

Internship Report
On
**“PR Marketing Process of Dhaka Regency
Hotel and Resort”**

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LETTER OF TRANSMITTAL

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Subject: Submission of Internship Report - “Public Relation Marketing Process of Dhaka Regency Hotel & Resort”

Dear Sir,

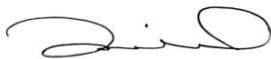
The paper on my internship, "Public Relation Marketing Process of Dhaka Regency Hotel & Resort, Dhaka, is being submitted with great pleasure. This report summarizes the knowledge and expertise I have acquired while working at Dhaka Regency Hotel & Resort.

Through my internship, I was able to learn about the complexities of Public Relation Marketing in a hotel, to comprehend Dhaka Regency Hotel & Resort's early-stage methods for achieving efficiency and profitability.

My academic and professional development has been greatly aided by considerable time and effort. I've invested in researching and analyzing the human resources policies and innovations at Dhaka Regency Hotel & Resort. Thanks for granting me this opportunity to undertake this meaningful research, and I look forward to your best regards,

Thank you, sir.

You're sincerely,



.....

Jannatul Sultana Liya
ID No. 201-43-469
Bachelor of Tourism & Hospitality Management
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CERTIFICATE OF APPROVAL

This is to certify that the report titled “**Public Relation Marketing Process of Dhaka Regency Hotel & Resort**” submitted by Jannatul Sultana Liya (ID: 201-43-469) in fulfilled of the requirements for the Bachelor of Tourism and Hospitality Management degree at Daffodil International University, has been successfully completed under my supervision and guidance.

I have thoroughly reviewed this report and believe that it meets the necessary standards in both quality and scope for the conferral of the Bachelor of Tourism and Hospitality Management degree. I extend my best wishes for their continued success and future endeavors.

A black and white image of a handwritten signature in cursive script, reading 'Nurul Afchar', on a dark, textured background.

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

DECLARATION

I am **Jannatul Sultana Liya (ID: 201-43-469)**, the student of Tourism and Hospitality Management at Daffodil International University, certify that the ideas in this submission are original to me. All outside concepts incorporated into this work are duly acknowledged with citations to the original authors. I have respected academic integrity by following the rules and refraining from fabricating or misrepresenting any facts.

I understand that the University may take disciplinary action against me for violating any of these guidelines.



.....

Jannatul Sultana Liya

ID No. 201-43-469

Bachelor of Tourism & Hospitality Management

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ACKNOWLEDGEMENT

I want to express my gratitude to everyone who helped me complete my internship report successfully. I am quite appreciative of their contributions. I appreciate everyone who put a lot of effort into my internship program.

A special thanks goes to Mohammad Nurul Afchar, my supervisor and lecturer at Daffodil International University. His invaluable guidance, advice, and support played a crucial role in my development during this internship.

I am also grateful to the management of **Dhaka Regency Hotel & Resort** for providing me with the opportunity to complete my internship and for educating me on the latest practices and strategies in the high-end hotel industry. My heartfelt thanks go to **Md. Mahmud Hassan** (Head of Sales and Marketing), **Md. Al Amin and Kazi Shad Noor** (Assistant Managers of Sales), **Maruful Rahman** (Catering Sales Executive), **Dewan Farhan Masuk Era** (Executive, PR & Communication), and **Tanvir Ahmed** (Jr. Sales Executive) for taking time out of their busy schedules to guide me, explain the workflows, and assign me various tasks throughout the 24-week internship period.

Additionally, I would like to thank each and every one of the people I worked with their unwavering cooperation and support during my internship.

EXECUTIVE SUMMARY

Dhaka Regency Hotel & Resort is a **modern business-class 5-star hotel**, strategically located on Airport Road in Nikunja 2.

This report is based on my **6th month internship** experience in the **Sales and Marketing department** of **Dhaka Regency Hotel & Resort**.

During this internship, I gained valuable insights into the practical operations of a five-star hotel. In the hospitality sector, guest retention is a significant challenge, as customers consistently seek the best experiences. The Sales and Marketing department plays a crucial role in this regard by promoting the hotel's services and offers, which is essential for generating repeat business. At Dhaka Regency Hotel & Resort, the operations of the Sales and Marketing department elevate the hotel's business to a higher level.

Public relations and communication are key components in driving sales and building the hotel's brand image. The department adheres to a fixed manual for promotional activities, ensuring consistency and effectiveness in its campaigns.

The primary focus of the Sales and Marketing department at Dhaka Regency Hotel & Resort is to build relationships, maximize business opportunities, and secure repeat guests. Their strategies include door-to-door marketing with corporate clients, social media marketing, and digital marketing. Additionally, they place significant emphasis on the "**Regular Member & Royal Member**" loyalty program, which strengthens the connection between the hotel and its guests, enhancing guest retention.

Completing my internship at this prestigious five-star hotel was an invaluable experience. It not only expanded my theoretical knowledge but also provided practical skills that will be instrumental in shaping my future career in the hospitality industry.

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“PR Marketing Process of Dhaka Regency Hotel & Resort”

Chapter – 1

Introduction

1.1 Introduction

Public relations (PR) entails managing an organization's or individual's reputation and communication with various stakeholders, such as the general public, media, clients, investors, employees, and others. The main objective of PR is to cultivate and maintain a positive reputation and strong relationships with these groups through effective and transparent communication.

PR professionals implement a range of strategies to influence public perception and shape the image of their organization or client. These strategies include managing media relations, overseeing social media, handling crisis communication, organizing events, and engaging with the community. They also track and analyze media coverage and public opinion to evaluate the success of their efforts and make necessary adjustments.

In every service company, but predominantly in the hotel sector, customer happiness and loyalty are critical factors. The sales and marketing department's wits propel hotel businesses with proactive mindsets to achieve client dependability. The pioneer among privately owned five-star hotels in Bangladesh, Dhaka Regency Hotel & Resort has been functioning for 15 years in Dhaka and is well-known for its recurring customers. This repeat business has been possible to achieve by the integrated approaches of sales and marketing department. The primary focus of the Sales and Marketing department is to build relationships, drive business growth, and secure top business leads through innovative sales and digital marketing strategies. Because currently digital media has become one of the effective viable ways for hotels to sell their rooms as the entire client lifecycle has been transformed by the digital world. Along with these digital marketing styles, direct sales or personal selling aims to develop good and long-lasting relationship between salesperson and the customer to increase sales in line with win attitude. As the hospitality consumers are precisely critical to judge, it become the core responsibility of the sales and marketing division to apply the picture-perfect approach or strategy and grab the right target market. Dhaka Regency Hotel & Resort is classier to build relationship, make the most of business and get the finest business pitch. They select their every aspect of sales and marketing very carefully to create emotional connection with the guests and ensuring the reliability with brand familiarity both offline and online. Now digital marketing has become the most feasible way of getting potential customers, establishing a brand, and developing a group of loyal customers. Alongside with digital marketing, direct sales and personal selling ensures development of relationship between the sales person and the prospective customer. This report will focus on the aspects of the role of digital marketing to attract target market as well as it will emphasis on the importance of direct sales for increasing customer retention in hotel industry.

Definitions of Public Relations

Public relations (PR) is one of the most extensive marketing communication disciplines, encompassing a wide range of activities and specializations designed to convey corporate and brand messages. Basically, Public Relation focused on product sales and PR has evolved into a strategic advisory function. As such, Public Relation initiatives are realized as the opportunities

for long-term brand growth. Over the past decade, engaging with key audiences has become a critical aspect of business strategy. Organizations intent to build strong relationships with clients, supplier, distribution networks and shareholders.

In the hotel industry, PR is essential for several reasons:

- **Reputation Management:** Hotels need a strong reputation to attract and retain clients. PR strategies can help establish and maintain a positive image by highlighting the hotel's strengths, unique selling points, and commitment to customer satisfaction.
- **Generating Publicity:** Through PR tactics such as influencer collaborations, event promotion, and media outreach, hotels can secure positive media coverage, boost brand awareness, and attract new guests.
- **Crisis Management:** Hotels may face various crises, including natural disasters, accidents, or negative press. PR professionals can develop crisis communication plans to mitigate reputational damage and manage stakeholder communication during such events.
- **Community Engagement:** By participating in philanthropic activities, environmental sustainability efforts, and community outreach, hotels can build a positive local reputation and strengthen their ties with the community.
- **Employee Engagement:** Effective PR can enhance employee engagement by aligning staff with the hotel's mission, values, and culture, which can improve retention, productivity, and morale.

PR is a vital tool for increasing visibility in the hotel industry and should complement marketing efforts. Building strong media relationships is essential for developing brand partnerships and enhancing the company's narrative. PR also offers opportunities to engage with potential guests and showcase the hotel's unique offerings during the consideration phase of their decision-making process. To leverage PR effectively in the hotel sector, it is important to establish trustworthy relationships with key influencers who can help communicate the brand's story and promote its distinctive experiences. PR experts not only assist in brand promotion but also serve as crucial spokespeople during crises, addressing any negative publicity that may arise. With the rise of new travel trends, such as the sharing economy and competitors like Airbnb, the hotel industry has become increasingly competitive. PR can be a strategic tool to help your hotel stand out in this competitive landscape.

1.2 Background of the Study

An internship program has been established for graduates of the Bachelor of Tourism and Hospitality Management program at **Daffodil International University**. This program is designed for students who have completed their coursework and seek practical experience to apply the theoretical knowledge gained during their studies.

In accordance with the guidelines provided by **Mohammad Nurul Afchar**, Lecturer (THM), this report was prepared to fulfill the course requirements. Titled “**PR Marketing Process of Dhaka Regency Hotel & Resort**,” this paper serves as a prerequisite for the FBE program. My internship at **Dhaka Regency Hotel & Resort** commenced after I completed all 124 courses required for my degree. During this internship, I was assigned to the Sales and Marketing department, where I gained hands-on experience in the field.

1.3 Scope of the Study

This report seeks to present the operations of Dhaka Regency (DR) and the strategies they use to stay ahead of their competitors. As this was my first professional attachment, I endeavored to align and identify the differences between the theoretical concepts I studied and their application in the real world. I also evaluated guest satisfaction, which I believe will demonstrate whether the organization's training efforts are yielding favorable outcomes. The completion of this report will assist the organization in reviewing its strengths, weaknesses, opportunities, and threats, aiding in future strategic planning.

1.4 Objective of the study

Broad Objectives of the study: The primary goal of public relations is to uphold a positive reputation for the brand and foster strategic relationships with the stakeholders, investors, partners, employees, public and potential customers. This helps to create a favorable image of the brand, making it appear significant, successful, trustworthy and relevant.

The specific Objectives of the study are as under:

1. To know different marketing activities of DR
2. To evaluate PR marketing activities of DR
3. To identify major finding of the marketing process of DR

1.5 Research Methodology

The study is detailed in focuses on the public relations of Dhaka Regency Hotel & Resort. Every piece of knowledge is obtained via research, employment, firsthand observation, in-person interviews, and hands-on training.

In this report based on secondary sources of data have been used.

Secondary Sources

- Different documents and study materials from Dhaka Regency, provided by my supervisor and other senior staff. (DR)
- The official website of Dhaka Regency Hotel & Resort.

- Dhaka Regency's brochures, prospectuses, and fact sheets.
- booking platforms, online media, and guest review websites.

1.6 Limitations of the Study

I had faced some problem, which were very struggling. These problems, difficulties or restrictions are the limitations of my studies are being described below:

1. I was struggling with time limitation. During my internship period, I had kept myself busy for 8 hours in a day to learning new things and facing new situations.
2. Interns get less chances to know about the confidential information.
3. Hotel do not disclose their information to everyone due to competition with other brands.
4. Not getting much opportunities to meet the guest for interview.
5. Company have maintaining secrecy regarding the disclosure of internal information.

“PR Marketing Process of Dhaka Regency Hotel & Resort”

Chapter – 2

An Overview of Dhaka Regency Hotel & Resort.

2.1 Introduction

The world-class Dhaka Regency Hotel & Resort is situated in the center of Bangladesh's largest city. Acclaimed for its fusion of contemporary elegance with customary Bangladeshi warmth, the hotel provides a range of amenities intended to satisfy both business and leisure visitors.

The hotel is well located in Dhaka's commercial core, offering quick access to important business areas, government buildings, and tourist destinations. For visitors wishing to see the cultural and economic diversity of Bangladesh's capital city, its location couldn't be better. Both domestic and foreign tourists may travel conveniently because to the area's close proximity to important transit hubs. The Dhaka Regency Hotel & Resort offers a number of amenities designed to improve visitor happiness and comfort.

The Dhaka Regency Hotel & Resort has a stellar reputation for providing outstanding customer service. The personnel have received training on how to attend to visitors individually, making sure that their requirements are satisfied in a timely and professional manner. The hotel's status as a top option for both domestic and foreign tourists is a result of its concentration on providing a warm and inviting atmosphere.

All things considered; Dhaka Regency Hotel & Resort is the epitome of classy hospitality in Dhaka. It is a unique option for anyone looking for both luxury and convenience because of its blend of opulent lodging, a wide range of amenities, and attentive service. Visitors can anticipate an exceptional experience that captures the vibrant spirit and rich cultural legacy of Bangladesh, whether they are here for business or pleasure.

2.2 Background

The luxurious five-star Dhaka Regency Hotel & Resort is situated in the vibrant center of Dhaka, Bangladesh, and was founded in May 2005. The hotel, which is owned and operated by [Owner/Management Group], blends contemporary elegance with customary hospitality from Bangladesh.

The hotel's modern, culturally inspired design provides a variety of upmarket services, including as chic lodging, a wide selection of eating choices, and cutting-edge conference spaces. Reputed for providing outstanding service, Dhaka Regency is a premier option in the city, accommodating both pleasure and business guests.

The hotel's many awards for excellence in service and quality attest to its dedication to perfection. It also participates in sustainability and community projects, which benefits the neighborhood's environment and people.

With an eye on the future, Dhaka Regency wants to keep improving its offers and services and maintaining its position as Dhaka's top destination for hospitality.

For them, this journey is more than just a passage of time. A few years back, they revitalized their property with stunning interior renovations.

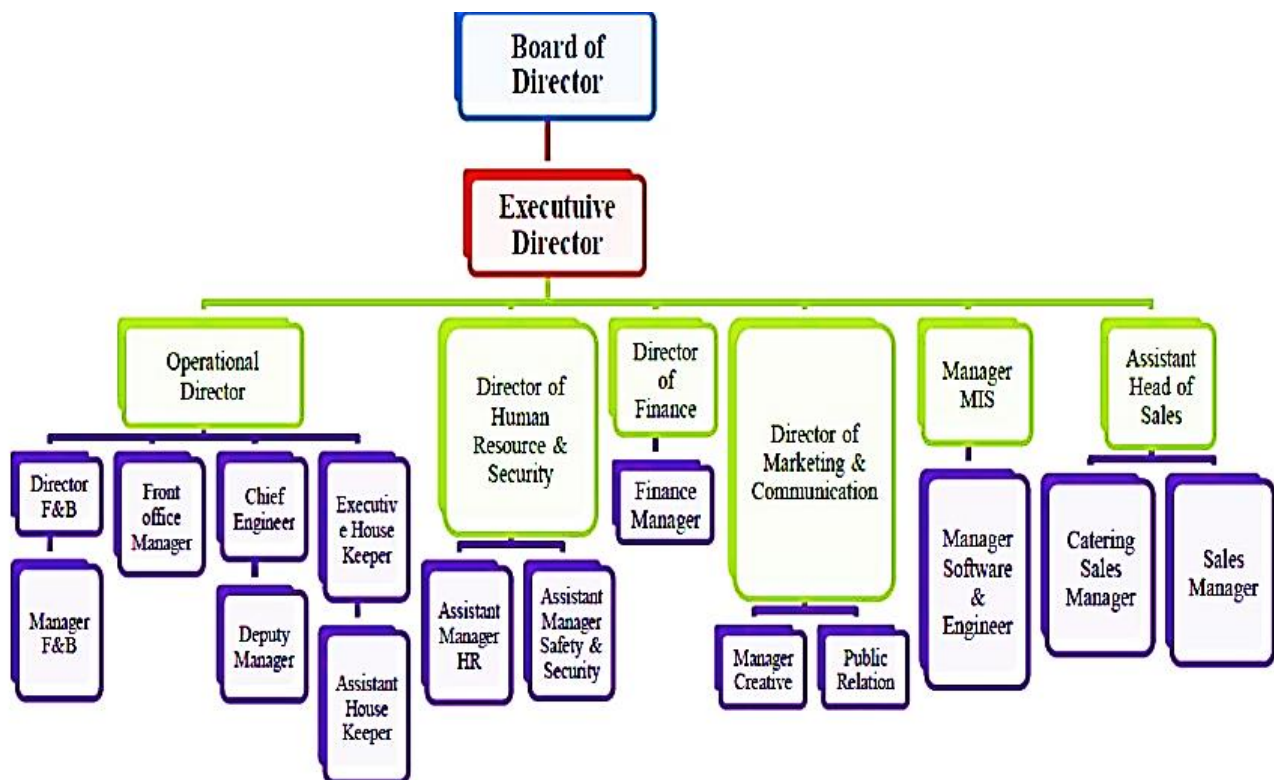
Dhaka Regency Hotel and Resort was established at **2007**. This is a **5-star category business hotel** of **British Bangladesh group** resides of **Dhaka airport**. It accommodates of **221 Guest rooms**; all rooms are world class living category.

2.2.1 Mission & Vision

To provide an unmatched guest experience by focusing on hospitality excellence, delivering exceptional levels of comfort and service, and making innovative facilities and contributions to the environment and local community.

The goal of (DR) is to be the city's top hospitality destination, known for its first-rate service, opulent lodgings, and dedication to sustainability.

2.2.2 Organizational Structure of Dhaka Regency Hotel & Resort



2.3 Functional departments of (DR)

Dhaka Regency Hotel & Resort likely has several functional departments, each handling different aspects of hotel operations. The goal shared by all of these divisions is to provide visitors the greatest available accommodations and services. These divisions are interconnected as a single department's failure may have a detrimental effect on other divisions and result in lost revenue.

Here's an overview of common departments you might find in such a hotel:

1. **Front Office:** Manages guest check-ins and check-outs, reservations, and guest services. This department is the first point of contact for guests.
2. **Housekeeping:** Responsible for cleaning and maintaining guest rooms, public areas, and ensuring overall cleanliness of the hotel.
3. **Food and Beverage:** Oversees all dining operations, including restaurants, bars, room service, and banquet services. This department handles food preparation, service, and menu planning.
4. **Sales and Marketing:** Focuses on promoting the hotel, managing bookings and events, and creating marketing strategies to attract guests.
5. **Finance and Accounting:** Manages the hotel's financial operations, including budgeting, financial reporting, and payroll.
6. **Human Resources:** Handles recruitment, employee training, and staff welfare.
7. **Engineering and Maintenance:** Responsible for the upkeep and repair of the hotel's physical facilities, including plumbing, electrical systems, and general maintenance.
8. **Security:** Ensures the safety and security of guests, staff, and property.
9. **Events and Banquet:** Coordinates and manages events, meetings, and conferences held at the hotel.
10. **Guest Services:** Provides additional services and amenities to enhance the guest experience, such as concierge services, transportation arrangements, and special requests.

Each department works together to ensure smooth and efficient hotel operations and to provide a high-quality experience for guests.

2.4 Meeting and Event Facilities

Banquet Hall & Other Related Information

Function Hall	Location	Classroom	Theater	U-Shape	Banquet	Reception	Size
Celebration Hall	Level 14	150	400	120	220	960	5721 sq ft
Grand Summit-1	Level 14	50	120	80	210	600	4332 sq ft
Grill 14	Level 14	-	-	-	120	-	2314 sq ft
My Lounge	Level 14	-	-	16	-	-	980 sq ft
Rendezvous Lounge	Level 13	35	80	30	80	120	1930 sq ft
Grand Summit-2	Level 6	40	100	35	100	200	2220 sq ft
Grand Summit-3	Level 6	-	-	-	65	-	2100 sq ft
Business Centre	Level 5	-	-	8	-	-	-

“PR Marketing Process of Dhaka Regency Hotel & Resort”

Chapter – 3

An Overview of Sales and Marketing Department

3.1 Introduction

The Sales & Marketing Department at Dhaka Regency Hotel & Resort is devoted to driving business growth and enhancing the hotel's visibility. It concentrations on developing and executing strategic marketing campaigns, managing sales efforts to attract corporate and leisure guests, and building strong relationships with clients and partners. Through market analysis, promotional activities, and customer engagement, the department aims to increase bookings, increase revenue, and elevate the hotel's brand presence.

3.2 Organizational Structure of the Sales and Marketing Department

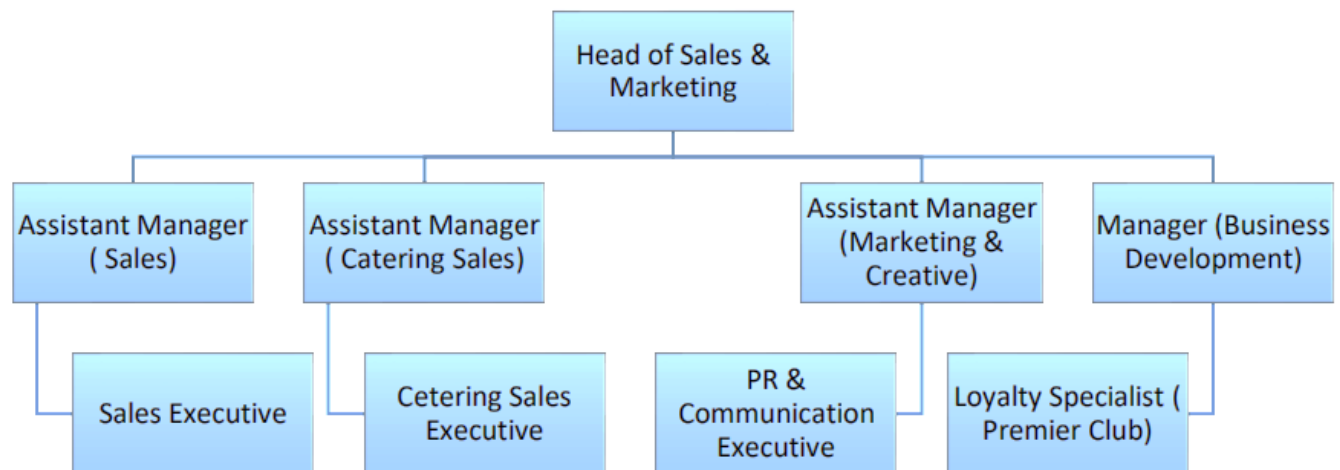


Figure: 3.2. Organization Chart of the Department

3.3 Sections of the Sales and Marketing Department

At Dhaka Regency Hotel & Resort, the Sales and Marketing Department has two distinct sections, each supervised by the Executive Assistant Manager and ultimately led by the department head. Public Relations is very demanding part of this department. Dhaka Regency exercise this department very promptly.

Sales Wing:

Focuses on attracting corporate customers, travel agencies, and group events in order to increase reservations and income. This include maintaining customer contacts, engaging in direct sales activities, and negotiating.

Marketing and Public Relations wing:

In Dhaka Regency Hotel & Resort activities of both marketing and public relations wings are carried by two persons of marketing wing. These roles involve addressing problems, keeping management updated on public sentiment, and ensuring that management fulfills its obligation to serve the public interest through various strategic approaches. They also play a key role in fostering effective communication, understanding, and collaboration between the hotel and its audience. Additionally, the marketing division is vital for promoting the hotel's goals and operations. It serves as the hotel's public representative by creating and managing materials that reflect the brand. Their tasks include engaging with potential clients, customers, investors, and the community while crafting a positive and cohesive image for the hotel.

3.4 Direct Sales and Digital Marketing Approaches

3.4.1 Strategic approaches for direct sales

The Sales Department primarily manages the hotel's room bookings. To effectively attract and retain both repeat corporate clients and new customers, the team at Dhaka Regency Hotel & Resort employs various strategies. These approaches include maintaining strong relationships with existing clients and using specific tools to engage and attract new business.

- **Corporate Sales:**

Business Partnerships: Establishes relationships with corporate clients for room blocks, conferences, and long-term stays.

Personalized Proposals: Provides tailored packages and incentives to meet specific business needs.

- **Group and Event Sales:**

Custom Event Solutions: Offers customized packages for weddings, banquets, and conferences, focusing on detailed planning and coordination.

Client Engagement: Engages with event planners and organizers to secure large group bookings and special events.

- **Tele Sales:**

Telemarketing is a method of direct marketing in which, a salesperson implores prospective customers to buy services, over the phone. Every day, the DR sales team members conduct tele sales, much like sales calls, with the specific goal of informing potential customers about rates and other deals. At the end of the day, they make a list of the calls they made that day and talk with the director of sales about any prospective opportunities. This aids in accelerating the sales process and reaching clients both domestically and abroad.

- **Arranging Contests and Food Festivals:**

Sometimes to increase the sales of rooms they launch new contests with the help of joint partnership with other organization or companies. For example, during a recent children's art competition, they partnered with NOVO Air, which contributed two Dhaka-Cox's Bazar-Dhaka plane tickets as prizes. This partnership significantly attracted more participants and generated new business. Additionally, the hotel frequently hosts various food festivals, which also result in substantial business for the food and beverage department.

3.4.2 Strategic approaches for digital marketing

In a market where services are easily replicable, promotions have become vital for attracting customers. This is especially important when service providers offer similar services. Dhaka Regency Hotel & Resort, one of the premium five-star hotels in our country, leverages its sales and marketing division for promotion. To ensure consistency, they adhere to stringent brand guidelines, with all promotional activities receiving final approval from the head of the sales and marketing department.

Their marketing initiatives are detailed as follows:

- **Email Marketing:**

Targeted Campaigns: Sends personalized emails with special offers, news updates, and promotions to past guests and subscribers.

Automated Campaigns: Utilizes automated email systems for booking confirmations, pre-arrival information, and post-stay follow-ups.

- **SMS Blast:**

In a manner akin to email blasts, Dhaka Regency Hotel & Resort sends out SMS notifications to their regular and loyal customers before events. These messages also reach the press and media, helping to publicize the hotel's activities through their coverage.

- **Social Media Marketing:**

Engaging Content: Shares updates, promotions, and visually appealing content on platforms like Facebook, Instagram, and LinkedIn to engage with followers and attract new guests.

Paid Advertising: Uses targeted ads to reach specific demographics and drive traffic to the hotel's website.

- **Online Travel Agencies (OTAs) and Review Sites:**

OTA Listings: Maintains updated profiles on OTAs like Booking.com and Expedia to capture a broader audience.

Reputation Management: Actively manages and responds to reviews on platforms like TripAdvisor to enhance the hotel's reputation and address guest feedback.

3.4.3 Employment of Traditional Marketing Tools

At Dhaka Regency Hotel & Resort, offline marketing tools are used strategically to complement digital efforts and reach potential guests through traditional channels. Here's how these tools are typically utilized:

- **Print Advertising:**

Brochures and Flyers: Distribute visually appealing brochures and flyers highlighting the hotel's amenities, services, and special offers at travel agencies, airports, and local businesses.

Magazine and Newspaper Ads: Place advertisements in travel magazines, local newspapers, and lifestyle publications to reach a broader audience and attract both domestic and international travelers.

- **Outdoor Advertising:**

Billboards: Display eye-catching billboards in strategic locations around Dhaka to increase brand visibility and attract attention from potential travelers.

Transit Advertising: Utilize ads on buses, taxis, and at transportation hubs to capture the attention of commuters and tourists.

- **Events and Trade Shows:**

Exhibitions: Participate in travel and hospitality trade shows to network with industry professionals, showcase the hotel's offerings, and generate leads.

Local Events: Sponsor or host local events, such as community fairs or charity functions, to increase local visibility and foster positive relationships with the community.

- **Press Releases:**

Press Releases at Dhaka Regency Hotel & Resort are used to announce significant news, events, and updates to media outlets and the public.

These releases typically cover:

New Services or Amenities: Launch of new facilities, upgrades, or special features.

Events and Promotions: Information about upcoming events, seasonal promotions, or special offers.

Partnerships and Collaborations: Announcements of new partnerships, collaborations, or sponsorships.

Awards and Recognitions: Updates on awards, certifications, or industry recognitions received by the hotel.

Community Involvement: Details about the hotel's involvement in local events or charitable activities.

Press releases help to enhance the hotel's visibility, manage its public image, and keep stakeholders informed.

- **Invitation card:**

Prospective customers get invitation cards from the sales and marketing team of DR prior to the organization of any culinary festival or event. Building positive relationships and informing them about the new service are beneficial. The sales and marketing team sent out cards for the "KIDS ART COMPITATION event" to a few banks, international corporations, and media representatives. Due to this invitation, a large number of individuals attended the festival and voluntarily purchased the goods of their choosing, generating a healthy profit for that particular month.

3.5 Competitive Analysis:

One organization needs to comprehend the competitive factors in order to boost profitability. A valuable tool for comprehending the competitiveness of the corporate environment and determining the potential profitability of adopted strategies is Porter's Five Forces. This is helpful since it allows one to modify their approach in accordance with the dynamics in their industry that may affect their profitability. Here I will present the competitive analysis of Dhaka Regency Hotel & Resort by using this style:

Competitive Rivalry:

This factor looks at the number and strong point of competitors. According to the market share report of Dhaka Regency it has competitors like- Le Meridian Dhaka, Raddison Blu Water Garden, The Westin Dhaka, Intercontinental Dhaka, Aamari Dhaka, etc. In terms of service competitors are providing more premium product and services comparing to DR. Here the rivalry is intense because other hotels especially newly opened Le Meridian Dhaka near DR can attract customers with aggressive price cuts and high-impact marketing campaigns. In highly competitive markets, suppliers and buyers may choose to take their business elsewhere if they feel they're not receiving favorable terms from DR.



Figure: 3.5, Porter's Five Forces; Source: (Mindtools.com, 2019)

- **Supplier Power:**

How simple it is for suppliers to raise their rates affects this variable. No matter how the competition develops, Dhaka Regency has potential vendors that can provide superior services and goods. Due to the fact that it is a privately held business, it receives additional benefits, making it a desirable location for suppliers.

- **Buyer Power:**

The majority of the visitors to Dhaka Regency are locals who are devoted to them. They are dependent on a few important clients who bring in a lot of business. Le Meridian Dhaka is a new establishment, therefore because they are providing premium services, it has increased the power of buyers to negotiate with DR. Because customers will always seek out exceptional services, this could result in a significant loss of business.

- **Threats of Substitutes:**

This element relates to the probability that buyers will discover an alternative method of discovering what DR is offering. It is concerning that so many new boutique hotels and guest houses are opening. Although these boutique hotels are not officially listed in the five-star category, they still offer high-quality services at lower costs, which is drawing more long-term visitors.

- **Threats of New Entry:**

Premium hotel chains including Marriott Renaissance, Sheraton Banani, and Holiday Inn Express, among others, have opened during the last two to five years. And JW Marriott will soon begin operations. These new competitors will make it too difficult to keep the DR's devoted customers. These hotels are opening close to the airport and diplomatic regions, which will be helpful to the visitors. Dhaka Regency must provide certain exclusive services and high perks to the visitors in order to compete with the new arrivals.

“PR Marketing Process of Dhaka Regency Hotel & Resort”

Chapter – 4

Discussion and Analysis of Public Relation Marketing Process of Dhaka Regency Hotel & Resort

4.1 Marketing Process Analysis

This process analyzes to examine the current trends, consumer behavior, and competitive landscapes to gain insights into the hotel industry. It helps to identify opportunities and challenges and develop strategies to maximize profitability and guest satisfaction.

It used to assess the market potential of an existing property, an expansion, or a new development. Current operators can use market analysis to identify opportunities for increasing sales. This analysis provides essential insights into market conditions, which are valuable for forecasting and budgeting.

4.1.1 Marketing Process of Hotel Industries

A hotel marketing process flowchart involves outlining the steps necessary to attract and retain guests, build brand awareness, and drive revenue. Here's a high-level process flow that you can use as a guideline for creating your own detailed flowchart:



Each step can have sub-steps or branches depending on the complexity of your hotel's marketing strategy.

1. Market Analysis and Research

- Identify Target Market
- Competitor Analysis
- SWOT Analysis
- Customer Segmentation

2. Strategy Development

- Set Marketing Goals
- Define Unique Selling Proposition (USP)
- Budget Allocation
- Select Marketing Channels

3. Brand Development

- Create Branding Guidelines
- Design Logo and Visual Identity
- Develop Brand Messaging and Voice

4. Digital Marketing

- Website Development and Optimization
 - SEO
 - Mobile Optimization
 - Booking Engine Integration
- Content Marketing
 - Blog Posts
 - Videos
 - Infographics
- Social Media Marketing
 - Platform Selection (Facebook, Instagram, Twitter, etc.)
 - Content Calendar
 - Engagement Strategies
- Email Marketing
 - Build Email List
 - Create Email Campaigns
 - Personalization and Automation

5. Advertising Campaigns

- Pay-Per-Click (PPC) Advertising
 - Google Ads
 - Social Media Ads
- Display Advertising
 - Banner Ads

- Retargeting Campaigns
- Traditional Advertising
 - Print Ads
 - TV and Radio Ads

6. Partnerships and Collaborations

- Influencer Marketing
- Local Business Partnerships
- Travel Agencies and Online Travel Agents (OTAs)

7. Promotions and Offers

- Special Packages
- Seasonal Discounts
- Loyalty Programs

8. Public Relations

- Press Releases
- Media Relations
- Event Sponsorship

9. Tracking and Analytics

- Key Performance Indicators (KPIs)
- Analytics Tools (Google Analytics, Social Media Insights, etc.)
- Regular Reporting and Analysis
- Adjust Strategies Based on Data

10. Customer Relationship Management (CRM)

- Guest Feedback and Reviews
- Post-Stay Follow-Up
- Guest Retention Strategies

The hotel marketing process flowchart based on general industry practices and knowledge. It integrates common strategies used in hotel marketing and draws from widely accepted marketing principles.

4.1.2 Marketing Process of others competitive hotel:

Considering the marketing process of **The Westin Dhaka**, there are a lot of similarities and dissimilarities in their marketing process. Although The Westin Dhaka and Dhaka Regency Hotel

and Resort having almost similar ideas in their marketing process. Such as Marketing Promotions, Online Digital Marketing, Marketing Management and some others operational things.

Here's a general framework for how their marketing processes might align or differ:

Similarities:

- **Marketing Promotions:**

Both hotels likely engage in promotions to attract guests. This can include special offers, discounts, and packages for different occasions (e.g., holidays, events, business meetings).

- **Online Digital Marketing:**

Presence on social media platforms and search engines. Both hotels might use digital marketing strategies such as targeted ads, SEO (Search Engine Optimization), and engaging content to reach their audience.

Website and Mobile Apps: Both probably have user-friendly websites and apps for booking and providing information.

- **Marketing Management:**

Data-Driven Decisions: Both hotels might utilize data analytics to understand customer preferences and improve their marketing strategies.

Customer Relationship Management (CRM): Tools and strategies to manage interactions with current and potential customers.

Dissimilarities:

- **Brand Positioning:**

The Westin Dhaka might focus on luxury and premium services with a strong emphasis on high-end amenities, while Dhaka Regency could position itself as a more accessible, yet still high-quality option.

- **Target Audience:**

The Westin Dhaka may target a more upscale market segment, including international travelers and high-profile events.

Dhaka Regency might focus on business travelers, local guests, and mid-range tourists.

- **Unique Selling Propositions (USPs):**

The Westin Dhaka could emphasize its global brand reputation, luxury services, and international standards.

Dhaka Regency might highlight local charm, personalized services, and competitive pricing.

- **Event Marketing:**

The Westin Dhaka may host high-profile events and international conferences, while Dhaka Regency could focus on local and regional events.

- **Loyalty Programs:**

The Westin Dhaka might offer a part of a global loyalty program (e.g., Marriott Bonvoy), while Dhaka Regency could have its own or partner with local programs.

Operational Strategies:

The Westin Dhaka might employ more global marketing tactics and partnerships, whereas Dhaka Regency could focus more on local partnerships and community involvement.

Analyzing these similarities and differences can help in understanding how each hotel caters to its target market and how they leverage their unique strengths in a competitive landscape.

4.2 Marketing Process of Dhaka Regency Hotel & Resort

Dhaka Regency Hotel & Resort employs a multifaceted marketing approach to attract guests and maintain high occupancy rates. Their strategy includes:



1. Digital Marketing:

- An effective online presence supported by an intuitive and accessible website.
- Regular interaction and participation on social media platforms.
- Online advertisements and search engine optimization (SEO) efforts

2. Promotional Offers:

- Special packages like buffet dinner deals, family stay offers, and weekend promotions.
- Discounts on spa services and gym memberships.

3. Branding and Partnerships:

- Collaborations with local businesses and travel agencies.
- Hosting events and leveraging influencer marketing.

4. Customer Engagement:

- Personalized email marketing campaigns.
- Loyalty programs to retain frequent guests (Dhaka Regency).

4.3 The operational activities of Dhaka Regency Hotel & Resort about Marketing and Public Relations

The marketing and public relations efforts of Dhaka Regency Hotel & Resort generally encompass the following:

Marketing Activities:

- **Advertising Initiatives:**

Online Ads: Executing targeted advertisements on platforms like Google, Facebook, and Instagram.

Print Advertising: Utilizing brochures, flyers, and magazines to market the hotel.

- **Promotional Strategies:**

Special Packages: Developing attractive offers for holidays, events, and corporate clients.

Discounts and Deals: Offering time-limited discounts or exclusive deals to draw in guests.

- **Website Management:**

Content Refresh: Continuously updating the website with the latest information, promotions, and events.

User Experience: Ensuring the website is user-friendly and optimized for mobile devices.

- **Social Media Efforts:**

Content Generation: Sharing engaging content, including photos, videos, and updates about the hotel.

Customer Engagement: Interacting with users by responding to their inquiries and comments on social media.

- **Email Campaigns:**

Newsletters Distributing regular updates and promotional offers to email subscribers.

Targeted Emails: Crafting personalized email campaigns for various customer segments.

- **Partnerships and Alliances:**

Local Collaborations: Working with local businesses for mutual promotions.

Travel Agency Partnerships: Collaborating with travel agencies to boost bookings.

Public Relations Activities:

- **Media Engagement:**

Press Releases: Issuing announcements about news, events, and milestones.

Media Relations: Cultivating relationships with journalists and media channels.

- **Event Planning:**

Event Hosting: Organizing and managing events such as conferences, weddings, and community gatherings.

Industry Participation: Engaging in industry events and trade shows.

- **Community Involvement:**

Sponsorships: Supporting local events and community initiatives.

Charitable Activities: Participating in charitable events and community service projects.

- **Crisis and Reputation Management:**

Issue Resolution: Handling negative publicity or operational challenges.

Reputation Enhancement: Implementing strategies to build and maintain a positive image.

- **Influencer Engagement:**

Influencer Collaborations: Working with influencers and bloggers to promote the hotel.

Social Proof: Encouraging guest reviews and testimonials to bolster credibility.

These strategies help Dhaka Regency Hotel & Resort effectively promote its brand, connect with its audience, and sustain a positive public image.

4.4 Different tools of Public Relations of Dhaka Regency

The primary objectives of public relations are to:

- Capture public interest
- Gain trust
- Foster comprehension
- Build positive reputation

Now, let's broadly categorize the PR tools used by Dhaka Regency Hotel & Resort to communicate with the public.

- ✓ Oral communication
- ✓ Printed and graphic communication
- ✓ Print media
- ✓ Other media (websites, endorsements, exhibitions)
- ✓ Broadcasting Media

4.4.1 Oral communication

Oral communication, akin to interpersonal communication, involves a two-way exchange and is often referred to as face-to-face or person-to-person communication. Before the advent of modern communication methods, this was the primary mode of interaction.

At Dhaka Regency, oral communication serves as a powerful PR tool, enabling direct dialogue where questions can be asked and clarifications provided.

4.4.2 Printed and Graphics Communication

- **Newsletter**

What exactly is a newsletter?

1. It is a printed publication that is produced on regular interval.
2. It is sent to a specific audience looking for information.
3. A newsletter should concentrate on content that is pertinent to its readers.
4. The writing style of a newsletter is typically informal and conversational, resembling a letter.

- **Press Release**

Let's now examine press releases, which differ from other types of printed communication we've discussed so far studied.

Press Release at The Financial Express Bangladesh

Dhaka Regency offers Eid packages

On the occasion of Eid-ul-Azha, Dhaka Regency Hotel & Resort has arranged a host of wonderful accommodation and dining offers, says a press release.

Designed to pamper and rejuvenate, the Eid package offers access to the distinctive hotel services and amenities.

Guests who would like to escape daily household chores this festive season may opt for the Holiday Enhancement package, which includes Buffet

Breakfast, Set Lunch and Buffet Dinner with a one-night accommodation for two persons at the rate of Tk 12,121 net per room per night only.

The offer also includes 20 per cent discount on all services in the hotel's Juvenex Spa & Salon as well as a range of other complimentary benefits such as use of a rooftop swimming pool and fitness center with steam and

sauna, and more.

Also, the guests can enjoy exclusive buffet dinner at its

Grandiose Restaurant only at Tk 4,999 with the offer of 'DINE 3 AT PRICE OF 1'. Moreover, the hotel offers 'Buy 1 Get 1 Free' for

Pizza & Burger, 15 per cent discount on Festive Dessert item and 20 per cent discount at SPA Services.

Dhaka Regency Loyalty



programme Premier Club Members will get extra privilege for all services.

The ultimate family-friendly resort is offering exclusive A La Carte, which will be available in the hotel's rooftop signature restaurant Grill on the Skyline.

All offers are available from July 09, 2022. Food lovers are invited to call at +8801713332661 to book in this festival season while those looking to reserve the vacation room package may call at +8801713332540.

A press release is the most important form of written communication used by a public relations professional to announce something to the media. It is mailed, faxed or e-mailed to the media.

How is a press release developed?

The text of the press release is written in the form of a story with an attractive heading so that the media quickly grasps and circulates the message through newspapers/television/internet.

4.4.3 Print Media

Newspapers and magazines are forms of print media. Let's explore how print media serves as a PR tool. Advertisements in newspapers and magazines typically include both text and visuals or images. These advertisements are examples of PR tools in print media, designed to capture readers' attention and stand out from competing ads.



Advertisements appearing in newspapers and magazines are different in a number of ways. Let us list them.

Newspaper advertising	Magazine advertising
✓ Generally, in black and white ✓ Found in various sizes ✓ More than one advertisement may be normally only one advertise placed on the same page	✓ Generally, in color ✓ Mostly full page ✓ Normally only one advertisement is placed on a page

4.4.4 Broadcasting Media

Consider television, where you can both see moving images and hear audio messages. These dynamic visuals and sounds have a significant impact on viewers. In contrast, images and text in print media (such as newspapers, magazines) and posters are static; they do not move. This comparison highlights that broadcast media, with its capability for movement and sound, allows for more creative and engaging presentations.



You might have come across advertisements for Dhaka Regency on the internet or Facebook. These ads leverage movement and sound, making them a highly engaging communication tool. For instance, promotional deals on discounted air tickets by airlines illustrate how the internet serves as an effective PR tool for communication.

4.5 Roles of PR Marketing in Dhaka Regency

The roles of PR marketing at Dhaka Regency Hotel & Resort include:

1. **Brand Awareness:** Enhancing the visibility and recognition of the hotel's brand through various public relations activities.
2. **Reputation Management:** Building and maintaining a positive public image by managing media relations and addressing any negative publicity.

3. **Customer Engagement:** Creating opportunities for direct interaction with guests through events, promotions, and social media, fostering strong relationships and loyalty.
4. **Media Relations:** Developing and nurturing relationships with journalists and media outlets to secure favorable coverage and enhance the hotel's visibility.
5. **Crisis Communication:** Handling and mitigating any issues or crises that may arise, ensuring timely and effective communication to manage the situation and protect the hotel's reputation.
6. **Promotional Activities:** Using PR strategies to highlight special offers, events, and unique aspects of the hotel to attract and engage potential guests.
7. **Community Involvement:** Participating in and supporting local events and initiatives to strengthen community ties and enhance the hotel's local presence.
8. **Influencer Collaborations:** Partnering with influencers and bloggers to leverage their reach and credibility, promoting the hotel to a wider audience.

These roles help Dhaka Regency Hotel & Resort effectively communicate its message, engage with its audience, and uphold a positive image in the market.

4.6 Duties under taken and observed tasks:

- **Morning meeting:**
The day of sales team starts with the morning meeting each day at 9:30 am. What we had learnt last day we have to discuss about it, and I also give update of others competitive hotels about their offers.
- **Database management:**
From my first day in the sales and marketing department, managing the database was my initial responsibility. I have created at least new 100 individual databases with over 10,000 guests' information from visiting cards and updated some previous one. I prepared this database in Microsoft Excel by including Name, Designation, Organization's Name, Address, Contact Number, E-mail and Industry type.
- **Filing Business Lead:**
Finding out media coverage and listing it from daily newspapers regarding some new projects or agreements that can give us a business lead was my routine task. These news cuttings were presented to the public relations manager and the director of sales and marketing before the morning meeting to discuss about the potentialities.
- **Tele Sales Call:**
During my internship period I made call to different companies and embassies to take appointment and set-up meetings for the assistant manager.

- **Preparing Company list for Potential Leads:**

As per the requirement of Md. Mahmud Hassan I prepared different companies list based on their location near to DR and types of industry. After preparing the list she divided it among the other sales managers for visiting the companies and grab business leads.

- **Event Coordination:**

I was in-charge of overall event query and direct sale of New Year Celebration, Valentine's Day celebration, Kids Art Competition etc. Beside that overall coordinated the Sales & Marketing team during 'Valentine's Day' which was held on 14th February.

- **Marketing Campaign:**

Before Kids art competition, 31st night party, Valentine's Day, I did E-mail and SMS blast to let the potential and repeat clients know about the upcoming offers. It helped them to know about the event details, price for services, time etc.

- **In House Guest Meeting:**

In order to teach me how sales person sell the rooms and other services of the hotel, one of my senior colleagues of the hotel called me to meet a group of Chinese guests. My senior colleague along with me went up to show all the rooms to them. There I got the opportunity to see the different kinds of rooms at Dhaka Regency Hotel such as the Standard, Luxury Deluxe, Regency Studio, Regency Premium, Executive Suit, Royal Suite and the Presidential Suites. Beside that the catering executive took me in a guest meeting for a wedding event. There I get to learn how to deal with a client by asking the number of persons, event date, food choice and other things. I assisted her by taking notes of all requirements of the guest.

- **Preparing and Updating Guest Review:**

Each morning I used to take the dine in guest list from restaurant manager then I used to call them and take the food review. After that I had to prepare the review database and also update them through their in own software.

- **Sales Call:**

I went to sales call with Ms. Era Customer Relations and PR executive. She had an appointment with the Prime Bank regarding an offer. There I saw how she is presenting her sales call-in order to have an agreement with the bank. I learnt about the presentation skills while dealing with the clients to have some business.

- **Sending Corporate Rate:**

In assistance of Assistant sales manager, I used to send corporate offer letters to some new companies to let them know about our business rate. This work helped me to learn about different categories of rate like- crew rate, BAR, Corporate Rate, Rack Rate etc.

4.7 Challenges during the internship period

It can be difficult for students to transition from academic study to the corporate sector, and I experienced this myself when I began my industrial placement. Following are a few of these:

- Less chances existed for cross-training with other departments.
- Inadequate internship opportunities, trained supervisors, and additional resources.
- Because of the intense workload, interns occasionally work on the weekends as well, which demotivates them for their internship placement.
- The interns' tasks weren't properly distributed.

4.8 Lessons learned

- Valuable insights and strategies on how the sales and marketing department can effectively market and sell hotel rooms, along with other value-added services, to boost the hotel's revenue.
- Closely associated with the business culture and guest-handling practices of the responsiveness market.
- Establishing and sustaining business relationships with the clientele.
- Instant decision-making skills are needed in sales to seize the opportunity as soon as the inquiry is received.
- During this internship period, interacting with visitors from outside, guests, and tourists. The primary goal was to increase visitor satisfaction.
- Another necessary talent that is most important for team members in the sales and marketing department is the ability to build and foster teamwork. Knowing about market information is vital for individuals as well as for enterprises.
- Keeping nerves in check while dealing with any circumstances.

“PR Marketing Process of Dhaka Regency Hotel & Resort”

Chapter – 5

Findings, Recommendations, Conclusion & Reference

5.1 Findings

After spending six months at Dhaka Regency, I've discovered some truly impressive aspects of the hotel. However, based on my observations I have noticed some shortcomings of public relation marketing, which they should give another thought. Those factors are described below:

1. **Market Positioning and Branding:** Current Market Positioned as a premium hotel with a focus on business and leisure travelers. Strong brand image, but could improve visibility, especially on digital platforms. Slightly behind competitors in online visibility and social media engagement.
2. **Partnerships and Collaborations:** Travel Agencies and Airlines moderate contributions from existing partnerships potential for more. Limited current engagement; opportunities with local attractions and events.
3. **Sales Tactics and Techniques:** Sales Team are well-trained. High from corporate clients, lower from online inquiries. Need for updates to include recent trends and technologies.
4. **Sales Performance:** Steady revenue growth with peak during festivals and business events. Direct bookings are significant, with online travel agencies and corporate bookings also contributing.
5. **Insufficient Budget for Marketing:** Marketing team always face this hurdle before any event. They have a very intricate system to take approvals from finance department. Sometimes this leads to delay of promotional campaigns before any event. Without sufficient budget they cannot execute some good innovative work for the promotion purpose of the hotel.
6. **Sales Tactics and Techniques:** Sales Team are well-trained. High from corporate clients, lower from online inquiries. Need for updates to include recent trends and technologies.
7. **Customer Satisfaction and Service Quality:** Reviews and Ratings are high satisfaction, especially for service and facilities; areas for improvement in response times and personalized services. Positive service experiences boost repeat business and referrals.
8. **Financial Analysis:** Budget Allocation are effective but could increase investment in digital marketing and technology. Good cost management, though some campaigns need re-evaluation.
9. **Profit Margins:** Healthy but with growth potential through better resource utilization. Recommendations.

5.2 Recommendations

Based on the findings from previous chapter some suggestions are proposed that may help to fulfill the internal and external gap:

- DR should focus on social media engagement, influencer partnerships, and content marketing.
- They need to making the website user friendly with virtual tour and new pictures of rooms and venues.
- DR should enhance Media Relations. Develop stronger relationships with key journalists.
- They should develop a robust digital marketing strategy to improve online visibility and brand recognition. Also develop their targeted strategies to attract more corporate clients. Strengthen relationships with existing corporate clients through exclusive deals and loyalty programs.
- They should do survey for lost customers which involves deliberately seeking customers who have dropped the company's service to inquire their reasons for leaving. One benefit of this type of research is that it identifies failure points and common problems in the service and can help establish an early warning system for future defectors.
- In my sense of must increase their engagement in collaborative marketing with local attractions and events. Explore joint promotions and packages with travel agencies and airlines.
- They have to focus on reducing response times and improving check-in efficiency. Personalize services based on customer preferences and feedback.
- Service research must continually monitor performance because performance is subject to human variability and heterogeneity.
- In order to improve the level of customer service satisfaction is should give more emphasize on processing the task within promised time and give personal attention to each customer.
- Renovate meeting rooms and grand ballroom by changing carpets, decorations, lighting and install hi technology facilities for meetings or programs.
- Introducing internship program for different departments with specific work responsibilities to increase operational efficiency. Beside that give opportunity to youth to generate more effective and innovative ideas for the organization.
- There should be efficient budget and complete freedom to the marketing team for running any promotional campaigns.

5.3 Conclusion

Many people view public relations with skepticism, seeing it as a means to manipulate public perception, often twisting the truth to make something wrong appear right. Some believe PR professionals are more focused on shaping opinions than conveying the truth.

While it's true that public relations can be used to promote questionable causes, and we've seen instances where unethical individuals and causes have benefited from skilled PR tactics, it is crucial that those with good intentions and ethical standards also develop strong PR skills.

It's important to remember that public relations is a two-way process: not only must you communicate your organization's message to the public, but you must also relay the public's perception back to your organization and colleagues. This helps them understand how their actions are viewed by the public.

In many cases, the PR professional serves as the conscience of a company or campaign. Although this role may not always be popular, it is essential. When executed properly, PR work should benefit both the organization and the media, while also contributing positively to the greater public good.

Dhaka Regency Hotel & Resort stands out as a premier destination for both business and leisure travelers in Dhaka. With its extravagant lodging, uncommon feasting alternatives, state-of-the-art occasion offices, and comprehensive wellness civilities, the lodging offers a mix of class and consolation. Committed to delivering outstanding service and a personalized guest experience, Dhaka Regency Hotel & Resort continues to set high standards in hospitality, ensuring memorable stays for every guest. The Dhaka Regency Hotel is doing a great job, but the competition is getting stiffer all the time. To handle the intense demand, Dhaka Regency Hotel & Resort must take some action. To retain the current clientele and win over the prospective new market, it must work hard to introduce fresh signature services. Meeting client needs by continuously enhancing work processes, services, and facilities is the only practical way for enterprises to accomplish their goals.

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 - Hotel Management: Hotel Management Marketing
 - American Hotel & Lodging Association: [AHLA Marketing Resources](#)
 3. **Industry Reports and Case Studies:**
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 - PWC Hospitality Insights
 - Reports from marketing firms specializing in hospitality like Sojern and Revinate
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 - Hospitality Sales and Marketing Association International (HSMAI)

These sources provide comprehensive insights into various aspects of hotel marketing, including strategy development, digital marketing, advertising, and customer relationship management.