



Daffodil
International
University

**An Analysis On
Marketing activities of GRACE COX SMART HOTEL
Cox's Bazar**

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Date of Submission:



Letter of Transmittal

12-September-2022
Mahbub Parvez
Associate Professor
Department of Tourism and Hospitality Management
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Subject: Submission of the Internship Report

Dear Sir,

Please find attached here with my internship report titled "An analysis on marketing activities of Grace Cox Smart Hotel, Cox's Bazar" in order to fulfil the requirements of BTHM program. Working on my internship under your supervision is very enjoyable for me.

I have the wonderful opportunity to work for six months as an executive trainee in the marketing department, overseen by Mr. Obaidullah, the assistant sales manager. This report contains general information about marketing activities at "Grace Cox Smart Hotel". I've done my best to follow your guidelines.

It would be an honour if you found this report beneficial.

Sincerely yours,



Sheikh Ahmudul Islam Shanto
ID: 191-43-381
Bachelor of Tourism and Hospitality Management
Daffodil International University

CERTIFICATE OF SUPERVISOR'S APPROVAL

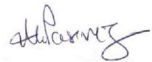
Sheikh Ahmudul Islam Shanto, a student of Daffodil International University bearing ID No. 191-43-381, Department of Tourism & Hospitality Management, Faculty of Business & Entrepreneurship, has successfully completed his internship from Grace Cox Smart Hotel.

He has prepared the report titled “An analysis on Marketing activities of Grace Cox Smart Hotel” under my direct supervision.

Notably, no part of this report has ever been submitted for a certificate, degree, or other honour.

I send him my warmest regards for future success.

Signature



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

Abstract

This internship report offers a thorough examination of Grace Cox Smart Hotel's marketing divisions, with a particular emphasis on tactics meant to increase market penetration and consumer involvement in the hospitality sector. Important insights were obtained by means of a thorough assessment of market trends, sales performance measures, marketing strategies, and consumer feedback.

The establishment of discrete market groups, which direct focused marketing strategies catered to particular consumer preferences, is one of the major results. A flexible and customer-centric marketing strategy is crucial, as evidenced by the areas of success and areas for improvement that were identified via analysis of previous marketing performances.

The importance of having a strong online presence became apparent, leading to suggestions for improved digital marketing tactics and the execution of targeted advertising campaigns. Furthermore, it highlighted the significance of teamwork in achieving common goals.

This study not only attests to the hotel's dedication to quality, but it also emphasizes how important it is to be flexible and sensitive when navigating the always changing hospitality market.

INTERNSHIP REPORT ON AN ANALYSIS OF MARKETING ACTIVITIES OF GRACE COX SMART HOTEL

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Chapter : 1

1.1 INTRODUCTION

A vital part of the global economy, the hospitality industry thrives on the art of providing exceptional client care, creating one-of-a-kind travel experiences, and encouraging cross-cultural interactions. My passion to comprehend the inner workings of this complex industry has greatly influenced my academic journey as a Tourism and Hospitality Management student at Daffodil International University.

This report details my six-month internship in the Grace Cox Smart Hotel's Sales & Marketing Department as an Executive Trainee. It includes not just the tasks and obligations I was assigned, but also the knowledge and skills I acquired throughout this transformative experience. For starters, it fulfils a basic academic need of my BTHM curriculum by allowing me to apply theoretical knowledge in a practical situation. This report correlates with the program objectives, allowing me to demonstrate the practical skills and competences developed via the internship.

Secondly, this study serves as a database for the hotel industry. Both present students and business professionals looking to gain a deeper understanding of the Sales and Marketing Department benefit from its assistance in preserving and disseminating knowledge.

This research concludes by showing how educational institutions can assist students become ready for challenges in the real world and how businesses may gain from fresh perspectives.

1.2 BACKGROUND OF THE STUDY

Before graduating from the BTHM program at Daffodil International University, every student is obliged to perform an internship of Tourism & Hospitality organization. This prerequisite is a necessary aspect of the academic process. As a dedicated participant in the program, I was overjoyed to learn about this chance.

Had the opportunity to apply acquired knowledge from the classroom and gained crucial insight into the operations of the hospitality business in the real world during the internship at Grace Cox Smart Hotel. Throughout the internship, there developed a keen interest in improving the calibre of experiences provided to visitors and the efficiency with which the business operates.

The internship at Grace Cox Smart Hotel marked a turning point in the pursuit of a future in hotel administration and the development of a comprehensive awareness of the hotel business.

1.3 SCOPE OF THE STUDY

This paper aims to give a thorough account of my six-month internship at Grace Cox Smart Hotel as an Executive Trainee, all within the framework of Daffodil International University's Tourism and Hospitality Management curriculum. This study's scope covers the following important areas:

Experience with the Internship: This report delves into the many tasks and real-world encounters that were carried out throughout the internship. It offers a thorough grasp of the responsibilities of a Executive Trainee at Grace Cox Smart Hotel, including duties related with the sales and marketing department, guest questions, and issue resolution.

Learning and Development: Throughout the report, the information and abilities picked up during the internship are examined. It emphasises how academic ideas may be used in real-world situations and how important practical experience is in the hospitality sector.

Cultural Sensitivity and Guest Satisfaction: The relevance of these factors in the hospitality industry is a major theme of this research.

Challenges and Problem-Solving: This report explains the challenges that were faced throughout the internship and the strategies that were used to overcome such challenges. It emphasises how important it is to be flexible and adept at handling problems in order to keep things running smoothly.

Sector insights: With a focus on the guest service area specifically, the study offers insights into the possibilities and problems facing the hotel sector today.

It is noteworthy that the majority of the observations and experiences I had while interning at Grace Cox Smart Hotel are reflected in this study. Although it provides a thorough overview of the internship, it could not address every facet of the hospitality sector or every possible option for further study in the tourism and hospitality management fields.

1.4 OBJECTIVES OF THE STUDY

The main objective of the report is to identify marketing activities maintained by Grace Cox Smart Hotel

1.4.1 SPECIFIC OBJECTIVES

1. To know and evaluate the different activities of marketing department.
2. To identify the marketing strategy of Grace Cox Smart Hotel.
3. To analyses the the performance of marketing department of Grace Cox Smart Hotel.

4.To suggest some suggestion to solve the problems that are identified.

1.5 METHODOLOGY AND STUDY DESIGN

This report employs a descriptive report approach, principally employing the information gathering and analytic procedures listed below:

Observation: During the internship time, activities, meet with visitors.

Conversation: Speaking with coworkers and supervisors at Grace Cox Smart Hotel to gain insights and opinions on the internship experience.

Document Analysis: Examining pertinent documents, such as training manual and corporate regulations, to augment qualitative data.

Reflection Journaling: Throughout the internship, keep a reflection notebook to document personal experiences, obstacles, and lessons learned.

Interviews: Holding organised or semi-organized interviews at the Grace Cox Smart Hotel with important stakeholders, including managers, patrons, and other pertinent staff members. This could provide more in-depth understanding of particular facets of the internship program or its workings.

Focus Groups: Setting up talks with other interns or staff members to discuss common experiences, viewpoints, and perspectives about the internship and the workplace.

Ethnographic Research: Immersion in the culture and surroundings of the hotel, through participation in activities or events, to get a more holistic knowledge of workplace dynamics.

Visual Data Collection: Using images, films, or drawings to record elements of the surroundings or interactions that might be difficult to record in words or on paper.

Secondary Data Analysis: Extending the document analysis to incorporate secondary sources such as industry reports, research papers, or news stories to give context or comparison with the acquired data.

1.5.1 DATA COLLECTION

Primary and secondary sources of information were gathered in order to provide an overview of the Grace Cox Smart Hotel's activities and services.

Primary Sources

The main methods of gathering data for my six-month internship in the marketing and sales division of the "Grace Cox Smart Hotel" were in-person interviews and current professional knowledge. By making use of already-existing information from the hotel's sales and marketing files. Examine sales data, consumer profiles, conversion rates, and engagement analytics from

marketing campaigns or online platforms. These statistics provide verifiable proof of the department's effectiveness throughout my internship.

Secondary Sources

The following secondary sources can be used to further the research.

1. Official website of "Grace Cox Smart Hotel".
2. Hotel Brochures & Pamphlets.
3. LinkedIn Profile
4. Other travel agency websites.
5. Publications and Industry Reports.
6. Social Media Analytics Tools.
7. Websites with User Reviews and Comments.
8. Market research and customer surveys.

I supplement my research with detailed data, industry insights, and numerous views that increase the knowledge of marketing and sales tactics within the context of the Grace Cox Smart Hotel by employing a broad variety of secondary sources.

1.6 LIMITATIONS OF THE STUDY

The qualitative research methods used in the internship report yielded informative details on the Grace Cox Smart Hotel Executive Trainee Internship. It is essential to recognize a number of limitations, though, since they may have had an impact on the readings and results. It was difficult to keep track of everything during the service period. Numerous errors were found, some of which are mentioned below. It was not permitted to review every aspect of marketing operations on a regular basis as a trainee. There isn't enough information on the hotel's website to fully characterize its offerings. Since trainees are only given restricted access and a restricted quantity of departmental information, it was challenging to get enough data because of hotel policy.

1. Nobody is permitted to regularly review every single marketing operational item while they are still a trainee.
2. Due to corporate policy and confidentiality concerns, some information and data are not publicly available.
3. The website lacks sufficient details about the hotel to provide a concise overview of its activities.
4. The study includes subjective experiences and personal reflections, which may differ among individuals in similar roles.

5. Observations may have been impacted by extraneous occurrences, seasonal fluctuations, or unanticipated situations during the training period. This might have limited the applicability of the findings to other contexts or timeframes.

Notwithstanding these drawbacks, the goal of this research is to offer insightful information on the hospitality sector internship and its consequences for professionals and students studying tourism and hospitality management.

CHAPTER 2

AN OVERVIEW OF GRACE COX SMART HOTEL



2.1 INTRODUCTION OF THE HOTEL



At Cox's Bazar, a sophisticated hotel called GRACE COX SMART HOTEL is currently open. With 70 rooms, an amazing décor, and a few striking rooms, this place is ready for guests. During their stay with GRACE COX SMART HOTEL, the hotel will take care of all the necessary services to ensure guests comfort and happiness. The hotel and Sugandha Sea Beach Point are very near to one another. In addition to a beautifully designed food and beverage outlet for requirements, the hotel

features a live kitchen that serves food for children. Currently, the hotel has twenty-seven Standard Double Queen rooms, each measuring 280 square feet and accommodating a maximum of two adults. Additionally, there are 25, 300 square foot Deluxe Double King rooms in the hotel that can house up to two persons. Additionally, the hotel has four Superior Quadruple rooms that can accommodate up to four adults, 10 Deluxe Twin rooms that can accommodate up to two adults, and 4 Executive Suite with Sea View rooms that can accommodate up to three adults and are the most expensive category. The position, which is conveniently located to the lovely Sughandha Sea Beach Point, enables to fully appreciate Cox's Bazar's natural beauty by providing quick access to the spotless coastline and breath-taking sea vistas.

Savour the senses in the live kitchen, where skilled chefs combine locally sourced, fresh ingredients to create a unique gourmet experience. The tastefully designed Food and Beverage outlet offers a varied menu carefully chosen to entice the palate, satisfying all cravings. Special attention is given to the youngest patrons with a separate kids' food area, ensuring the whole family enjoys a great meal together.

In addition to providing lodging, the Grace Cox Hotel offers an amazing experience designed to make time in Cox's Bazar even more memorable. Experience opulence, relaxation, and the making of lifelong memories in an environment that exceeds expectations.

Location:	Plot 22, Block C, Kolatoli, Sea Beach Road Cox's Bazar, Bangladesh
Reservations:	4 Star Deluxe.
Hot Line:	+88 01700707788
Reservation:	+88 01700707788, +88 01700707789, +88 01700707790
For Corporate:	+88 01700707788, +88 01700707794
Email:	reservation@hotelgracecox.com
Star Category:	4 star deluxe
Industries:	Travel Arrangements
Headquarters:	Cox's Bazar, Chittagong
Type:	Privately Held
Founded:	2019
Specialties:	Boutique hotel and luxurious

Proximity: The Grace Cox Smart Hotel and Samader Bzr are both close by—the former is 7.4 km distant, and the latter is 5.8 km. The closest airport is Cox's Bazar International Airport, 6km away, and the facility offers a free airport shuttle service.

2.2 BACKGROUND OF GRACE COX SMART HOTEL

2.2.1 Mission Of Grace Cox Smart Hotel

The Mission at Grace Cox Smart Hotel is to deliver a flawlessly extraordinary and customised guest experience. The goal is to surpass our visitors' expectations by providing them with exceptional comfort, flawless service, and cutting-edge facilities. The goal is to create lasting memories and make sure each visitor feels appreciated and well-cared for throughout their stay. To do this, we strive to create an environment that is warm, professional, and detail-oriented. The commitment to quality goes beyond just providing lodging; we want to be a shining example of hospitality, breaking through with innovative approaches to client pleasure and customised care.

2.2.2 Vision Of Grace Cox Smart Hotel

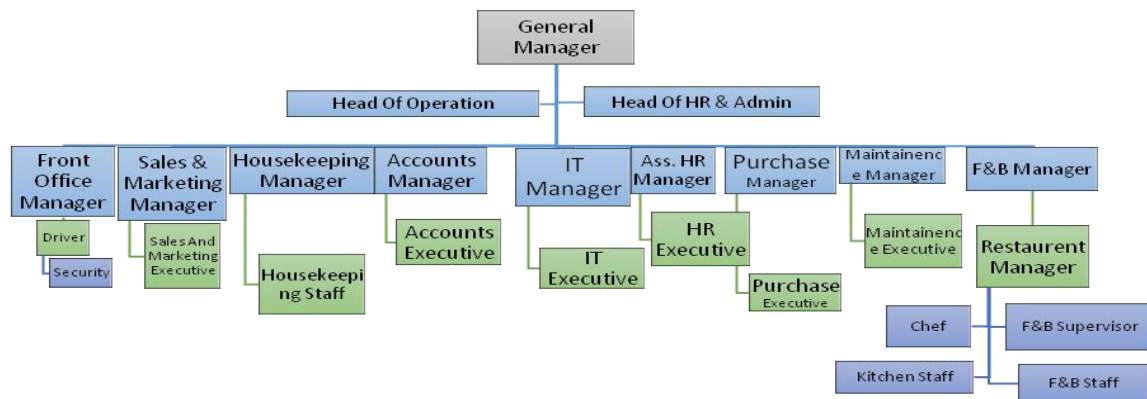
The vision of Grace Cox Smart Hotel is to become a leader in upscale hospitality, creating new standards for the sector. The vision is to become a world-renowned travel destination known for its exceptional quality, inventiveness, and customised visitor experiences. The ambition is to always improve, including new technologies and eco-friendly methods while holding onto our cosy, opulent core.



The work tirelessly to achieve excellence in order to strike a healthy balance between history and contemporary and make sure that each and every visitor is not only happy but also inspired by their exceptional stay at our hotel.

2.2.3 Organisational Chart Of Grace Cox Smart Hotel

Important positions and reporting lines within the hotel are highlighted in the Grace Cox Smart Hotel organisation chart, which also explains the structure of the management hierarchy. Establishing power and defining duties are ensured by this framework.



Each department is led by a manager who is in charge of certain duties vital to the hotel's performance. The addition of support personnel such as supervisors, coordinators, and assistants improves operational efficiency even more.

2.3 DESCRIPTIONS OF THE DEPARTMENTS

FRONT OFFICE DEPARTMENT

The initial point of interaction between visitors and the Grace Cox Smart Hotel is the front desk. It is essential to achieving the goal of providing all guests with a pleasant and trouble-free experience. Helping guests with the check-in and check-out processes, answering their questions and requests, and resolving any issues that may come up while they are on the property are the main responsibilities. The goal of the front desk staff is to make visitors feel welcome and to make their experiences at the hotel as enjoyable as possible.

HOUSEKEEPING DEPARTMENT

The Grace Cox Smart Hotel's Housekeeping department is in charge of keeping all guest rooms, public areas, and amenities clean and organised at all times. This responsibility is delegated to the department's supervisor. Guests may expect this crew to work hard during their stay to provide an environment that is not only enjoyable but also sanitary for them.

Furthermore, members of the cleaning team play an important part in preparing guest rooms or arrivals and ensuring that all amenities are available in the rooms. Their attention to the

smallest details contributes significantly to the overall high quality of the experience they provide to their consumers.

FOOD & BEVERAGE DEPARTMENT

The hotel's numerous dining options, including bars and restaurants, are managed by the Food and Beverage Service division. This team is in charge of welcoming customers, taking their orders, and ensuring they have a wonderful meal. They are essential to upholding high standards of service and fostering a welcoming atmosphere where patrons may savour their meals.

FOOD & BEVERAGE DEPARTMENT

The Food and Beverage Production department is in charge of producing and serving all food and drinks provided at the Grace Cox Smart Hotel. This includes the culinary workers, who produce a range of foods from a variety of cuisines to match the clients' tastes. The crew goes to great lengths to ensure that the flavour and quality of the cuisine meet or surpass the expectations of the clients.

HUMAN RESOURCE MANAGEMENT

The hotel's Human Resource Department is critical to the hotel's overall staff management. As part of their responsibilities, they are in charge of staff recruiting, training, and development. They establish a healthy working environment that encourages employees to collaborate and maintain a professional atmosphere, and they ensure that employees have the information and skills required to thrive in their professions.

SALES & MARKETING DEPARTMENT

Promoting and attracting guests to the Grace Cox Smart Hotel is the responsibility of the sales and marketing department. Among their duties are developing marketing plans, managing offline and online advertising campaigns, and establishing partnerships with corporate clients and travel brokers. Their work is essential to raising hotel revenue and reservations. The sales and marketing department of the Grace Cox Smart Hotel is in charge of customer recruitment and advertising. Creating marketing plans, overseeing offline and online advertising campaigns, and establishing alliances with corporate clients and travel agents are some of their responsibilities. Their input is essential to increasing hotel bookings and earnings.

ACCOUNTS & FINANCE DEPARTMENT

The Account & Finance Department oversees all financial activities at the hotel, including budgeting, financial reporting, and revenue management. They handle invoicing and

payments and keep correct financial records to safeguard the hotel's financial sustainability. This section is critical to the hotel's financial sustainability and performance.

MAINTENANCE DEPARTMENT

Ensuring the proper operation and upkeep of the hotel's physical infrastructure is the responsibility of the Grace Cox Smart Hotel's Maintenance Department. The foundation of the hotel's operational efficiency, this department is in charge of maintaining the public spaces, guest rooms, and essential utilities.

Regular inspections, repairs, and preventative maintenance are the major duties of the maintenance department in order to guarantee the comfort of guests. Whether it's fixing a plumbing issue, keeping up with electrical systems, or making sure the HVAC systems are operating efficiently, the maintenance team is committed to creating a secure and welcoming environment for both guests and employees.

IT DEPARTMENT

The IT Department of Grace Cox Smart Hotel is the technology infrastructure of the hotel. Their duties include managing the hotel's network and cybersecurity. Using property management systems to provide effective front desk operations. Providing technological assistance to visitors and staff. Upkeep of gear, software, and internet presence. Investigating new technologies to improve visitor experiences and operations. In an age where technology is fundamental to the guest experience, the IT Department is critical to ensuring Grace Cox Smart Hotel stays technologically competitive and capable of providing outstanding service.

PURCHASE DEPARTMENT

Grace Cox Smart hotel operations rely heavily on the Purchase Department. They are responsible for sourcing and negotiating with vendors. Inventory and supply management for many hotel services. Ensure cost-effective purchase while maintaining quality. Providing critical resources to ensure smooth operations across departments. Prudent purchase selections contribute to efficient budget control. The Purchase Department's efficiency is critical to sustaining the hotel's quality standards while efficiently controlling expenses. Their rigorous procurement processes ensure that supplies and resources flow smoothly throughout the company.

2.4 PRODUCTS AND SERVICES OF GRACE COX SMART HOTEL

Hotel Facilities and Amenities

Front Desk (24 Hours): The attentive front desk employees are on hand to help with requests and respond to any questions visitors may have.

Full-Time Concierge: A full-time concierge may provide you individualised suggestions for things to do and places to see.

Currency Exchange Services: For maximum convenience, just exchange currencies at the hotel.

Baggage Storage: Leave your bags in a safe place at the hotel.

Car Rental and Parking: Use car rental and parking services to see the region at your own speed.

eating alternatives: Take advantage of a range of eating alternatives, such as room service, in-room dining, and a private dining area. Enjoy minibar snacks to go with your dinner and remain connected with high-speed Internet.

Stand-by Generator: Because of the stand-by generator, you can be confident that there will always be electricity.

Rooms & facilities: The tastefully furnished rooms are furnished with a variety of facilities to promote comfort and relaxation.

Digital Lock and small Bar: Every room has a small bar with a refrigerator and a digital lock for further protection.

Entertainment: An LED TV, phone, and glass coaster will keep you amused.

Toiletries and More: Use the offered supplies to freshen up, such as cotton buds, combs, brushes, toothpaste, and toothpicks. A baggage holder, a closet, and an amenity tray are extra features.

Large Bathtub: Unwind in the roomy bathtub while enjoying the free body lotion, shampoo, bath gel, and foam.

CCTV Coverage: For extra security, the hotel is monitored by CCTV.

Round-the-clock Security Officers: Trained security officers are on duty twenty-four hours a day.

Emergency Exit signals: A safe and secure stay is ensured by clearly posted emergency exit signals. Grace Cox Smart Hotel is dedicated to provide a cosy, safe, and entertaining

2.4.1 ROOM CATEGORIES

Standard Double Queen

The hotel provide twenty-seven



Standard Double Queen rooms for just BDT 7000. Each of these expertly constructed rooms is 280 square feet in size, offering enough of space for your pleasure and convenience. Our Standard Double Queen rooms are ideal for couples or lone travellers looking for comfort and sophistication. They have one queen-sized beds, assuring a comfortable night's sleep.

Deluxe Double King



Twenty-five Deluxe Double King rooms at Grace Cox Hotel provide a sumptuous vacation in Cox's Bazar. These rooms, with a spacious 300 square feet, are intended to enrich your stay with us. Relax in grandeur as you unwind in a spacious room with a

beautiful king-sized bed, guaranteeing a pleasant and refreshing experience. The spacious layout provides plenty of space to relax and make yourself at home during your stay. With a maximum adult capacity of two people, The Deluxe Double King rooms are ideal for couples looking for a luxurious getaway or those looking for an extra touch of comfort while travelling.



Deluxe Twin

Grace Cox Hotel's exclusive 10 Deluxe Twin rooms provide luxurious luxury. Each room is 300 square feet in size, offering plenty of space for a nice stay. These rooms are ideal for couples or groups of friends looking for a trendy and comfortable place to stay. Our Deluxe Twin rooms, priced at BDT 8000, provide an exceptional combination of size, style, and convenience. Enjoy the beauty of the carefully designed furnishings as well as the comfort of two snug twin beds, guaranteeing a good night's sleep and a revitalising stay in Cox's Bazar.

Superior Quadruple

At Grace Cox Hotel, the exclusive four Superior Quadruple rooms provide exceptional luxury and spaciousness. Each spacious room is 450 SF in size, providing plenty of space for relaxation and recreation. With a maximum adult capacity of four people, these rooms are great for families or small parties looking for a luxurious yet accommodating stay. Our Superior Quadruple rooms redefine elegance and convenience and are priced competitively.

from BDT 13000. Enjoy the additional space, which has been intended to give a seamless combination of comfort and functionality for a memorable stay in Cox's Bazar.

Executive Sweet Sea View

The unique four Executive Suites with Sea View at Grace Cox Hotel provide grandeur and beautiful views. Each spacious apartment is 600 square feet in size and offers plenty of room and comfort. With a maximum adult capacity of three people, these suites are an excellent alternative for discriminating visitors looking for a luxurious stay. Our Executive Suites with Sea View embody refinement



and elegance and are priced competitively at BDT 17000. Immerse yourself in luxury while admiring panoramic views of the sea, enhanced by expertly designed furnishings, guaranteeing an unforgettable Cox's Bazar experience.

2.4.2 BANQUET HALL

The Grace Cox Smart Hotel banquet hall named “**Bay View Hall**” is a flexible room built to fulfil the different demands of event hosts. This adaptable space is ideal for a wide range of events, including conferences, seminars, product launches, and even private interviews. The versatility of this banquet hall distinguishes it. The banquet hall's distinguishing feature is its

versatility, which makes it an excellent choice for holding a variety of events. This multipurpose facility adjusts smoothly to meet the particular needs of various events thanks to its flexible layout and cutting-edge facilities.



Conferences & Seminars: The banquet hall is suitable for organising business events, as it is equipped with cutting-edge video technology and extensive seating configurations. The room can be adjusted to accommodate varied group sizes, creating a professional atmosphere conducive to productivity and participation whether it's a large-scale conference or an intimate seminar.

Product Launches: An impactful atmosphere is required when launching a new product. Our adaptable hall is the ideal setting for innovative presentations, exhibits, and interactive activities. The customizable arrangement and refined ambiance elevate the event, providing attendees with a memorable impression.

Private Interviews and Meetings: The dining space provides a polished and professional setting for more intimate occasions such as private interviews or executive meetings. The room may be set up to encourage concentrated talks while still preserving a sense of seclusion and exclusivity.

Aside from its adjustability, our banquet hall is complimented with a committed crew ready to assist in designing the area. We guarantee that every element, from bespoke seating arrangements to tailored food selections, matches with the host's vision, making each event unique and unforgettable.

SETUP STYLE	CAPACITY
A head table in a theatre style	100 persons
Round Table set up	70 Persons

2.4.3 RESTAURANTS

Taste Of Bay (All Day Dining)At Grace Cox Smart Hotel indulge on a culinary adventure at "Taste of Bay," acclaimed all-day dining restaurant. Start the day with a delicious treat as we provide an extensive buffet breakfast daily from 7:30 a.m. to 10:30 a.m. Our breakfast buffet is painstakingly designed to suit to the interests and tastes of our broad clientele, showcasing a mix of cuisines inspired by our visitors' places of origin and is complimentary for all room guests. The breakfast is also provided for walk-in customers at a reasonable price, ensuring that everyone can enjoy a delicious morning meal at our flagship restaurant. Reservations are accepted at the restaurant, allowing visitors to book their chosen

meal hours and ensure a smooth and comfortable experience.



Coast Line Cafe

Coast Line Café, nestled within the lobby and close to the hotel's main entrance, entices with its pleasant environment and scenic surroundings. This charming lounge, with its fantastic seating arrangement, is a paradise for indulging in delicious treats, freshly brewed coffee, and scrumptious baked goods, accessible day and night. Coast Line Café provides a warm and relaxing setting built for ultimate comfort, whether you desire a calm area to unwind with friends and family or a serene solo getaway. Enjoy a broad assortment of coffees and a delectable choice of freshly baked goods while immersed in the tranquil surroundings.

2.4.3 COMPLIMENTARY BENEFITS

- Welcome drinks upon arrival
- Delicious breakfast buffet for two guests per room
- Airport transportation (if just one way is needed)
- Two 500 mL bottles of mineral water
- Indoor fitness centre and mini-pool
- High-speed internet

Relax and energise your body in our well-designed, fully equipped gym. Despite its small size, our gym offers a wide choice of amenities designed to improve your workout experience. Everything from cutting-edge fitness equipment to a variety of weight and cardiovascular machines has been carefully selected to promote a revitalising workout session.



Billiard

Certainly, let us highlight the unique billiard zone's entertainment offering. We gladly introduce our own billiard zone, a refuge for relaxation and fun, elevating the staycation

experience. This specialised room, designed to add a touch of excitement and enjoyment to your stay, allows visitors to indulge in thrilling billiards games in a lively and friendly atmosphere. Enjoy moments of companionship and amusement while participating in friendly matches or honing your billiards abilities. Our zone has been thoughtfully designed to give an immersive and entertaining experience for guests to unwind, interact, and make lasting memories.

Swimming Pool

Escape to our painstakingly created tiny swimming pool for relaxation and refreshment, a refuge meant to simply melt weariness and revitalise your senses. This calm paradise, nestled inside the limits of our hotel, provides a serene escape for visitors looking to rest and refresh. Immerse yourself in the calming waves of our beautifully constructed pool, which was created with both aesthetics and comfort in mind.

Chapter 3

MARKETING ACTIVITIES OF GRACE COX SMART HOTEL

DEFINATION OF MARKETING

Marketing is the process of identifying customer needs and creating, communicating, and delivering products or services that meet those needs. It involves understanding the target audience and developing strategies to attract, engage, and retain customers. Marketing activities include advertising, promotions, sales, and customer service, all of which aim to build strong relationships between a business and its customers. In a broader sense, marketing not only promotes products but also ensures that customers see value in the brand, driving customer satisfaction and loyalty.

SPECIFIC ACTIVITIES OF MARKETING

According to Philip Kotler, a renowned marketing expert, marketing encompasses a wide range of activities designed to meet customer needs and promote business success. Some of the key marketing activities include:

1. **Market Research:** This involves gathering and analyzing data to understand customer needs, market trends, and competitor activities. It helps businesses make informed decisions about what products to offer and how to reach their audience.
2. **Product Development:** After identifying customer needs, businesses develop products or services that address those needs. This activity includes designing, testing, and refining products to ensure they are valuable to the target market.
3. **Pricing:** Setting the right price for a product or service is crucial. Pricing strategies take into account production costs, competitor pricing, and the perceived value by customers. The goal is to find a balance between profitability and customer satisfaction.
4. **Promotion:** This involves communicating the value of a product or service to customers through various channels such as advertising, social media, public relations, and sales promotions. The objective is to inform, persuade, and remind customers about the brand and its offerings.
5. **Distribution:** Also known as place, this refers to getting the product into the hands of customers. Businesses choose the right channels—such as online platforms, retail stores, or wholesalers—to make products accessible to their target market.
6. **Sales Management:** This involves managing relationships with customers, handling inquiries, and closing sales. Effective sales strategies ensure that customers are satisfied with their purchases and may lead to repeat business.
7. **Customer Relationship Management (CRM):** Building and maintaining strong relationships with customers is essential for long-term success. This includes ensuring good customer service, handling complaints, and engaging customers in meaningful ways to create loyalty.
8. **Brand Management:** This activity focuses on building and maintaining a positive image of the brand. It includes everything from logo design and packaging to reputation management and social media presence.
9. **Digital Marketing:** In today's world, marketing also involves online activities such as search engine optimization (SEO), social media marketing, email marketing, and

content creation. These activities help businesses reach a wider, more targeted audience.

10. **Performance Measurement:** Finally, marketing activities need to be monitored and measured to assess their effectiveness. Tools like key performance indicators (KPIs) and marketing analytics help businesses understand what strategies are working and where improvements are needed.

By executing these activities effectively, businesses can create value for customers, drive sales, and build lasting customer relationships, leading to sustained growth and success in the market.

3.1 DIFFERENT MARKETING ACTIVITIES OF GRACE COX SMART HOTEL

There are various type of marketing activities which are followed by Grace Cox Smart Hotel. These are :

1. **Market Research :** The marketing team at Grace Cox Smart Hotel conducts regular surveys and focus groups to gather insights about guest preferences, local attractions, and competitor offerings. They analyze data on traveler trends and customer feedback to refine their service offerings and identify potential new markets.

2. **Product Development :** Based on research findings, the hotel develops tailored packages that meet guest needs, such as romantic getaway packages, family-friendly activities, or business travel services. They continuously refine their amenities, like spa services or dining options, to enhance guest experiences.

3. **Pricing :** The pricing strategy involves competitive analysis of similar hotels in the area and assessing seasonal demand. The marketing department collaborates with finance to set dynamic pricing models that maximize occupancy rates while ensuring perceived value for guests.

4. **Promotion :** Grace Cox Smart Hotel employs various promotional strategies, including targeted social media campaigns, email newsletters, and partnerships with travel influencers. They run seasonal promotions, loyalty programs, and special events to attract new guests and retain existing ones.

5. Distribution : The hotel utilizes multiple distribution channels, including their official website, online travel agencies (OTAs), and travel agents. They ensure that booking is seamless across platforms and that promotional offers are consistently communicated.

6. Brand Management : The marketing team actively works on enhancing the hotel's brand image through consistent messaging across all platforms. They manage online reviews, create engaging content that showcases the hotel's unique offerings, and ensure that the brand voice reflects luxury and hospitality.

7. Digital Marketing : The hotel invests in search engine optimization (SEO) to improve online visibility, alongside social media marketing on platforms like Instagram and Facebook to engage with potential guests. They also run targeted email marketing campaigns to keep past guests informed about new offers and events.

8. Performance Measurement : The marketing department regularly tracks key performance indicators (KPIs), such as occupancy rates, guest satisfaction scores, and website traffic analytics. They use this data to assess the effectiveness of different marketing strategies and make informed adjustments to their plans.

By executing these marketing activities effectively, Grace Cox Smart Hotel can enhance guest experiences, attract new customers, and cultivate loyalty, ultimately contributing to its overall success in the competitive hospitality market

DEFINATION OF MARKETING STRATEGY

Marketing strategy is the process by which a company develops a broad plan to reach its target market and achieve long-term objectives. It involves analyzing customer needs, understanding the competitive environment, and creating a unique value proposition that differentiates the company's offerings. The strategy focuses on:

- **Target Market Selection:** Identifying the specific group of customers the business will focus on.
- **Positioning:** Defining how the product or service will be perceived in the market relative to competitors.

- **Marketing Mix Decisions:** Crafting the right combination of product offerings, pricing, distribution channels, and promotional efforts to meet the target market's needs.

KEY ELEMENTS OF MARKETING STRATEGY:

1. **Market Segmentation:** Kotler emphasizes that no single marketing approach will suit all customers. This helps the company tailor its offerings and marketing efforts more effectively.
2. **Targeting:** Once segments are identified, companies must choose which segment to focus on. Targeting involves selecting the most viable and profitable market segment where the company can offer the greatest value.
3. **Positioning:** Positioning refers to how the company wants its product to be perceived in the minds of customers. It is about defining the unique value the product or service offers compared to competitors. Kotler suggests that businesses must craft a clear, distinctive position in the marketplace that aligns with customer expectations.
4. **Differentiation:** To stand out from competitors, Kotler advises businesses to differentiate their offerings. This could be through unique features, superior quality, excellent customer service, or other attributes that give the product a competitive edge.
5. **Customer Value and Satisfaction:** According to Kotler, delivering superior customer value is at the core of any marketing strategy. This requires not just fulfilling customer needs but exceeding expectations to create customer satisfaction and loyalty.
6. **Marketing Objectives:** Setting clear, measurable objectives is a critical part of any marketing strategy. These objectives guide the overall direction of the strategy, helping businesses stay focused on achieving specific goals such as increasing market share, boosting sales, or enhancing brand awareness.

In essence, Kotler's marketing strategy framework emphasizes the importance of customer focus, value creation, and the integration of all marketing activities to achieve long-term success. The strategy should be dynamic and continuously adapted to changes in the market, customer preferences, and the competitive landscape.

3.2 MARKETING STRATEGIES OF GRACE COX SMART HOTEL

The various marketing techniques employed by Grace Cox Smart Hotel are designed to optimize brand visibility, draw in customers, and boost income. These tactics cover a wide range of platforms and methods, such as:

1. Market Segmentation : Grace Cox Smart Hotel segments its market based on various factors:

- **Demographics:** Targeting business travelers, families, couples, and solo travelers, with tailored packages for each group.
- **Geography:** Focusing on local tourists, regional visitors, and international travelers, particularly those from key markets.
- **Behavior:** Segmenting guests based on booking patterns, such as last-minute travelers versus those who plan in advance.
- **Psychographics:** Understanding guest lifestyles and preferences, like eco-conscious travelers or luxury seekers, to create targeted marketing messages.

2. Targeting : After identifying distinct segments, Grace Cox Smart Hotel prioritizes the following:

- **Business Travelers:** Offering amenities such as meeting rooms, fast Wi-Fi, and corporate packages to attract corporate clients.
- **Families:** Creating family-friendly packages that include kid-friendly activities and spacious accommodations.
- **Romantic Getaways:** Targeting couples with special offers for anniversaries and honeymoons that include spa treatments and dining experiences.

3. Positioning : The hotel positions itself as a **premium yet accessible destination** that combines luxury with personalized service. The key messaging focuses on:

- **Unique Value:** Highlighting features like state-of-the-art smart room technology, local culinary experiences, and exceptional customer service.
- **Competitive Edge:** Emphasizing its prime location near attractions and its commitment to sustainability and eco-friendly practices.

4. Differentiation : To stand out in a competitive market, Grace Cox Smart Hotel differentiates itself by:

- **Unique Features:** Offering high-tech amenities, such as smart room controls and a mobile app for seamless service.
- **Superior Quality:** Maintaining high standards in room cleanliness, comfort, and service quality.
- **Excellent Customer Service:** Providing personalized services, such as concierge recommendations and tailored guest experiences.

5. Customer Value and Satisfaction : Grace Cox Smart Hotel is committed to delivering exceptional customer value by:

- **Exceeding Expectations:** Implementing a guest feedback system to continually improve services and offerings based on real-time feedback.
- **Loyalty Programs:** Introducing a rewards program that offers exclusive benefits for repeat guests, fostering customer loyalty.

6. Marketing Objectives : The marketing department establishes clear, measurable objectives to guide its strategy:

- **Increase Market Share:** Aim for a 10% increase in occupancy rates over the next year by expanding marketing efforts in key target markets.
- **Boost Brand Awareness:** Enhance online presence through social media engagement and SEO strategies, with a goal of increasing website traffic by 20% in six months.
- **Enhance Guest Satisfaction:** Achieve a guest satisfaction score of 90% or higher through improved service offerings and engagement initiatives.

3.2.1 MARKETING MIX OF GRACE COX SMART HOTEL

Product: Grace Cox Smart Hotel offers a range of hospitality services, including accommodations, dining options, event spaces, and leisure facilities. The hotel focuses on providing high-quality amenities, comfortable accommodations, and personalized services to meet the needs and preferences of its guests. This includes well-appointed rooms, upscale dining experiences, spa services, and recreational activities.

Price: Pricing at Grace Cox Smart Hotel is determined based on factors such as room type, seasonality, demand, and competitive positioning. The hotel may employ dynamic pricing strategies to adjust room rates based on demand fluctuations and market conditions.

Additionally, the hotel may offer special packages, discounts, and promotions to attract guests and encourage bookings.

Place: Place in the context of Grace Cox Smart Hotel refers to the distribution channels and physical locations through which guests can access its services. The hotel may utilize various distribution channels, including its official website, online travel agencies (OTAs), travel agents, and direct bookings. Additionally, Grace Cox Smart Hotel may have multiple physical locations or properties in different destinations, each strategically located to cater to specific markets or traveler segments.

Promotion: Promotion encompasses the marketing communications and activities undertaken by Grace Cox Smart Hotel to promote its offerings and attract guests. This includes advertising campaigns across various channels such as social media, search engines, print media, and digital platforms. The hotel may also engage in public relations efforts, sponsorships, partnerships, and influencer collaborations to enhance brand visibility and credibility. Additionally, Grace Cox Smart Hotel may utilize email marketing, content creation, and loyalty programs to nurture relationships with past, present, and potential guests.

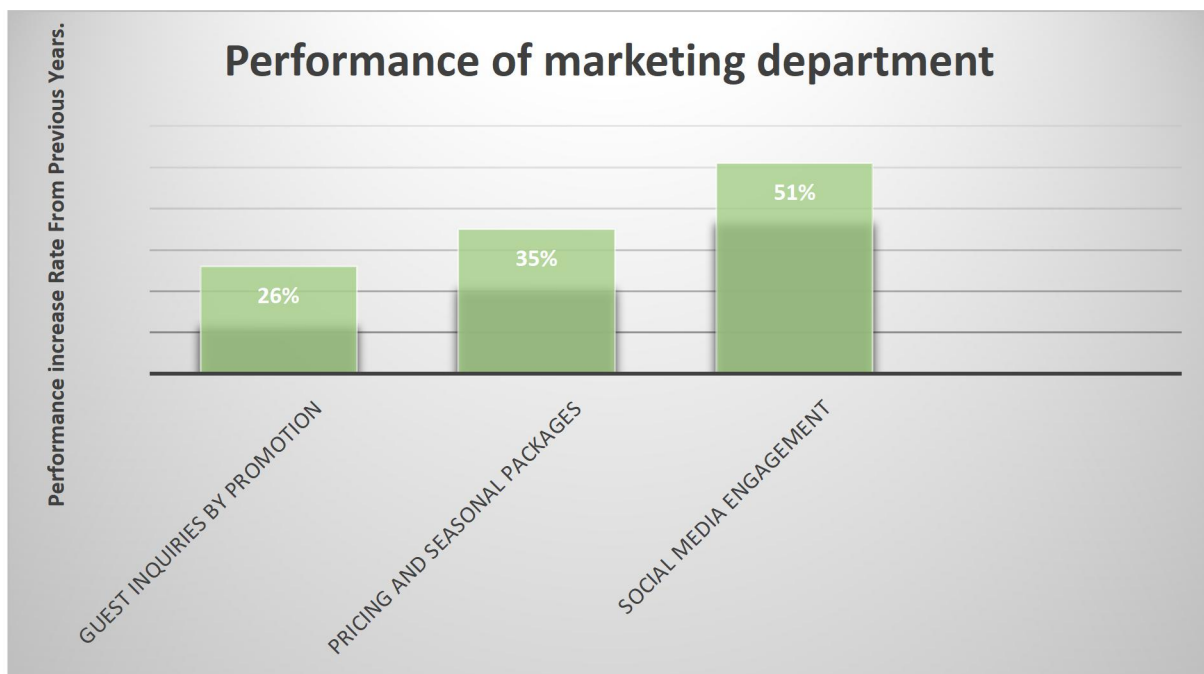
By effectively managing the marketing mix components, Grace Cox Smart Hotel aims to differentiate itself in the competitive hospitality industry, attract guests, drive bookings, and deliver exceptional guest experiences that align with its brand promise and values.

People: People in the hospitality sector are vital in determining the quality of the visitor experience. Grace Cox Smart Hotel prioritizes selecting and developing employees who share the brand's dedication to providing top-notch service. Personnel trained in providing individualized and attentive care include housekeeping, spa therapists, restaurant workers, and front desk staff. In order to make sure that staff members are aware about the hotel's services and are able to efficiently attend to customers' demands, the hotel may also fund staff development initiatives. Grace Cox Smart Hotel strives to create a warm environment that improves client satisfaction and promotes return business by empowering staff members and cultivating a good work environment.

Process: The Grace Cox Smart Hotel's service delivery techniques and processes are referred to as the "process." This covers all aspects of the stay, including making reservations, checking in, receiving services, and checking out. The hotel can employ technology, such as contactless payment methods, mobile check-in choices, and intuitive booking platforms, to

expedite these procedures. Grace Cox Smart Hotel may increase operational effectiveness and give visitors a flawless experience by streamlining these procedures. In addition to managing guest expectations and fostering trust, clear communication of policies, processes, and service offers can eventually lead to increased satisfaction and loyalty.

3.3 PERFORMANCE OF MARKETING DEPARTMENT AT GREACE COX SMART HOTEL

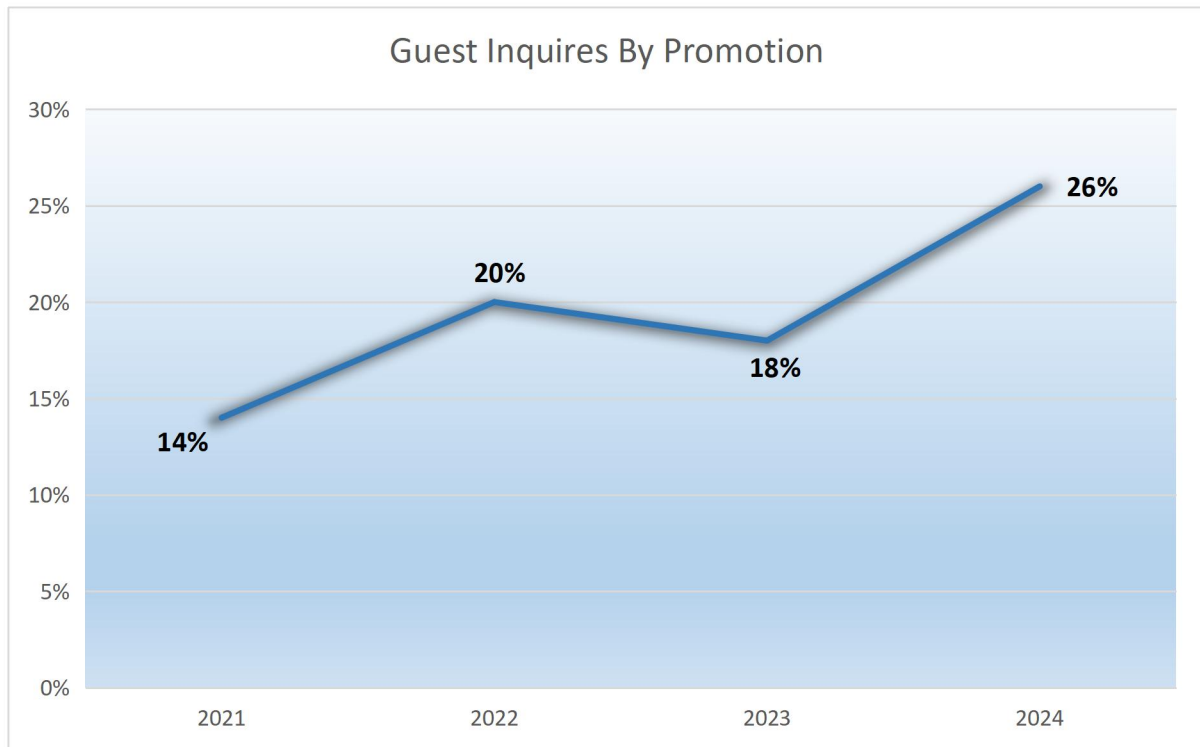


Here is the bar chart that represents the performance of the marketing department of Grace Cox Smart Hotel:

1. **Guest Inquiries by Promotion:** 26% increase compared to previous years.
2. **Pricing and Seasonal Packages:** 35% increase compared to previous years.
3. **Social Media Engagement:** 51% increase compared to previous years.

This chart clearly demonstrates the improvement across key areas, with social media engagement showing the highest growth, followed by guest inquiries and seasonal pricing strategies.

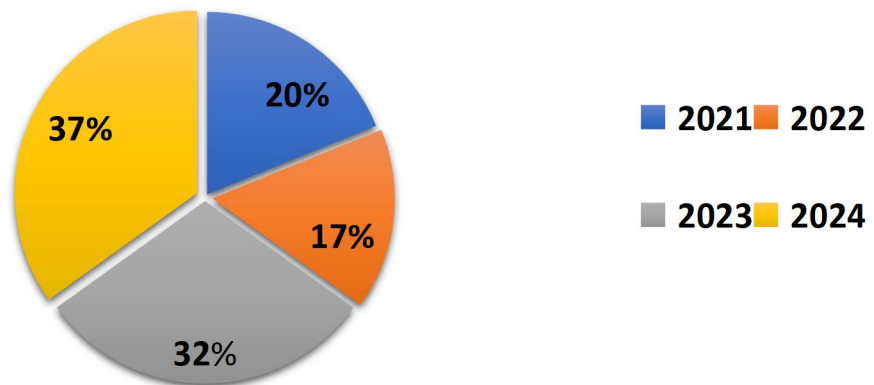
Guest Inquiries by Promotion: 26% Increase Compared to Previous Years



- **Analysis:** The 26% increase in guest inquiries compared to the previous years suggests that the hotel's promotional activities are becoming more effective. This improvement can be attributed to targeted campaigns and better segmentation of the audience.
- **Comparison with Previous Year:** Previous years, the inquiries were significantly lower, likely because the promotions were more generic and less personalized. This year, the focus on specific customer groups (such as honeymoon couples or business travelers) through targeted promotions helped increase the inquiry rate. Additionally, the use of data analytics tools to track inquiries and optimize the channels where the promotions were most effective contributed to the 26% rise.

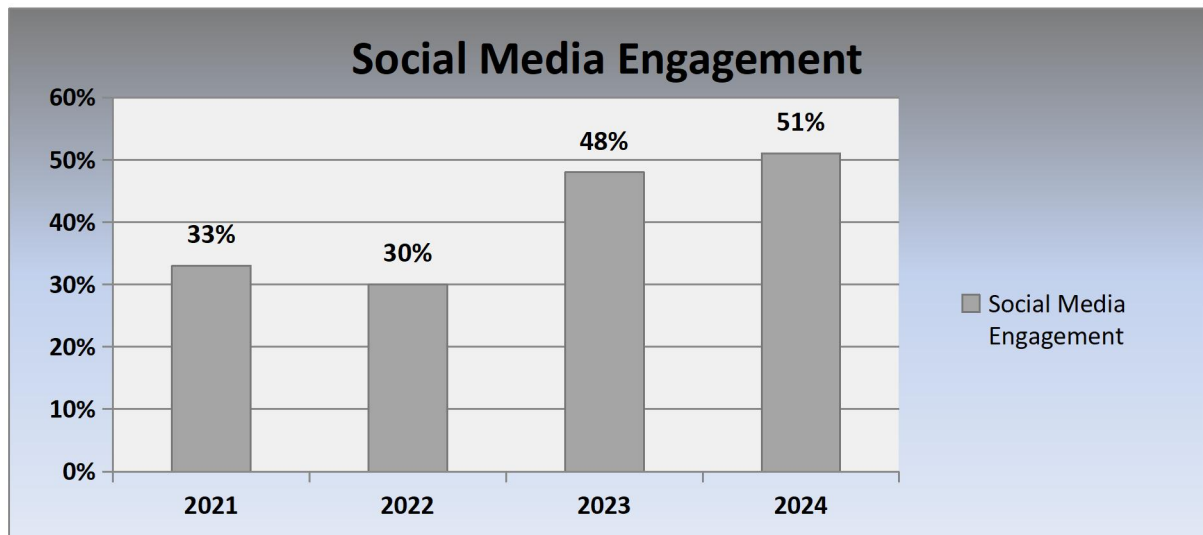
Pricing and Seasonal Packages: 35% Increase Compared to Previous Years

Pricing and Seasonal Packages



- **Analysis:** A 35% increase in bookings through pricing and seasonal packages indicates that the hotel successfully optimized its pricing strategy and tailored packages to suit market demand.
- **Comparison with Previous Year:** In the past, pricing might have been too rigid, missing opportunities to attract guests during off-peak times. This year, dynamic pricing models and attractive seasonal offers (such as weekend getaways and discounted rates for longer stays) were introduced, leading to the spike in bookings. By comparing occupancy rates and revenue, it's clear that flexible pricing and special packages made the hotel more competitive, especially in a highly seasonal industry.

Social Media Engagement: 51% Increase Compared to Previous Years



- **Analysis:** A staggering 51% increase in social media engagement shows the powerful impact of digital interaction in driving guest interest. Social media has become a primary tool for brand building, guest engagement, and lead generation.
- **Comparison with Previous Year:** Compared to last year, when social media presence might have been less consistent or engaging, this year saw more frequent posting, interaction with followers, and use of visuals like videos and guest testimonials. Collaborations with influencers and paid social media campaigns helped widen the audience. Tracking tools like social media analytics also allowed the marketing team to identify which content performed best and optimize their strategy.

3.5 SWOT ANALYSIS OF THE DEPARTMENT

In this section, I conducted a SWOT analysis of the Sales & Marketing Department at Grace Cox Smart Hotel, which necessitates an understanding of how it operates. This study considers the department's internal strengths and weaknesses, as well as external opportunities and threats. This provides us with useful information regarding the department's present condition and key areas to consider.

Strengths

1. **New Marketing tactics:** The department specialises in developing unique and new marketing tactics that keep up with industry developments.
2. **Skilled Personnel :** A team of skilled individuals with skills in various marketing platforms and visitor engagement.
3. **Strategic connections:** Strong ties with travel agents and corporate clients that help the hotel grow its reach and secure business connections.
4. **Digital Presence :** Effective use of digital platforms and social media for targeted marketing initiatives, increasing the hotel's online presence.
5. **Market Insight:** Conducts extensive market research to better understand visitor preferences, allowing for more targeted marketing campaigns.

Weaknesses

1. **Limitation Of The Resources :** Budget or labour constraints may prevent the implementation of large-scale marketing initiatives.
2. **Traditional Methods :** Reluctance to completely adopt emerging technology or creative marketing platforms.
3. **Brand Perception Issues:** Addressing unfavourable internet reviews or impressions that may harm the hotel's reputation.

Opportunities

1. **Market Expansion:** Investigating new demographics or specialised markets in order to increase the hotel's client base.
2. **Individualised Experiences:** Making use of data analytics to provide individualised visitor experiences and targeted marketing.
3. **Technological Integration :** embracing new technology in order to improve visitor engagement and marketing efficiency.
4. **Sustainable Practices:** Including eco-friendly activities and encouraging sustainability, in accordance with evolving visitor preferences.

Threats

1. **Competitive Landscape :** Intense competition in the region from major hotel chains or growing boutique motels.
2. **Economic Volatility:** Economic downturns have an influence on travel and discretionary expenditure, which in turn affects reservations.

3. **Regulatory Changes:** Regulation changes that affect marketing plans or promotional activity.
4. **Online Reputation Management :** Negative online reviews or social media attitudes hurting brand perception are examples of online reputation management.

CHAPTER : 4

FINDINGS, RECOMMENDATION & CONCLUSION

4.1 FINDINGS

This section presents observations made during my internship at the Grace Cox Smart Hotel, which are particularly related to the goals that were established for this internship. The report's overall conclusions about Grace Cox Smart Hotel Sales & Marketing operations provide important new information about the complexities of handling bookings and guaranteeing a satisfying guest experience. The main conclusions are as follows:

1.Limited Reach of Promotions

The hotel's promotional activities have effectively increased guest inquiries, but their reach remains limited, especially in international markets. The focus is primarily on local and domestic tourists, leaving international travelers under-targeted.

2.Insufficient Use of Data Analytics

Despite improvements in tracking guest inquiries and optimizing promotional efforts, the marketing department has limited access to advanced data analytics tools. As a result, there is a lack of comprehensive data on customer preferences, behaviors, and booking patterns.

3.Inconsistent Social Media Strategy

Social media engagement has grown by 51%, but the content strategy is inconsistent in both frequency and quality. This inconsistency leads to missed opportunities to engage potential guests.

4.Limited Seasonal Packages

While seasonal packages have been successful, the range of available options is limited. The current packages mostly cater to general tourists, leaving niche markets such as adventure tourists, wellness travelers, or corporate retreats underserved.

5.Communication Gaps in Cross-Departmental Coordination

There are communication gaps between the marketing department and other departments like operations and reservations. This leads to delays and misunderstandings when implementing promotions or handling customer inquiries.

4.2 RECOMMENDATIONS

1. Expand the Reach of Promotions

The hotel should broaden its promotional activities to target international markets. Collaborating with global travel agencies, using international online platforms like TripAdvisor or Expedia, and running targeted social media ads in foreign countries will help expand the reach. Furthermore, the website should support multiple languages to cater to international guests.

2. Invest in Data Analytics Tools

The marketing department should invest in advanced customer relationship management (CRM) software and analytics tools to gain insights into customer preferences, booking trends, and satisfaction. This will allow for more personalized marketing campaigns and improved customer experiences.

3. Develop a Consistent Social Media Strategy

A clear social media content calendar should be created to ensure consistent engagement with followers. Regular posts, user-generated content, and collaboration with influencers, especially during peak seasons, can help increase engagement and bookings.

4. Diversify Seasonal Packages

The hotel should develop a broader range of seasonal packages to cater to niche markets, including adventure tourists, wellness travelers, and corporate retreats. This will attract a wider customer base and boost occupancy during off-peak seasons.

5. Improve Cross-Departmental Communication

Establishing regular meetings between the marketing department and other departments, or using a shared internal communication platform, will improve coordination and efficiency when implementing promotions or handling customer inquiries.

4.3 CONCLUSION

In conclusion, the internship at the Grace Cox Smart Hotel gave me a thorough grasp of the nuances of the hotel industry's sales and marketing sectors. Several important conclusions were reached after thorough investigation and hands-on involvement. Distinct client categories were identified through market analysis, which improved the effectiveness of marketing initiatives. Analyzing historical sales data revealed both areas of success and regions in need of development.

The ever-changing field of digital marketing brought to light the need of having a strong online presence and prompted suggestions for improved digital strategy. Customer input also

acted as a compass for improving services, highlighting how important a customer-centric strategy is.

The relationship between sales and marketing became clear as a crucial factor, supporting coordinated efforts and joint ventures to meet shared goals. The internship's final report offers practical suggestions for improving the hotel's marketing and sales initiatives. The suggested tactics include targeted advertising, technology improvements, creative marketing campaigns, and an ongoing feedback loop for long-term expansion.

This experience highlighted the need of flexibility and agility in responding to market trends in addition to offering insight into the operational aspects. The knowledge and skills acquired during this internship form the basis for ongoing innovation and development in the sales and marketing fields.

Ultimately, the synthesis of data-driven insights and practical experiences stands as a testament to the hotel's commitment to excellence and its pursuit of optimizing sales and marketing strategies to exceed customer expectations and achieve sustainable growth."

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