
  - Offer tailored recommendations and services based on individual guest needs.
4. Feedback Collection:
  - Gather guest feedback during and after their stay to identify areas for improvement.
  - Conduct follow-up communications to ensure guest satisfaction and address any unresolved issues.
5. Emergency Response:
  - Be prepared to respond to emergencies and guide guests to safety if necessary.
  - Maintain a calm demeanor to reassure guests during unexpected situations.

**7. Feedback collecting** is an essential process for IA that wants to improve visitor experiences and increase customer satisfaction. This entails gaining ideas and opinions from guests using a variety of approaches like as surveys, interviews, and conversations. The primary goals of feedback collecting are to evaluate guest experiences, identify areas for development, and improve service quality.



**8. Post-visit follow-up** is the practice of communicating with guests after they have left to show gratitude for their visit, obtain feedback, and establish a positive relationship for future interactions. This approach is vital in the hospitality and customer service industries since it promotes goodwill and increases guest loyalty.

- ✓ **Importance of Post-Visit Follow-up:**
  - Enhances partnerships: It demonstrates that you appreciate the guest's experience and are interested in their input, which can lead to long-term partnerships.
  - Feedback Collection: Gathering feedback assists in identifying areas for improvement and reinforcing effective methods.
  - Encourages Repeat Visits: A personalized follow-up can make guests feel loved and valued, encouraging them to return.
  - Brand Advocacy: Satisfied guests are more inclined to suggest your services to others, serving as visiting faculty and ambassador.

**9. Building Long-Term Relationships** is the strategic process of maintaining ongoing communication and involvement with guests or clients in order to foster loyalty, promote exchange visits, and generate referrals. This technique is essential in areas such as hospitality, tourism, and interaction with clients, where interpersonal relationships have major effects on corporate performance. Organizations that prioritize relationship-building can provide a pleasant guest experience, leading to trust, harmony, and, ultimately, long-term loyalty.

- ✓ **Key components of establishing long-term connections are:**
  - Effective communication is regularly connecting with guests to keep them informed of new services, promotions, and events.
  - Loyalty Programs: Implementing reward schemes to encourage repeat visits and referrals. These programs may provide guests with discounts, exclusive access, or unique deals.
  - Consistent Engagement: Being present in guests' lives through newsletters, social media updates, and follow-up.

### 3.8 Marketing policies of International Affairs, DIU

Marketing activities encompass the strategic efforts undertaken by an organization to engage potential clients and drive engagement. In the context of the International Affairs (IA), DIU these activities are designed to attract foreign institutions and universities, thereby enhancing the university's global visibility and reputation. The IA department implements its marketing initiatives through several key methods:

- Digital Outreach: IA regularly circulates opportunities, announcements, and updates via social media platforms, particularly through targeted Facebook groups and pages along with sending email that cater to academic and international communities.
- International Program Coordination: IA plays a vital role in fostering extensive global networking by organizing and facilitating a variety of international programs, including staff and student exchange initiatives, conferences, and collaborative projects with overseas institutions. These activities not only strengthen relationships with foreign universities but also position the department as a hub for international academic engagement.

Through these efforts, the IA department significantly contributes to raising the university's international profile and expanding its global partnerships.

### 3.9 Erasmus+ CBHE Harmony Project Lab by International Affairs, DIU

Funded by the European Union, the Erasmus+ initiative advances the modernization, accessibility, and globalization of higher education in Partner Countries all around—including those in Asia. It corresponds with the EU's communications' stated focus on improving the influence of development policy and supporting European higher education all around. Through Capacity Building in Higher Education (CBHE) projects, which entail transnational cooperation among higher education institutions from both Program and Partner Countries, supported by different EU funding instruments, Erasmus+ helps to sustain and inclusive socio-economic growth in eligible countries.

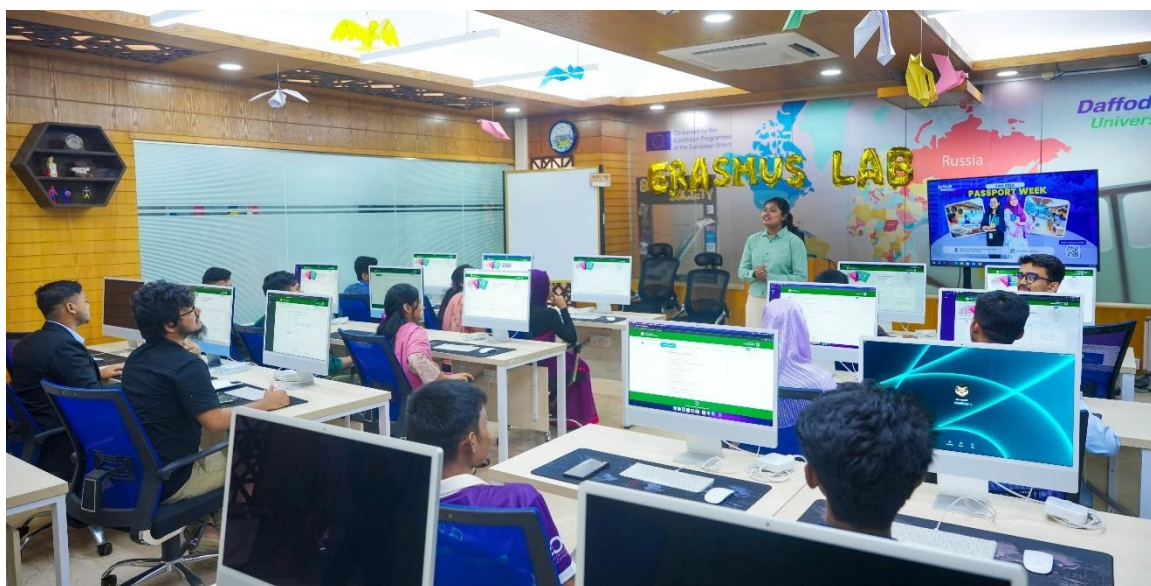
Erasmus+ CBHE projects aim to:

- support the modernization, accessibility and internationalization of higher education in the eligible Partner Countries
- support eligible Partner Countries to address the challenges facing their higher education institutions and systems, including those of quality, relevance, equity of access, planning, delivery, management and governance
- contribute to cooperation between the EU and the eligible Partner Countries (and amongst the eligible Partner Countries)
- promote voluntary convergence with EU developments in higher education
- promote people-to-people contacts, intercultural awareness and understanding.

October 30, 2022 marked the first Erasmus+ CBHE Harmony Project Lab seminar at Daffodil International University. Focusing on internationalizing and virtual exchange to link EU and Asian nations, this three-year Erasmus+ Capacity Building in Higher Education (CBHE) Harmony project Under the HARMONY project consortium, 11 universities from different nations including: Bangladesh, Bulgaria, India, Lithuania, Spain, Slovenia, and Vietnam. As part of their mutual cooperation are collaborating. By means of idea exchange with EU partner institutions, the initiative intends to improve the modernization, accessibility, and globalization of higher education institutions in India, Bangladesh, and Vietnam.

Along with the 'Friends Teahouse,' Daffodil International University (DIU) in Bangladesh set up a project lab known as the 'ERASMUS LAB.' Among other things, this project seeks to offer capacity-building training and seminars emphasizing internationalization, quality education, learning environments, digital competences, and cultural synergy.

Regularly hosting operations in the ERASMUS LAB, IA helps students in a variety of ways. Mostly used for events like Passport Week, when students get advice on acquiring travel documentation and editing training courses improving their media and communication abilities, this flexible area is used for the lab also provides teacher seminars targeted at faculty members' professional development and knowledge exchange. Here also are brainstorming exercises, which help students to be creative and cooperative as they come up with ideas and answers for different initiatives. All things considered, the ERASMUS LAB is a vibrant center for learning and development that advances university community academic and personal progress.



*Figure 3.9*

## **Chapter-4**

### **DISCUSSION & ANALYSIS**

## 4.1 International Events Organized by International Affairs, DIU

The notable international events contributed to during the internship period are listed below:

| Program Name                                                   | Institution / Organization                            | Country                                                     | Number of Participants |
|----------------------------------------------------------------|-------------------------------------------------------|-------------------------------------------------------------|------------------------|
| 4th National Conference of the Erasmus+ CBHE Harmony Project   | Erasmus+ funded by the European Union                 | Spain, Bulgaria, Vietnam, India, Bangladesh                 | 70                     |
| Pharmacy Industry-Academia Exchange Program-2023               | Manmohan Memorial Institute of Health Sciences, MMIHS | Nepal                                                       | 10                     |
| DIU Social Business Camp-2023                                  | The British University in Egypt                       | Egypt                                                       | 7                      |
| Social Entrepreneurship Exposure Program (SEEP) 2024           | Kohinoor Education Trust, Mumbai                      | India                                                       | 10                     |
| Social Business and Cross-Cultural Program (SBCCP)             | UC Leuven-Limburg                                     | Belgium                                                     | 11                     |
| DIU Social Business Camp-2024                                  | The British University in Egypt                       | Egypt                                                       | 8                      |
| Ignite Innovation and Level Up Your Teaching                   | Purdue University Fort Wayne                          | USA                                                         | 3                      |
| The Digital and Mobile Storytelling Festival in Bangladesh     | Swinburne University of Technology                    | Australia                                                   | 26                     |
| Sir Walter Bodmer, FRC Path, FRS visited DIU                   | University of Oxford                                  | United Kingdom                                              | 1                      |
| Spring Tech Exposure Program (STEP) 2024                       | Holy Cross College (Autonomous)                       | India                                                       | 7                      |
| Hosted faculty members who came through the exchange programs. | Multiple Universities                                 | Ireland, Philippines, Türkiye, Romania, Croatia, Uzbekistan | 20                     |

## 4.2 Survey on Guest Relationship Satisfaction

The author conducted a survey of international guests with whom he worked during his internship to assess the effectiveness of guest relationship management at International Affairs, DIU. Out of 173 guests, 104 responded, each providing valuable feedback. The questionnaire examined five key areas: guest service, satisfaction, networking, future collaboration and suggestions, and future referral.

Please refer to chapter - 6.1 Appendix - 1, page 50 - 51 questionnaire. Satisfaction levels were rated on a scale from 1 to 5, with 1 indicating Strongly Disagree, 2 - Disagree, 3 - Neutral, 4 - Agree, and 5 - Strongly Agree.

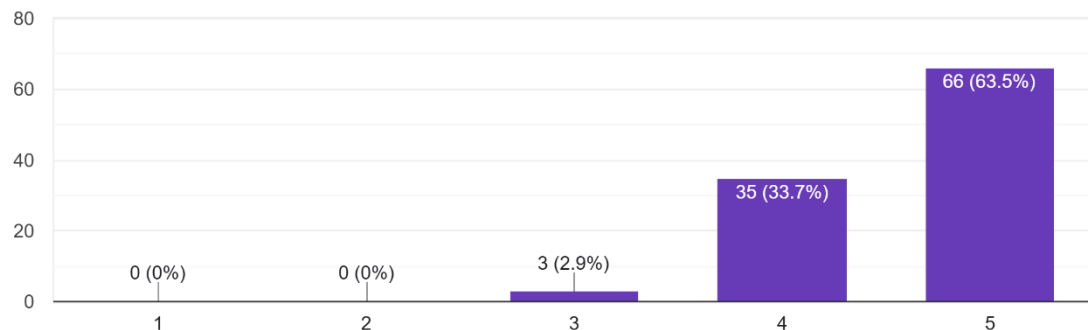
| Total Number of Participants - 104 |                |            |                       |          |
|------------------------------------|----------------|------------|-----------------------|----------|
| Sex                                | Male           | Female     | Others                |          |
|                                    | 63 (60.6%)     | 41 (39.4%) | 0                     |          |
| Profession                         | Faculty Member | Student    | Administrative Member | Visitor  |
|                                    | 24 (23.1%)     | 64 (61.5%) | 15 (14.4%)            | 1 (1%)   |
| Age Group                          | 18-23          | 24-30      | 30-40                 | 40+      |
|                                    | 32 (30.8%)     | 33 (31.7%) | 14 (13.5%)            | 25 (24%) |

| Visitor's Origin (Country) |    |
|----------------------------|----|
| Australia                  | 24 |
| Belgium                    | 10 |
| Bulgaria                   | 2  |
| Croatia                    | 2  |
| Egypt                      | 13 |
| India                      | 19 |
| Spain                      | 1  |
| Mexico                     | 1  |
| Nepal                      | 10 |
| Palestine                  | 1  |
| Philippines                | 2  |
| Romania                    | 4  |
| South Korea                | 2  |
| Turkiye                    | 4  |
| USA                        | 3  |
| Uzbekistan                 | 2  |
| Vietnam                    | 4  |

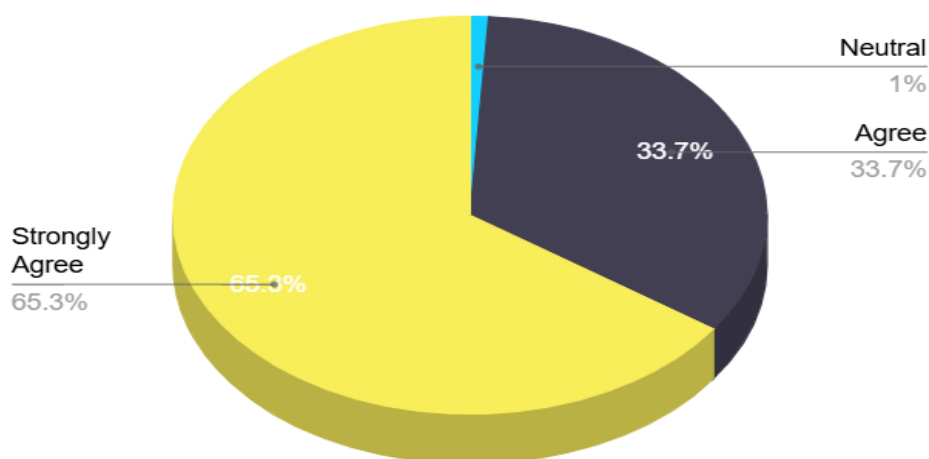
### **1. Feedback on Guest Service:**

I am pleased with the professionalism of the guest relations team.

104 responses



**The guest relations executives were professional and courteous during my interactions.**

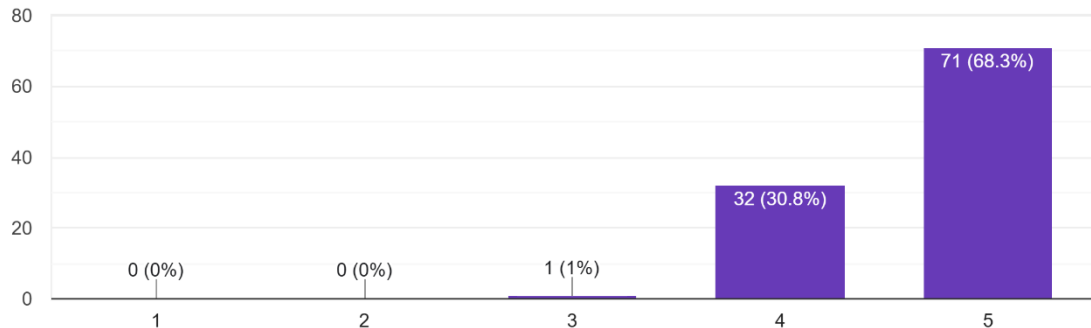


In each section, the author Inquired five questions: four on a 5-point Likert scale and one open-ended. According to the assessments of the participants, the International Affairs team's guest service operations have left them very impressed. Many of them expressed deep gratitude to our crew. Several guests also made useful feedback to help improve the experience. They suggested providing accommodations closer to campus to improve convenience for visitors. In addition, they advised upgrading the guest house's amenities to offer more comfort and satisfaction. Another suggestion was to issue SIM cards on a returnable basis, allowing guests to stay connected throughout their stay without requiring a permanent purchase.

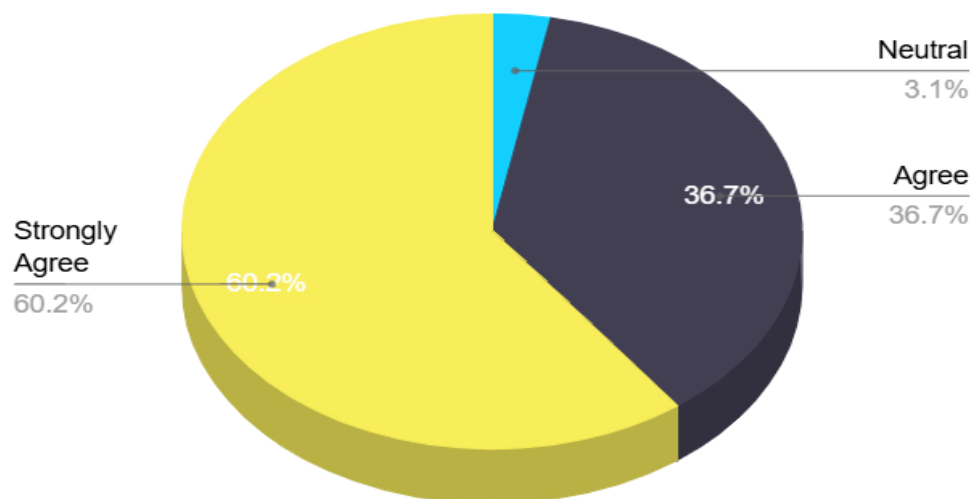
## **2. Feedback on Satisfaction:**

The support from the International Affairs team enhanced the success of my visit.

104 responses



**The facilities met my expectations to a great extent.**

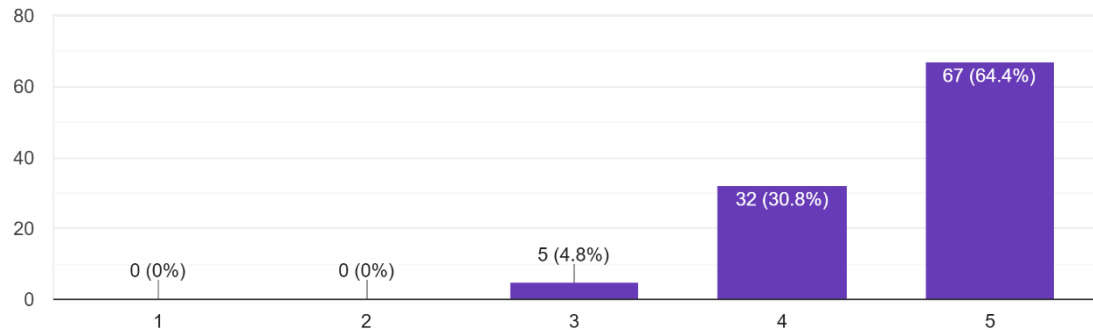


This section's satisfaction rate is similarly high. Participants remarked that Daffodil's green campus was incredibly soothing to the eyes. They highlighted their taste for Bengali cuisine, especially the Kacchi Biriyani. Several participants enjoyed the Dhaka city tour, saying it provided an in-depth look at the city's dynamic presence. They mentioned how they spent their day exploring Old Dhaka. Participants also praised the faculty members for their distinctive strategy to research. The campus was also described as being full of activities beyond academics, with some participants mentioning their experiences with golf, kayaking, and painting. They found it enjoyable to engage in such activities while abroad.

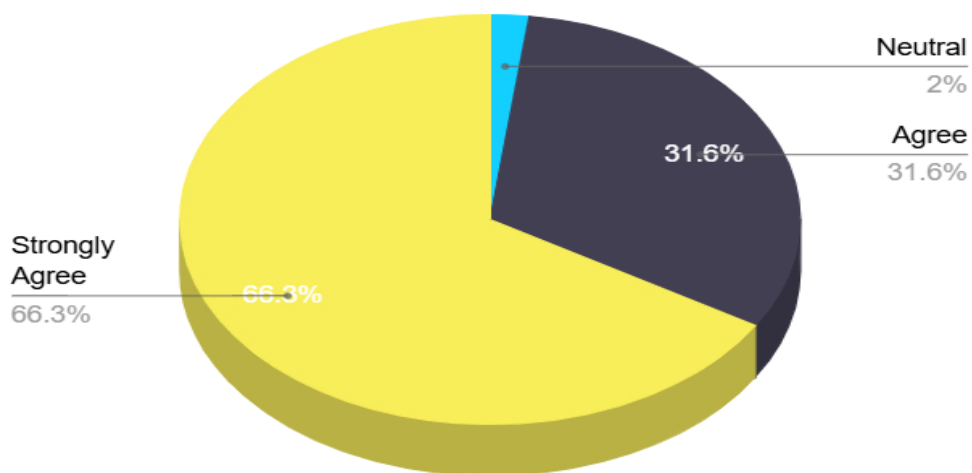
### **3. Feedback on Networking:**

I was introduced to key contacts within DIU and local institutions that were relevant to my interests.

104 responses



**My visit provided opportunities to build connections that may benefit my professional or academic career.**

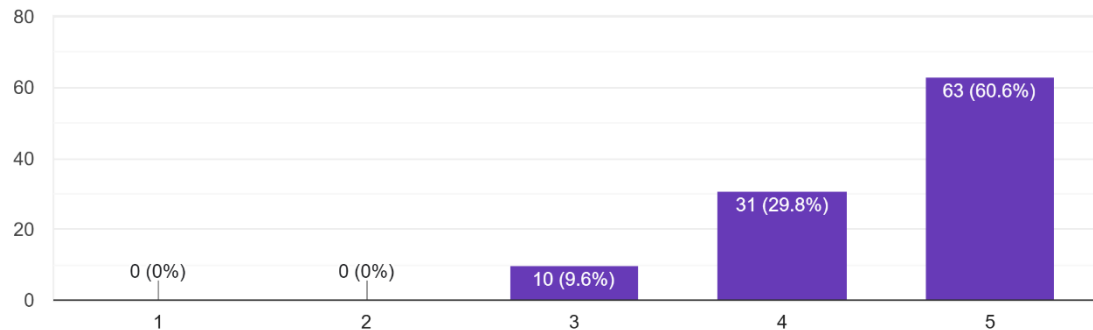


In this field, the author inquired about networking opportunities, and participants expressed great satisfaction. Many others expressed that their experience beyond their expectations, with one stating, "I am impressed." Several participants stated that the trip considerably broadened their professional network, introducing them to many people related to their academic background. Notably, they stated that the networking proceeded beyond Bangladesh, creating worldwide connections and long-term friendships. Furthermore, one participant mentioned a meeting with the Chairman and the Honorable Vice-Chancellor to discuss future opportunities for partnership between the two universities.

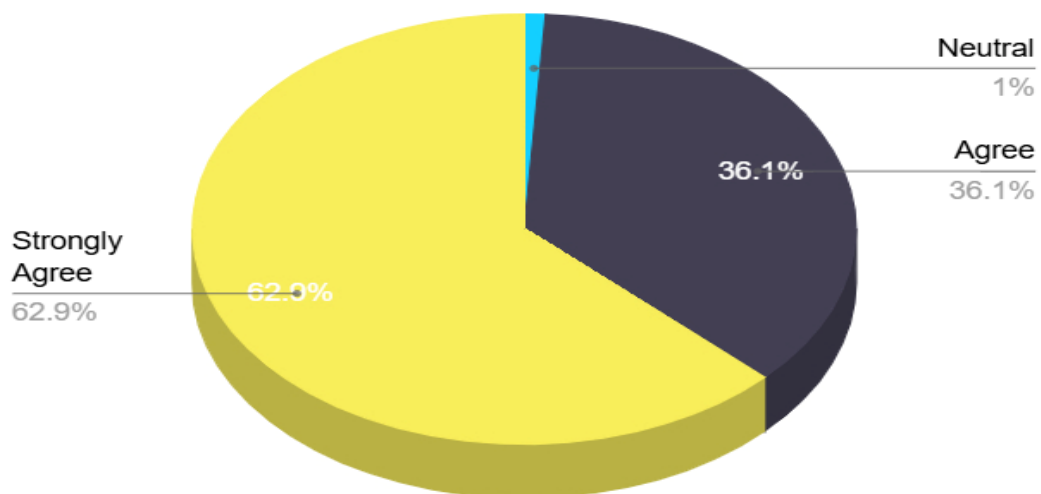
#### **4. Feedback on Future Collaboration and Suggestions:**

The Office of International Affairs is proactive in discussing future collaboration possibilities.

104 responses



**I am interested in collaborating with you again for future stays or events.**

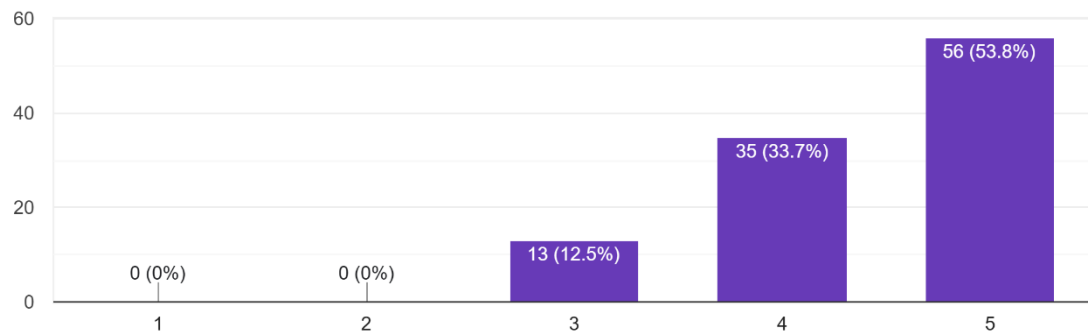


Participants were interested about future collaborations, proposing a variety of projects such as a Social Business Camp, dual degree programs between the two universities, Cultural Exchange Programs, joint conferences, web-based discussions, and mentorship opportunities. They also suggested starting a Data Science and Blockchain program, proposing the creation of a new scientific journal focusing on public health, and hosting Film & Media workshops.

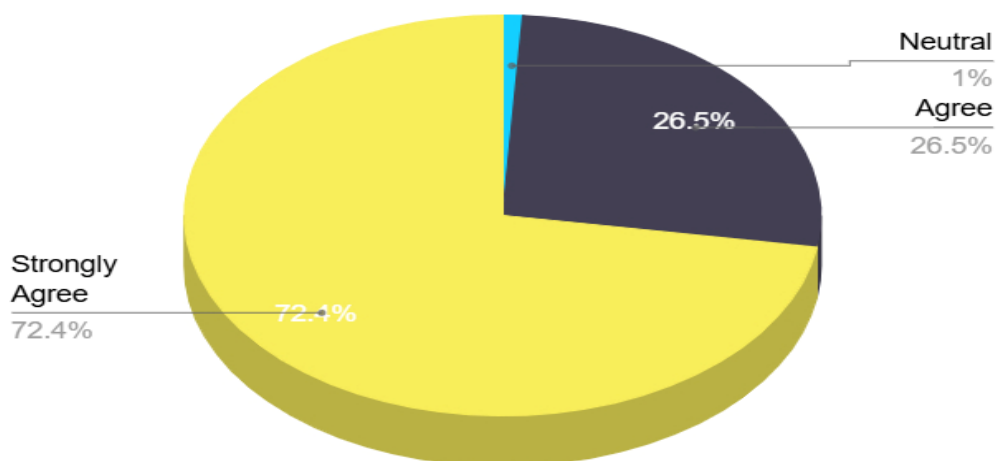
### **5. Feedback on Future Referral:**

I am willing to serve as a future contact/reference for guests planning to visit DIU.

104 responses



**I strongly advocate IA, DIU as a reliable guest service provider.**



The response chart indicates that 72.4% of participants strongly endorse International Affairs, DIU as a reliable guest service provider. Most of them expressed their willingness to serve as future references, encouraging others to visit DIU. Some participants shared their intentions, such as, "I will share my experience with my juniors so they can participate in the next program," and "I have already shared my experience with other institutions in India." Others expressed full support for international interactions, with one participant mentioning, "I wholeheartedly support every international interaction." Additionally, a participant noted that they have already proposed a program to the Office of International Affairs at UPAEP Mexico, stating that the only remaining concerns are funding and public interest.

### ***Summary of the Survey:***

The author conducted a survey titled Guest Relationship Satisfaction of the International Affairs, DIU, which included both Likert scale and open-ended questions. The feedback was overwhelmingly positive, with participants expressing strong appreciation for the team's efforts. Suggestions for improvement included offering accommodations closer to campus, upgrading guest house amenities, and providing returnable SIM cards for guest convenience.

Participants also praised the green campus, Bengali cuisine, and the Dhaka city tour, noting the faculty's unique research approach and a range of extracurricular activities. Networking opportunities were highly valued, with many stating that their professional networks had expanded globally. Future collaboration ideas included a Social Business Camp, dual degree programs, and programs in Data Science, Blockchain, and Public Health.

Seventy-two percent of participants strongly endorsed the International Affairs, DIU team as a reliable service provider and expressed willingness to serve as references. The evaluation highlights high satisfaction and strong potential for future collaborations and partnerships.

## 4.3 Guest Relationship Activities

**1. Reviewing the Database:** The author engaged on carefully reviewing the database of upcoming guests to ensure that the relevant data was appropriate and up to date.

**2. Understanding the Reservation System:** Become familiar with the reservation system by using Google workspace, including how to manage bookings and track information about guests.

**3. Accommodation and Transportation Planning:** The author was responsible for organizing visitor accommodations, which included booking suitable lodging options and arranging transportation to and from the venues.

**4. Venue Arrangements for Events:** Assisted to arrange appropriate venues for various events, ensuring that they match the needs and expectations of the guests.

**5. Improving Formal Email Communication:** The author worked on enhancing formal email communication skills, which are critical for maintaining professional relationships and clear interactions in an organizational environment.

**6. Guest Management and Coordination:** After confirmation of the internship, the author was assigned a set of tasks that involved improving guest management and coordination skills. These tasks included:

- Assisting foreign delegates with logistics.
- Answering queries and providing necessary information.
- Ensuring smooth interaction between guests and the office.

**7. Practical Knowledge of Guest Relations:** This hands-on experience allowed the author to understand the intricacies of guest relations, emphasizing the importance of providing high-quality service, especially in an international setting.

This comprehensive involvement helped in refining the author's ability to handle complex tasks and provided valuable insights into the professional world of event coordination and guest management.

## 4.4 Participation in a Staff Exchange Program in India

It was an honor to visit **Assam Down Town University** from September 02–04, 2024, as part of a ‘Staff Exchange Program’ from DIU. The author had the privilege of connecting with the esteemed Vice Chancellor, the Managing Trustees, and the remarkable International Affairs team. Truly grateful for the recognition and the opportunity to learn from their globally recognized operations.



## 4.5 Skills Acquired During the Internship Period

✓ **Details of the skills developed during the internship period are as follows:**

➤ **Soft Skills -**

- **Teamwork:** Throughout the internship, the author collaborated with coworkers on a variety of tasks. Many of these were closely aligned with their responsibilities, which helped to develop teamwork skills in addition to working independently.
- **Creativity:** Often, whether we were developing a plan or designing something, had to think creatively and approach problems from new angles, which greatly enhanced the creativity.
- **Problem-solving/ Conflict resolution:** Each time while encountered and resolved a problem, the author gained valuable experience and sharpened problem-solving skills.
- **Critical thinking:** Not everything went according to plan during the journey. The author had to explore alternative approaches and communicate with various individuals, which helped strengthen critical thinking skills.
- **Effective communication:** Since starting this job, the introversion has decreased by 60%. Previously, the author was anxious about speaking on the phone or interacting with people, particularly in formal settings. However, now he is able to do so comfortably and with confidence.
- **Leadership qualities:** By observing the superiors, the author gained significant leadership insights and had the opportunity to take charge in various situations, further enhancing my leadership abilities.
- **Time management:** The author developed strong time management skills, as everything he worked on was highly time-sensitive, leaving no room for procrastination.
- **Decision making:** In many situations encountered during the time here, author has become adept at making quick decisions based on the circumstances.
- **Networking:** This journey has expanded networking significantly. For example, while greeting numerous delegates during the program, many national and international attendees shared their business cards for future contact.

➤ **Hard skills -**

- **Bilingualism or multilingualism:** While the author was already proficient in Bangla, English speaking and typing skills have significantly improved due to frequent communication with delegates. Additionally, he enhanced vocabulary in other languages and can now speak Hindi quite well.
- **Database management:** This was one of the prime responsibilities, so he is very competent with database management.
- **Software Operation:** Utilized various software applications, including I Love PDF, QR Code Maker, Canva, Snapseed, Adobe Photoshop, Microsoft Office, and Google Workspace. Starting as a beginner, now progressed to an intermediate level, if not expert, in these platforms due to extensive use of them in my work.
- **Copy-writing, email writing, copy-editing, report writing:** This was another key responsibility of the author, that he feels he mastered through the extensive digital communication and content writing to engaged in over the past few months.
- **Social Media Promotion:** A big part of internationalization depends on its promotion which was done exclusively and individually by every employee of the office so gained good knowledge over that as well.
- **Digital Communication:** The author was responsible for managing the International Affairs connect email, which meant that he handled all primary communications, greatly increasing my exposure to digital communication.
- **Presentation:** As a result of the ongoing need to present him to various senior internal personnel and national and international delegates, so the presentation and communication skills have significantly improved.

## **4.6 Learning as an Intern at International Affairs. DIU**

As a beginner, the author gained not just experience but a wealth of knowledge at the International Affairs, DIU. Working on such a large event as an intern is a significant advantage for my resume and overall experience. He believes few people have the opportunity to gain such a dual experience, and felt fortunate to have discovered latent talents throughout this journey.

## **4.7 Use of Academic Knowledge in a Professional Setting**

The author made an attempt to integrate his academic knowledge with practical expertise in International Affairs, DIU. His schooling was performed in English therefore he is fluent in the language and familiar with a lot of hospitality management terms that he gained during his undergraduate studies. This skill proved useful in guest interactions and related tasks, such as itinerary planning, emailing, and connecting with international clients, allowing me to perform them with reasonable ease. Furthermore, he used both online and offline technologies. Throughout his academic life to complete assignments. In addition, his schooling taught him how to observe workplace dynamics and adjust accordingly. he learnt how to establish positive relationships with both senior and junior coworkers, as well as how to communicate professionally with clients while sticking to appropriate language rules. Throughout his academic career, he gained a wealth of knowledge that he put to use during my internship. And he is pleased to be able to effectively apply his academic knowledge in the professional life.

**Chapter-5**  
**FINDINGS, RECOMMENDATIONS AND CONCLUSION**

## 5.1 Findings

During the internship, the author actively studied the International Affairs' working environment and conducted a survey of guests on five key topics regarding their experience. Drawing on his previous educational background, he was able to rapidly adjust to the duties at hand and apply his academic understanding to real-world conditions. He committed to completing the assigned tasks efficiently while also looking for ways to combine his academic learning with the practical aspects of working in the foreign sector. This hands-on experience not only strengthened his abilities, but also broadened his perspective of how the international relations could be utilized in a professional setting, providing him with significant insight into the dynamics of international collaboration and communication.

✓ **Here are some findings observed during the internship:**

- International Affairs, DIU provides comprehensive guest management service, that involves a systematic approach to understanding and dealing with the particular demands of various guest profiles. It focuses on providing personalized services through effective communication, developed logistical support, and well-planned hospitality offerings.
- At DIU, International Affairs prioritizes building long-term relations that last by encouraging effective interaction, developing loyalty programs, and assuring consistent participation. This method builds trust and creates referrals.
- The guest satisfaction survey revealed excellent appreciation for its hospitality offerings. The results show that 72.4% of participants strongly recommend DIU as a reputable service provider, indicating both exceptional hospitality and possible areas for development.
- DIU's vast global network, which includes partnerships with over 600 universities in 65 countries, enables diversified global collaboration. These collaborations boost DIU's global reach and stimulate intellectual interaction, so contributing to the university's goal of being a global learning hub in Bangladesh.

- International Affairs' inbound and outbound mobility data highlights a shift due to COVID-19, with virtual exchanges dominating in 2020. Physical mobility rebounded in 2023 and 2024, marking a significant increase in faculty and student exchanges, demonstrating DIU's successful adaptation to both virtual and physical programs.
- Most of the colleagues at International Affairs, DIU have shown remarkable assistance and professionalism, which has truly impressed the author. Their strategy promotes a collaborative and positive work environment, which enhances both workflow efficiency and overall experience.

## 5.2 Problems Identified

Based on observations made during the internship and an analysis of the survey results, it has been identified several problems that hamper the workflow operations of International Affairs, DIU. These problems are as follows:

- **Lack of Effective Guest Management System:** Without an efficient system for handling check-ins, requests, and feedback, operations can become disorganized, leading to delays, confusion, and poor customer satisfaction. An ideal system includes tools for reservation tracking, room assignments, and real-time updates.
- **Exhaustive Schedule:** Overloaded schedules can cause guest and staff fatigue, leading to stress and reduced service quality. A balanced schedule with time for breaks and flexibility is essential to avoid burnout and ensure smooth operations.
- **Limited Accommodation Options:** Limited room types or price points can make it hard to accommodate diverse guests, especially during peak times. Expanding accommodation options can improve guest satisfaction and occupancy rates.
- **Lack of Clarity in the Allocation of Responsibilities:** Unclear delegation of tasks can lead to confusion and inefficiency. Clear communication and proper task delegation are vital for smooth operations and accountability.

- **Concerns Regarding Spice Levels in Meals:** Guests have different spice tolerances, and not addressing these preferences can cause dissatisfaction. Offering a range of spice options and clearly labeling them ensures a better dining experience for all guests.

## 5.3 Recommendations

Based on the observations during the internship and an analysis of the survey results, the author has developed several recommendations for enhancing the operations of the International Affairs, DIU. The following are proposed suggestions:

- It would be excellent if, DIU could invest in a professional guest management system, such as Amadeus' Guest Management System. This would greatly assist in timely tracking of guest data.
- Most of the guests have recommended arranging accommodation nearby the campus, pointing out that the long drive from Dhanmondi to Ashulia is a major issue. This trip, which is often impacted by traffic, can be exhausting and time-consuming. International Affairs, DIU could greatly enhance convenience for guests by offering accommodations nearby, allowing them free to enjoy their time with us rather than worrying on travel preparations.
- Amenities at the guest house should be upgraded, particularly in areas like the kitchen and restrooms. Their stay would be easier and relaxing if certain features were updated, such as the kitchen utensils and restroom amenities. These improvements would ensure a cozy and pleasant stay, satisfying the visitors' expectations and showing our commitment to offering exceptional accommodation.
- Establishing a clear difference between official job responsibilities and guest assistance tasks is essential to boosting operational efficiency. The entire workflow can be accelerated by enabling employees to focus solely on their assigned responsibilities without being distracted by ongoing guest-related activities.

- Providing temporary, returnable SIM cards to international guests will improve their experience by providing easy access to local networks without requiring for a long-term phone subscription. This service would be especially useful for short-term guests, saving them time and effort on acquiring local SIM cards. It would improve communication, navigation, and overall interaction, making their stay more comfortable and enjoyable while reducing logistical barriers. This tiny gesture could contribute to provide a more positive and hassle-free guest experience.
- The author observed that the majority of activities begin at 8:00 a.m., and guests often return to their rooms around 9:00 p.m. As a result, many guests appear exhausted at the end of the day. To improve their satisfaction and well-being, he recommends to adjusting the schedule to end earlier in the evening, offering guests longer to rest and recover.

## 5.4 Conclusion

As an intern of International Affairs, DIU was mostly pleasant. The author found the internship to be really educational, and he learnt a lot throughout his time there. He sincerely appreciates his supervisor's assistance, as well as the support and encouragement he received from his colleagues. He made a few recommendations for enhancements that he believe will help International Affairs, DIU.

Finally, the author aimed to follow the provided rules when writing this internship report. Throughout his internship, he worked hard to produce the report based on observation and analysis. This experience has been extremely beneficial to him, and he is convinced that it will allow him to make sensible choices in his professional career. He sincerely hopes and believe that if his recommendations get implemented by International Affairs, DIU, they will be beneficial in a broader context, beneficially contributing to their work and aims.

## 5.5 Certificate of Completion



DIU-IA-EC-2024-10

31 October, 2024

### Experience Certificate

This is to certify that **Mr. Samiat Rahman Sourav** was employed as an **Intern (Guest Relations Executive)** at the Office of International Affairs, Daffodil International University (DIU), Bangladesh, from **November 1, 2023, to October 31, 2024**. This internship was a requirement for his **Bachelor of Tourism and Hospitality Management (B.THM)** program at Daffodil International University. His employee ID was: **740000640**.

In addition to guest management, Mr. Samiat also demonstrated exceptional creativity and technical proficiency in creating promotional content for DIU's international initiatives. Through his contributions in event management, video documentation, and editing, he significantly enhanced the visibility of DIU's international programs, helping to strengthen the university's global outreach.

During his work, we observed him obedient, honest, and dedicated to assignments. We wish all the best for his future career opportunities.

With Regard,

A handwritten signature in blue ink, appearing to read 'Syed Raihan-ul-Islam'.



**Syed Raihan-ul-Islam**

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## **Chapter-6**

# **APPENDICES**

## 6.1 Appendix-1

### Questionnaire of Survey on Guest Relationship Satisfaction

This questionnaire was created to conduct a survey on guest relationship satisfaction for International Affairs, DIU. Please refer to Chapter- 4.2, Page 31. The questionnaire examined five key areas: guest service, satisfaction, networking, future collaboration and suggestions, and future referrals, Using a 5-point Likert scale from 1 to 4 in each section, with open-ended questions as the 5<sup>th</sup> question in each section. Satisfaction levels were rated on a scale from 1 to 5, with 1 indicating Strongly Disagree, 2 indicating Disagree, 3 indicating Neutral, 4 indicating Agree, and 5 indicating Strongly Agree.

- Sex – Male, Female, Others
- Age – 18-23, 24-30, 30-40, 40 and above
- Profession - Faculty Member, Administrative Member, Student, Visitor
- Institution & Country

#### ➤ Guest service

1. I am pleased with the professionalism of the guest relations team.
2. The guest relations team handled any concerns or special requests effectively.
3. The logistics service provided by International Affairs, DIU met my expectations.
4. The guest relations executives were professional and courteous during my interactions.
5. My thoughts on opportunities for the customer service team to improve further.

#### ➤ Satisfaction

1. I felt satisfied with my overall experience during my stay.
2. I appreciated the communication and responsiveness of the guest relations team.
3. The facilities met my expectations to a great extent.
4. The support from the International Affairs team enhanced the success of my visit.
5. During my stay, what I found most satisfying is mentioned below.

➤ **Networking**

1. The International Affairs office facilitated meaningful opportunities for me to network with others.
2. I was introduced to key contacts within DIU and local institutions that were relevant to my interests.
3. My visit provided opportunities to build connections that may benefit my professional or academic career.
4. I had the chance to engage in cultural or academic exchanges that supported my networking efforts.
5. The networking opportunities provided by DIU exceeded my expectations.

➤ **Future collaboration & suggestions**

1. I am interested in collaborating with you again for future stays or events.
2. I feel that you understand my needs for future collaborations well.
3. I am confident that future collaborations will be even more successful.
4. The International Affairs is proactive in discussing future collaboration possibilities.
5. I am most interested in specific types of future collaborations that are mentioned below:

➤ **Future referral**

1. I am likely to recommend International Affairs, DIU programs to friends or colleagues.
2. I strongly advocate International Affairs, DIU as a reliable guest service provider.
3. I would refer future academic or professional visitors to DIU based on my experience.
4. I am willing to serve as a future contact/reference for guests planning to visit DIU.
5. I am motivated to refer more people to engage with International Affairs, DIU.

## Chapter-7

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