

INTERNSHIP REPORT

ON

Reservation Management System (RMS)
of a Travel Agency: A Study on
New Line Travel International

Submitted by

Fayez Ahmad

203-43-507

**Bachelor of Tourism & Hospitality Management
Department of Tourism & Hospitality Management
Daffodil International University**

Submitted to

Mahbub Parvez

Associate Professor

**Department of Tourism & Hospitality Management
Daffodil International University**

Date of Submission

September 23, 2024

Letter of Transmittal

23rd September 2024

To,
Mahbub Parvez
Associate Professor
Department of Tourism & Hospitality Management
Daffodil International University

Subject: Submission of the Internship Report.

Dear Sir,

I am delighted to present my internship paper titled “Reservation Management System (RMS) of a Travel Agency” which I prepared as an element of the requirements for successfully finishing my internship program. This paper includes an in-depth analysis of New Line Travel International’s reservation management process, emphasizing both operations and difficulties.

I truly appreciate your constant observation and input during my internship at New Line Travel International, which has been an excellent opportunity for me to learn. I’m hopeful that this report complies with the criteria and offers a thorough synopsis of my time there. I would really appreciate if you accept this report and I am keen to welcome any feedback or suggestions you may offer.

Thank you very much for your time and cooperation.

Sincerely,

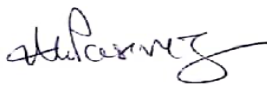


Faye Ahmad
203-43-507
Bachelor of Tourism & Hospitality Management
Department of Tourism & Hospitality Management

Certificate of Approval

The following is to affirm that this internship report titled “Reservation Management System (RMS) of a Travel Agency” submitted by Fayez Ahmad, ID: 203-43-507, in fulfillment of the requirements to complete Bachelor of Tourism and Hospitality Management from Daffodil International University, has been thoroughly reviewed and accepted. This paper is an independent work by the student and was done under my direction.

Signature



Mahbub Parvez
Associate Professor
Department of Tourism & Hospitality Management
Daffodil International University

Executive Summary

Established in 1997 by Mr. Akram Khan, New Line Travel International is a well-known and esteemed travel agency in Bangladesh. The company is widely recognized for its unique strategy and functions like a “personal travel agent”, that provides clients undivided attention and high-quality services. In the service of both B2B and B2C sectors, New Line has been authorized by ATAB and IATA alongside carrying more credentials. The company has also earned an international reputation owing to its solid foundation in the travel industry and commitment to providing excellent customer service.

List of Abbreviations

- A: Alfa
- B: Bravo
- C: Charlie
- D: Delta
- E: Echo
- F: Foxtrot
- G: Golf
- H: Hotel
- I: India
- J: Juliet
- K: Kilo
- L: Lima
- M: Mike
- N: November
- O: Oscar
- P: Papa
- Q: Quebec
- R: Romeo
- S: Sierra
- T: Tango
- U: Uniform
- V: Victor
- W: Whiskey
- X: X-ray
- Y: Yankee
- Z: Zulu

Table of contents

Letter of Transmittal	iii
Certificate of Approval	iv
Executive Summary	v
List of Abbreviations	vi
CHAPTER 1	1
Introduction	1
1.1 Origin of the Report	2
1.2 Background of the Report	2
1.3 Objectives of the Report	2
1.4 Methodology	3
1.4.1 Type of the Report	3
1.4.2 Data Sources	3
1.4.3 Data Collection Method	3
1.4.4 Data Analysis & Report Writing	3
CHAPTER 2	4
Organizational Profile	4
2.1 History	5
2.2 Vision, Mission and Goals	5
2.3 Philosophy	5
2.4 Organizers	5
2.5 Departments	6
2.6 Products & Services	6
2.7 Financial Highlights	7
2.8 SWOT Analysis/CSR	7
CHAPTER 3	8
Reservation Management System	8
3.1 Primary Roles of RMS	9
3.2 Process	10
3.3 Responsibility of Specific Department	13

3.4 Digital Implementation	15
3.5 Performance Evaluation	15
CHAPTER 4	17
Findings, Recommendation & Conclusion	17
4.1 Findings	18
4.2 Recommendation	18
4.3 Conclusion	18
Bibliography	19

Chapter 1:

INTRODUCTION

1.1 Origin of the Report

Every student pursuing a Bachelor of Tourism and Hospitality Management (BTHM) degree must complete a six-month internship, which requires them to engage in a practical engagement with a company. This program's main objective is to introduce graduates to the practical work environment. I carried out my internship with New Line Travel International, a travel-business company which is situated in Baridhara Diplomatic Zone, Dhaka. Throughout my internship, I was working in the management section, acquiring fundamental real-world skills. This report has been created in accordance with the criteria of my course of study at Daffodil International University's Department of Tourism and Hospitality Management. I am convinced that the content material of this report has every detail required to conclude my internship effectively.

1.2 Background of the Report

The use of technology, the rise of globalization and greater accessibility to travel have jointly influenced the travel and tourism sector's significant expansion. Reservation management systems (RMS) are the backbone of any commercial travel firm. They are extremely important for coordinating reservations, enhancing operations, and assuring customer satisfaction. Reservations for travel, hotel stays, and other services are coordinated smoothly by the RMS. Initially, travel agencies relied on manual reservation systems, that have resulted in inconsistencies and errors in reservations procedures. The travel industry has relocated to automated reservation management systems following the increased use of digital and online systems, facilitating real-time booking, automatic payment processing, and fast confirmations for a better user experience for both agents and customers.

For easier regular operations, New Line Travel International has implemented an upgraded reservation management system. The agency guarantees reliable and qualified assistance as it focuses on commercial and personal travel arrangements. This study analyzes the effectiveness, significance, and functional implications of New Line Travel International's RMS. Previous research indicates that reservation management systems strengthen service, lessen mistakes, and enhance satisfaction among clients. It takes constant modifications to cope with customer demands. This report evaluates the system adopted by New Line Travel International while offering suggestions regarding areas for developments.

1.3 Objectives of the Report

The main aim of this study is to gain an understanding of the reservation management process of New Line Travel International. To address this objective, the following specific objectives are:

Specific Objectives

- To identify the role of RMS.
- To analyze the effective operations of RMS.
- To discover the troubles and constraints of RMS system.

1.4 Methodology

A qualitative methodology was used in this study to evaluate the effectiveness of New Line Travel International's Reservation Management System (RMS) through direct observation and system evaluations.

1.4.1 Type of Report

This paper, which is purely descriptive and analytical examines New Line Travel International's reservation management system.

1.4.2 Data Sources

- **Primary data:** Acquired by discussions with staff members, witnessing the RMS in practice, and having interactions with management.
- **Secondary data:** Compiled from organizational files, papers, and relevant publications concerning reservation management systems of the travel industry.

1.4.3 Data Collection Method

- **Interviews:** Taken with management and employees in order to collect information concerning the efficacy, limitations, and implementation of the RMS.
- **Observation:** thorough evaluation of the method by which the mechanism works and how it influences everyday activities.

1.4.4 Data Analysis & Report Writing

The data collected was analyzed by assessing the overall effectiveness of the system in comparison to industry standards, by determining significant performance metrics and evaluating client satisfaction rates.

Chapter 2:

ORGANIZATIONAL PROFILE

2.1 History

Since its establishment in 1997, New Line Travel International has transformed into one of Bangladesh's greatest providers of tourism services. The company has over 20 years of experience and is recognized for offering a variety of travel alternatives, specifically with regard to business, job opportunities and visa processes for tourists.

2.2 Vision, Mission and Goals

Vision

To establish themselves as the leading provider of tourism services, recognized by offering reliable, efficient, and personalized services in the tourism and travel industry.

Mission

To ensure the confidence and fulfillment of our customers by offering experienced advice, visa assistance, and custom travel options that accommodate for their various desires, we aim to deliver smooth journeys.

Goals

Through constant advancement and exploring out new business prospects, Newline Travel International strives to expand its footprint, improve the standard of its services, and increase client satisfaction in the international travel sector.

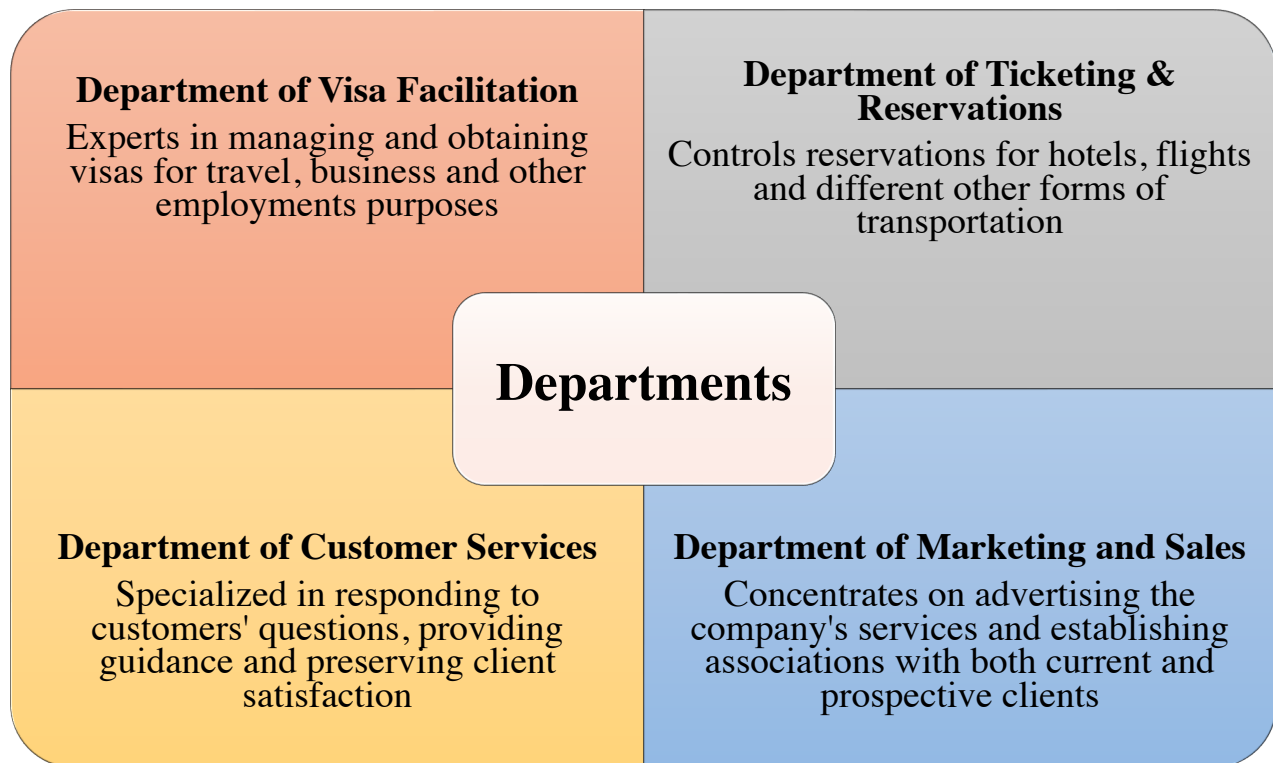
2.3 Philosophy

The company operates on the principle that every customer is entitled to personalized, hassle-free travel arrangements. Their commitment lies in providing superior customer service, especially in the area of visa facilitation, that simplify the frequently difficult travel planning procedures.

2.4 Organizers

Acting as the company's chairman, Akram Khan has been significant in guiding it towards success from its initial days. Newline Travel International has expanded its services and become one of the leading companies in the business under his guidance.

2.5 Departments



2.6 Products & Services

Key Services:

- **Visa Assistance:** Deals with visa inquiries for business, trip, and employment.
- **Flight Reservations:** Galileo RMS is used for real-time reservations and booking.
- **Hotel arrangements:** Collaborates with international hotels to provide accommodation for customers.
- **Ground Transportation & Vehicle Rentals:** Makes travel arrangements at locations.
- **Travel packages:** Schedules trips both at home and abroad for customers.
- **Travel insurance:** offers protection for a safe and worry-free trip.

Other Services:

To improve the quality of service, customer support and travel consultation are offered.

2.7 Financial Highlights

- **Increase of revenues:** Continuous increase driven by services for corporate travel and visas.
- **Profit margins:** Solid margins from airline reservations and visa processing.
- **Cost regulation:** Galileo RMS minimizes expenses for maintenance.
- **Plans for expansion:** Establishment of additional workplaces in major centers.

Significant figures:

- **Revenue for a year:** 50 million BDT
- **Margin of operation:** 12-15%
- **Capital spending:** Targeted on RMS improvements and customer support.

2.8 SWOT Analysis

Positive aspects:

- With above 20 years of expertise, the company has built an exceptional reputation.
- Broad service deals.
- The Galileo RMS gives users technical advantages.
- A significant customer-oriented strategy.

Shortcomings:

- System failures in RMS.
- Insufficient analytics for data.
- Utilizing third-party suppliers of services.

Prospects for growth:

- Expanding a middle-income and commercial travel.
- The use of technology in order to promote interaction with customers.
- Collaborations with the airline industry and hotel businesses.

Risks:

- Heavy rivalry within the industry.
- Economic uncertainty influences tourists' demand.
- Delays in technology resulting from digital platforms.

Chapter 3:

RESERVATION MANAGEMENT

SYSTEM

3.1 Primary roles of RMS

1. Centralized portal for reservations:

- Reservations from many different sources (such as websites, independent booking platforms, telephone conversations) can be managed effectively with the help of RMS. Inconsistencies and fraudulent reservations have decreased due to centralized control.

2. Administration of availability and inventories:

- RMS modifies inventories with regard to verified or cancelled reservations and monitors real-time availability in rooms or places. This implies that customers and staffs will always have access to the updated details.

3. Adaptive prices and management of revenues:

- Flexible pricing elements frequently appear in the system, which modify charges in accordance with request, fluctuation in demand, and vacancy rates. By offering best prices, this aids firms in maximizing revenues.

4. Automated verification and interaction:

- Notifications subsequent follow-up interactions, and confirmations of reservations may all be sent out automatically by RMS to clients, minimizing time spent on manual correspondence and boosting the client's experience.

5. Collaboration with diverse systems:

- Devices such as Property Management Systems (PMS), Customer Relationship Management (CRM) and payment processing platforms are few examples of the systems that RMS frequently interfaces with. This helps to make sure that everything runs smoothly between each section.

6. Statistics and reporting:

- It delivers statistics on revenues, customer profiles, and reservation patterns, offering valuable information for better operational effectiveness and tactical choice-making.

7. Management of client's data:

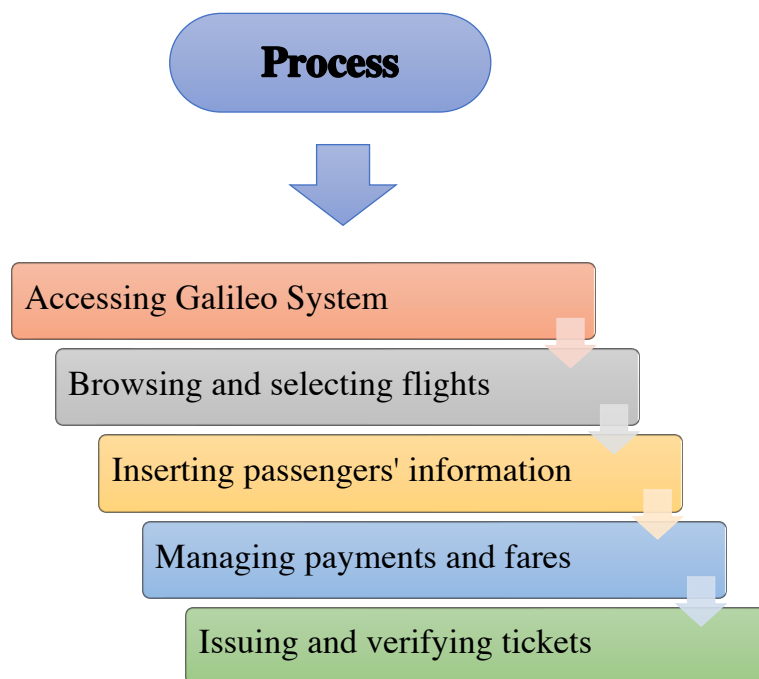
- By maintaining customer demands, arranging data, and specific demands, the system helps entities to provide tailored services and develop greater connections with clients.

8. Management of platforms:

- Companies may successfully control and distribute inventories across platforms through the integration of RMS with a range of distribution methods, such as Global Distribution Systems (GDS), and Online Travel Agencies (OTAs).

In general, RMS increases the productivity and sustainability of a company's reservation management operations by getting rid of manual efforts, reducing mistakes, and increasing reservations.

3.2 Process



Analysis and description of the process

1. Accessing Galileo system

➤ Description:

The first step is to sign into the Galileo system, a Global Distribution System (GDS) that is used to coordinate flights. To have access to the system, the agent must have a specific user ID and password.

➤ Analysis:

- **Purpose:** Guarantees privacy and regulatory compliance by limiting the accessibility of the system to only authorized employees.
- **Cruciality:** This stage is essential because it sets the basis for all other processes that come after. The inventory of flights, airfares, and features for reservation management cannot be accessed without appropriate login details.
- **Problems:** In order to avoid unapproved access, which may result in breach of information or abuse of system, employees should make sure they use the appropriate login information and comply with the regulations.

2. Browsing and selecting flights

➤ Description:

The agent is required to insert the passenger's trip details, including preferable airlines, service level (economy, business, etc.), departure and arrival following the login. The Galileo system scans for flights that fall within the standards and produces a list of flights.

➤ Analysis:

- **Purpose:** Assists in determining the best choice of flights based on the needs and desires of the client.
- **Cruciality:** Specific search parameters are crucial in order to prevent displaying inappropriate alternatives, which may cause disappointment among passengers or cause them to lose out on greater offers.
- **Problems:** When keeping records of the needs of the customer, agents must be accurate. Inaccuracies in date and time, location, or requested choices may result in incorrect reservations and complaints from customers.

3. Inserting passenger's information

➤ Description:

Following the selection of a flight, the agent inputs the passenger's name, date of birth, nationality, passport number, gender and additional inquiries (such as desired meals, seat preferences).

➤ Analysis:

- **Purpose:** Guaranteeing that all significant information regarding passengers is

properly documented, which is necessary for security and keeping records.

- **Cruciality:** Any errors in the data provided by the passenger could lead to problems at the immigration or check-in desks, and hence this step remains to be extremely important.
- **Problems:** Particularly for foreign travel, accuracy is critical since errors in passport numbers or names might lead to rejected boarding or ticket renewal charges.

4. Managing payments and fares

➤ Description:

The sum of the cost is calculated by the Galileo system using passenger's data and choice of flights. Following that, the agent handles the payment, which can be made with a credit card, money transfer from a bank or other accepted forms. The booking is upgraded to a "ticketed" status when payment is confirmed.

➤ Analysis:

- **Purpose:** By ensuring payment confirmation, this guarantees the reservation and makes it validly binding.
- **Cruciality:** This phase verifies the reservation and sets the cost. Booking cancellations or adjustments to prices may result from glitches or disruptions in the payment processing method.
- **Problems:** Errors or inconsistencies in payment data could make the reservation procedure more challenging. Agents have responsibility for making sure the accurate amount is charged and that the payment is administered efficiently.

5. Issuing and verifying tickets

➤ Description:

The technology produces an identifiable Electronic Ticket Number (ETN) and delivers an electronic ticket (e-ticket) upon a successful transaction. The customer receives a confirmation of the reservation and the details of the tickets from the agent.

➤ Analysis:

- **Purpose:** Makes sure that the client has an official documentation of ticket and ends the booking.

- **Cruciality:** The reservation procedure is finished once the ticket is issued. The customer's reservations for trips may be influenced by any errors or failures, which requires reissuance.
- **Problems:** There may be extra charges for adjustments or cancellations after a ticket has already been issued. As a result, the agent has to verify every detail a final time before confirming the issuing of the ticket.

3.3 Responsibility of Specific Departments

Department of visa facilitation

Function:

Handling travel-related documents and visa application processing.

Responsibilities:

- Help clients prepare their visa applications and additional paperwork.
- Send applications to the appropriate authorities, then follow up on their progress.
- Give information and assistance on whether a visa has been approved or denied.

Department of tickets and reservations

Function:

Organize reservations for accommodation, flights, transportation, and so on.

Responsibilities:

- To locate and arrange accommodations, flights, and other services through Galileo.
- Verify reservations and provide clients with tickets or confirmations.
- Respond to requests for rebooking, cancellations, and adjustments.

**BASIC RESERVATION
REFERENCE GUIDE**

TRAVELPORT

Official Partner

Important Commands & Shortcuts

CTRL+W	Clear Window
CTRL+↑	Display Previous Entry
CTRL+↓	Back on Present Entry
MD or pg dn	Move Down
MU or pg up	Move Up
I	Ignore (To get out of a PNR)
IR	Ignore and Retrieve (Refresh PNR)

Encode (To get code) & Decode (To get name)

	ENCODE	DECODE
1. City	.CE_____ City name e.g. .CEDHAKA	.CD_____ City code e.g. .CDCCU
2. Airlines	.AE_____ Airlines name e.g. .AEBIMAN	.AD_____ Airlines code e.g. .ADMK
3. Country	.LE_____ Country name e.g. .LEINDIA	.LD_____ Country code e.g. .LD SG

```

TTL OF 25  PRICING OPTIONS AND 35  ITINERARY OPTIONS RETURNED

PRICING OPTION 1                                TOTAL AMOUNT                                53391 BDT
ADT                                              TAX INCLUDED
1  BG    331  K  20JUL  DAC  JED  1405  1815  SA  773  KSALEO
«BOOK»    +TQ                                  D  R
  
```

Department of customer service

Function:

Respond to client questions and assure satisfaction during the reservation process.

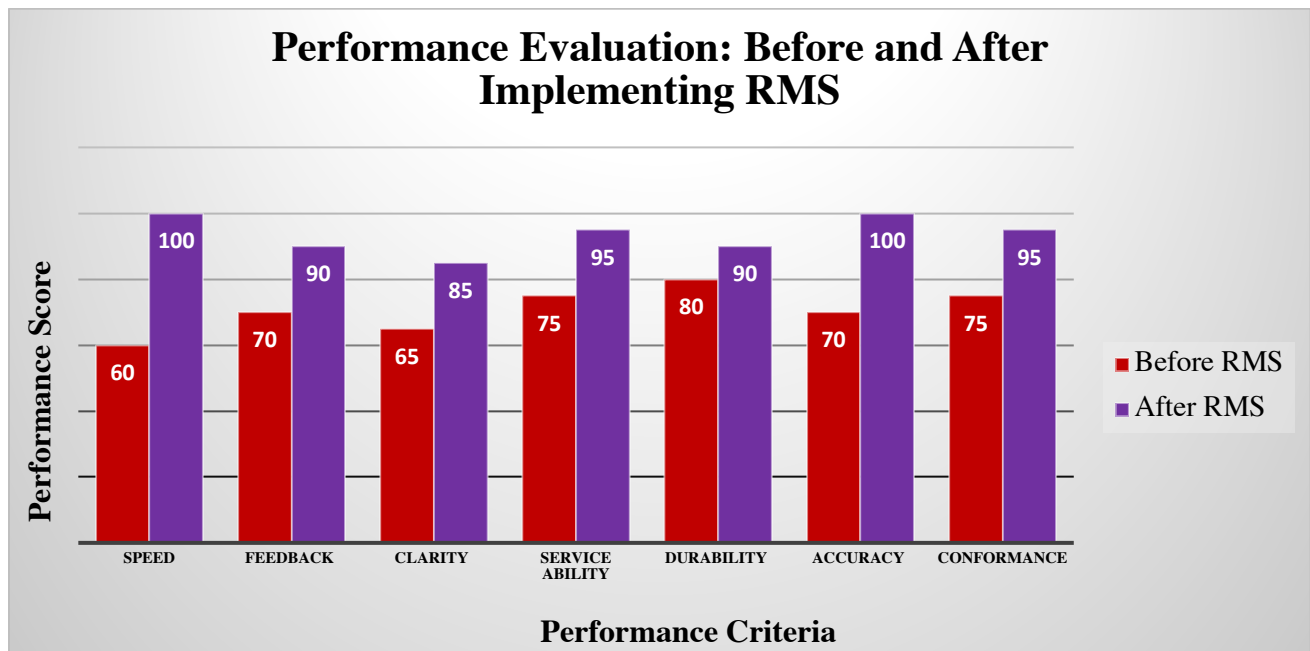
Responsibilities:

- Handle reservations, questions, and complaints.
- To guarantee a seamless experience, provide assistance prior to, during, and after the journey.
- Gather comments to enhance the quality of service.

3.4 Digital Implementation

Galileo RMS was implemented by Newline Travel International to improve bookings and operational effectiveness. The selection of Galileo was based on its ease of use, extensive worldwide reach, and ability to manage high transaction amounts, along with specific adaptations made for visa processing.

3.5 Performance Evaluation



The performance evaluation before and after the Reservation Management System (RMS) is displayed in the bar chart above across a number of criteria.

Analysis of enhanced performance

1. Speed:

- **Before RMS:** Score - 60.
- **After RMS:** Increased to 100 (40% improvement).

- **Clarification:** By implementing automated reservation procedures, RMS greatly increased speed of bookings.

2. Feedback:

- **Before RMS:** Score - 70.
- **After RMS:** Increased to 90 (20% improvement).
- **Clarification:** The feedback of customers improved and satisfactory experience grew by 20% as a result of speedier booking services and lesser mistakes.

3. Clarity:

- **Before RMS:** Score - 65.
- **After RMS:** Increased to 85 (20% improvement).
- **Clarification:** By delivering straightforward interactions and automated confirmations, RMS enhanced precision and minimized miscommunication.

4. Service Ability:

- **Before RMS:** Score - 75.
- **After RMS:** Increased to 95 (20% improvement).
- **Clarification:** The ability of employees to deal with client requests and enquiries strengthened the overall customer service performance.

5. Durability:

- **Before RMS:** Score - 80.
- **After RMS:** Increased to 90 (10% improvement).
- **Clarification:** RMS showed stability in operating effectively with steady performance and lesser disruptions.

6. Accuracy:

- **Before RMS:** Score - 70.
- **After RMS:** Increased to 100 (30% improvement).
- **Clarification:** More preciseness in reservations was ensured by automated and error-checking features of the system, which lowered errors made manually.

7. Conformance:

- **Before RMS:** Score - 75.
- **After RMS:** Increased to 95 (20% improvement).
- **Clarification:** The RMS ensured that rules and regulations of the industry were followed, which boosted overall compliance.

Chapter 4:

Findings, Recommendation & Conclusion

4.1 Findings

- 1) The effectiveness of the Reservation Management System (RMS) in organizing reservations from several platforms, avoiding irregularities, and offering immediate availability updates is demonstrated by this evaluation of the system.
- 2) By using a dynamic rate that adjusts to demand, RMS maximizes profits while simplifying interactions with clients through automation to improve customer service and reduce manual effort.
- 3) Strong connection with PMS and CRM platforms boosts efficient operation, while detailed reporting facilitates well-informed decision-making.
- 4) By enabling effective data management and allowing inventory control throughout different means of distribution, including GDS and OTAs, RMS also improves relationships with clients.
- 5) It minimizes manual errors, speeding up the booking process.

4.2 Recommendation

- 1) Increase automatic functions for interaction with customers in order to remove manual functions, improve customer satisfaction, and strengthen productivity in operations.
- 2) To reduce overbooked flights, eliminate errors, and improve customer satisfaction, by making sure inventory control has been fully optimized across every means of distribution such as GDS and OTAs.
- 3) Develop the level of collaboration between the PMS, CRM, and RMS systems to guarantee fast data transfer and improve departmental effectiveness.
- 4) Utilize the extensive analytical features to track revenues, client information, and reservation patterns. This will facilitate accurate choices and greater business strategy.
- 5) Make better connections with customers and increase obligation by providing personalized assistance with the help of the RMS's customer data management features.

4.3 Conclusion

The effectiveness and advantages of adopting Galileo for customers' satisfaction are made clear by its evaluation of New Line Travel International's reservation management system. Even if the system greatly improves the booking process, operational performance will be further strengthened

by resolving system outages and improving data analytics. The agency may improve customer satisfaction, simplify reservation management, and keep a competitive advantage in the travel market by putting the suggested initiatives into practice.

Bibliography

- 1) ***Big Data in Tourism Research: A Literature Review*** by J. Li, Lizhi Xu, Ling Tang, S. Wang and Ling Li ~ <https://www.sciencedirect.com/science/article/abs/pii/S0261517718300591>
- 2) ***BlueConic. (n.d.). Travel and Hospitality Data Collection Ideas. BlueConic Support.*** Retrieved September 18, 2024, from https://support.blueconic.com/hc/en-us/articles/213615445-Travel-and-Hospitality-Data-collection-ideas#h_01HHZ9HF7CX3P28BRB6NJ4FZ4E
- 3) ***Global Distribution Systems: A Field Study of Their Use and Advantages in Travel Agencies*** by Louis Raymond, F. Bergeron ~ <https://www.igi-global.com/viewtitlesample.aspx?id=51300&ptid=50894&t=global+distribution+systems%3a+a+field+study+of+their+use+and+advantages+in+travel+agencies>
- 4) https://support.blueconic.com/hc/en-us/articles/213615445-Travel-and-Hospitality-Data-collection-ideas#h_01HHZ9HF7CX3P28BRB6NJ4FZ4E
- 5) https://en.wikipedia.org/wiki/Galileo_GDS
- 6) <https://www.palisis.com/resources/what-is-a-reservation-system/#:~:text=A%20reservation%20system%20will%20streamline,website%20and%20online%20travel%20agencies.>
- 7) ***Swot Analysis and Strategies to Develop Sustainable Tourism in Bangladesh*** by Md. Sanaul Haque Mondal[2017] ~ <https://www.econstor.eu/bitstream/10419/195304/1/1011397595.pdf>
- 8) ***SWOT Analysis*** by Tanya Sammut-Bonnici and David Galea ~ <https://kobbytamakloe.wordpress.com/wp-content/uploads/2020/07/swot-analysis-kjm.pdf>