



Internship Report on Sales & Marketing process of **Goldsands Hotels & Resort Ltd.**

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This is to certify that **Afia Anjum Oliva**, a student of the Department of Journalism, Media, and Communication at Daffodil International University (**ID: 181-12-2024**), has successfully completed her internship at Goldsands Hotels & Resort Ltd.. The internship commenced on **1st February 2024** and concluded on **30th April 2024**.

I am pleased to confirm that, to the best of my knowledge, Afia is the sole author of the findings and conclusions presented in her internship report.

Afia has demonstrated exemplary moral character and professionalism throughout her internship period. It has been a pleasure supervising his work, and I extend my best wishes for her future endeavors.



Academic Supervisor

Mr. Sakib Mohammad Shahadat Illius

Lecturer

Department of Journalism, Media, and Communication

Daffodil International University

31st December 2024

To

Sakib Mohammad Shahadat Illius

Lecturer,

Daffodil International University

Subject: Internship Report on Sales & Marketing process of Goldsands Hotels & Resort Ltd.

Sir,

I am pleased to present this report on my internship program titled “Sales & Marketing process of “Consultation for Setting up Goldsands Hotels & Resort Ltd.” for graduation. As you are aware I did an internship program at Goldsands Hotels & Resort Ltd. from 1st February 2024 to 30th April 2024. At that time, I was working in the company Sales & Marketing Department.

I sincerely hope that in this report you will find an adequate response to your question, particularly as I tried to make it rich in information, relevant, credible and in line with your expectations. My research, books, journals, online sites; I refaced this report and am speaking to individuals for substantiation. {paragraph} However, keep in mind, I have no data beyond the twenty-ninth of October, I have created below a list of suggestions that I know will work. This internship allowed me to implement all the things I learned in a real-life atmosphere.

Thank you also for your nurture, guidance and feedback on this report, which I look forward to using the findings as a roadmap for my further work. Please let us know if you have any additional questions or need further clarification on this report.

Thank you for your cooperation.

Sincerely Yours,



Afia Anjum Oliva

ID: 181-12-2024

Journalism and Media communication department

DAFFODIL INTERNATIONAL UNIVERSITY (DIU)

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Chapter 1: Introduction

Origin of the Report

A report that provides the final touch on my internship which is a full-time academic requirement for the completion of my curriculum from Daffodil International University. Also an analytical review of my respective journey in Goldsands Hotels and Resort. My internship contented of three-month internship, it was in the hospitality department, mainly Marketing and Sales Department which gave me a depth level understanding about the architectural of hospitality industry.

The hospitality business, as we all understand, is dynamic in nature which made me realize during this internship that a lot of marketing strategy and sales technique knowledge is put to practice in real time to sustain in the industry and not only grow, but also help the customer in keeping content. I worked alongside the team on marketing campaigns, assisted in closing sales and greeted guests face to face to provide a feedback loop on customer relations.

As such, this report aims to consolidate my practical observations, understanding, and insights in order to reflect upon these moving forward into my future working expectations.

Objectives

Broad Objective:

To learn how the theoretical knowledge is turned into practical applications by exploring the comprehensive picture of the marketing and sales process of such a successful hospitality name like Goldsands Hotels and Resort.

Specific Objectives:

Method by which they position themselves to various customer segments including, business, leisure, and group clientele.

- Understand the revenue-generating sales processes and financial goals of the company.
- Discover how a CRM system can help you encourage guest retention and loyalty.
- Help promotional campaigns and measure their impact on brand reach.
- Design industry problems and give meaningful solutions to resolve those

Scope of the Report

In this report I will cover almost all the tasks I accomplished during my internship period with Goldsands Hotels and Resort and also the responsibilities assigned to me. We provide comprehensive details on the marketing and sales strategies employed with emphasis on tactics utilized and results delivered. It is also reflection of my growth, personally and professionally, during my internship time.

Limitations of the Report

The constraints of confidentiality: Access to sensitive financial data and internal operational documents was very limited, which hampered detailed analysis of the revenue model.

Short Internship Gap: The results of the marketing campaign could not be evaluated on a long-term basis due to the three-month gap.

Variability by Industry: Activities observed were influenced in part by the same seasonal nature of the hospitality industry.

Chapter 2: Company Overview

2.1 Overview

Goldsands Hotels and Resort Ltd. is a renowned and globally known brand in the hospitality industry of Bangladesh. It created its own place in very competitive market with the peerless quality service and unique guest experience. The company has now firmly established its world-class footprint on the local and international hospitality map, solidified by its ethos of excellence, integrity and originality. Goldsands Hotels and Resort Ltd. offers an impressive portfolio of developments located in some of the country's most enviable positions. Whether catering to the requirements of business executives, leisure travelers or families, Goldsands provides a custom-made experience that goes beyond guest expectations.

The journey of the company begins with vision to build luxury and comfort to make her travel around and travel in style within the cultural heritage of Bangladesh. The interiors of Goldsands properties are fashionable and friendly designed with up to date sophisticate and local character. The Goldsands experience has brought that deep cultural richness together with luxury and has proven singular and in high demand among guests local and visitors alike.”

Each property has range of services and facilities to serve the diverse needs of clients. From high-tech business centers and fully outfitted conference rooms to recreational and wellness facilities—even spas and fitness centers and pools—Goldsands does everything within its power to ensure a guest's time is second to none. Its plush lodgings and dinner options have made it a choice for business ... It's a top destination for both business and leisure travel.

Goldsands is not just a place to bed down for the night, it is a place to bed down how hospitality is undertaken. Add to this an experienced team whose aim is for every guest to feel special, and the company has grown to be synonymous with world-class service. If it is a corporate event, wedding or private celebration, Goldsands has always been the jack of all trades providing event management, delivering every event without a hitch. But the beauty of Bangladesh is more than just that — making the guests of Furthermore indulge in curated cultural experiences that glorify the wonderful diversity of what Bangladesh has to offer in terms of culture, heritage, and the natural bounty.

All of the Goldsands Hotels and Resort Ltd. The resort has implemented important steps towards a path to sustainability by using renewable sources of energy, lowering waste generation and sustainable sourcing. The brand's commitment to green initiatives have made it more appealing to the growing number of environmentally minded travelers.

If I were to end it this way, Goldsands Hotels and Resort Ltd. is a beacon of hospitality magnificence in Bangladesh, offering platinum luxury, pampering, and cultural essence in different colors. Its unrivalled legacy of serving guests' needs has set a new standard for the hospitality industry known for great guest experience, which continues to adapt to changing trends aligned with these values of innovation, sustainability and service excellence.

2.2 Vision and Mission

Vision: Goldsands Hotels and Resort Ltd. aims to redefine the face of hospitality at an international level, setting the standard for luxury, innovation, and sustainability. The business

strives to provide a seamless guest experience that integrates cutting-edge technology, first-class service, and sustainability.

The company further plans to inject its potential in target overseas markets and Bangladesh markets. Goldsands aims to redefine luxury in the hotel industry with unique moments for guests that raise the bar for hotel experiences with its modern grandeur and cultural influences. While the vision paves the way for a more sustainable future for the hospitality industry, Gattu also [] strived to maintain Goldsands as a trustworthy name that ever delivers to global travelers who are ever no longer leaving the (same) world behind.

Mission: Goldsands Hotels and Resort Ltd. is dedicated to consistently providing value for their customers by offering unrivaled service, luxury solutions and tailor-made experiences. Goldsands emphasizes high standards of quality and detail in creating memorable experiences for every guest based on customer loyalty and lifelong relationships.

It's also about maintaining good relationships with partners, suppliers and local communities to ensure that its operations don't just benefit guests but the economy as a whole. Goldsands is determined to defining the future of hospitality, one hotel at a time, through the spirit of ethical business practices, innovation, and sustainability.

2.3 Core Values

- **Guest-Centricity:** Goldsands Hotels and Resort Ltd. All these are done with the purpose of ensuring guests satisfaction and laying foundation for lifelong bond. No guest is ever more important than another — the company genuinely believes that and does everything within its power, at every touchpoint, to anticipate needs and exceed them. Goldsands always places the guest in the epicenter of its operation — cocooned with bespoke services, tailored experiences and a harbinger of future desires.
- **Excellence:** Hand in hand with world class experience in all they do. In terms of property designs and the services provided the company does not compromise and ensures that it is second to none in its providing. Our culture is one where we strive for excellence, with every single employee dedicated to providing our best quality. The resilience of the front office, the precision of the kitchen, the diligence of housekeeping all contribute to the one defining principle of the Goldsands brand — excellence.
- **Innovation:** — Goldsands is a system as a supply chain grow for beverage that constantly adapts into an innovate system for one continuously changing hospitality landscape. Using new technologies, trends and ideas, the company seeks to enhance guest experiences and operational efficiencies. Goldsands continues leading the hospitality industry with the introduction of smart rooms, eco-friendly technologies, and innovative service offerings. This kind of innovation fosters the brand's flexibility as it continues to evolve with emerging traveler trends and stay relevant within a rapidly changing market.
- **Sustainability:** As stewardship of the environment becomes increasingly important today, Goldsands Hotels and Resort Ltd. Best practices are applied

towards ensuring sustainability throughout the organization. Goldsands is dedicated to operating responsibly, sourcing material locally, minimizing waste, implementing energy saving technologies, and reducing water usage. Furthermore, such a focus on sustainability promotes the longevity of the planet and resonates with eco-conscious travelers that seek sustainable amenities when choosing places to stay.

- **Integrity:** Integrity is the central part of Goldsands relation with its guests, partners, and employees. The company is focused on being the most transparent and honest in all sectors, as integrity lies at the heart of its mission. 02:06:02 : 03:05:51 gift with guest, respect, stroll talk in employees, Fascia to associate, best at trust and promise, Goldsands commitment This commitment to integrity has earned the brand an image of trustworthiness and fairness.

2.4 Services and Offerings

- **Accommodation options:** With Goldsands Hotels and Resort Ltd., all your luxurious stay-at-home multi-day needs are satisfied. Whether for business or leisure stays, all rooms are smartly designed with you in mind for the finest in comfort, style and convenience. Rooms range in style and size, with a lot of suites, ocean-view rooms and kid-friendly options. The rooms are equipped with high-speed internet, flat-screen television, minibars and modern bathroom facilities. Goldsands isn't just a place to rest your head, but a home away from home a sanctuary for guests to unwind and restore.
- **Gastronomy:** On-site Goldsands will spoil you with its one-of-a-kind collection of restaurants, allowing you to choose to your heart's desire. From local Bangladeshi specialties, international cuisine, or gourmet fine dining, guests may feast offering a diverse range of cuisines — catering to romantic dinners for two, family gatherings, or business lunches. Culinary masterminds cook in the resort from the top-choice ingredients, turning every meal into not just a meal, but an experience. The resort features some season menus, theme nights and experience-special events for a unique experience that make the guests come for more.
- **Event Management:** Goldsands is an ideal venue for corporate and social events, with a variety of meeting and event venues to suit every need, from intimate meetings to large conferences through to grand weddings. With several events planned through the season, our event management team at the resort provide an end-to-end service making sure that other than the guests where the guests need to not worry about any details, Goldsands has packages and services, from corporate seminars to family celebrations, to destination weddings which will make your event unforgettable and hassle-free.
- **Recreation facilities:** Goldsands believes in having a good time and rejuvenating, that is the reason the resort offers numerous recreation pursuits. Guests have easy access to indulgent spa treatments that rejuvenate the body and mind or can have an engaging workout at the state-of-the-art fitness centers. For fitness lovers there are guided tours, adventure sports and nature around the resort to explore. From exploring nearby cultural spots to taking part in water sports, Goldsands offers guests a range of activities to enrich their stay.

- **Loyalty Programs:** Goldsands Loyalty: The Goldsands Loyalty Program recognizes return guests with special perks. Accounts. Members get booking discounts, priority check-ins, complimentary room upgrades and other personalized perks. We reward for loyalty through this program and not transactions — instead of incentivizing just the transaction we reward the guest for continuing to stay with us,” Jha said.
- **Sustainability Initiatives:** Goldsands cares for its sustainability initiatives, minimizing impacts on the environment as much as possible while giving guests the most luxurious and comfortable experience. Among the resort’s many green practices are energy-efficient lighting, waste reduction measures and partnering with local artisans to promote sustainable sourcing. The company is also engaged in various community development works through various CSR programs that support local communities and respect the protection of the cultural and natural heritage of Bangladesh.

2.5 Competitive Positioning

In the hospitality industry in Bangladesh, the Goldsands Hotels and Resort Ltd. is a refreshing new breed of hotels which offers an innovative line-up of luxury while keeping in mind sustainability. With a clear focus on providing extended personalized services and curating memorable experiences for fans, the brand has an edge over its other luxury hotels and resorts in the country. Goldsands quality locations, meticulous attention to detail and superior facilities have established customer loyalty that becomes greater every year. In riveting eco-sensitivity, unmatched guest service, and top technologies, the resort maintains a unique market position that piques the interest of both local and international travellers.

Chapter 3: Outline of the Marketing and Sales Department

3.1 Department Structure

The Marketing and Sales department is very important in the operation of Goldsands Hotels and Resort Ltd. The other half of the departments are cross-functional by design, which should ensure that the optimal number of teams can collaborate. The department is divided into three key teams:

Marketing Team:

- **Responsibilities:** When guests from different backgrounds and everywhere visit, the marketing department must organize, plan, and execute marketing strategies that promote Goldsands Hotels and Resort. It also runs and manages advertising campaigns through digital and traditional media.
- **Functions:** Marketing team finds new prospects, it oversees public relations, brand image, and coordination with external agencies for the advertisement.
- **Core Functions:** Campaigning, Social Media, Influencers, Market Research, and Brand Positioning

Sales Team:

- **Responsibilities:** The sales team drives revenue through client acquisition, event bookings and corporate deals. Using sales techniques, the group helps turn leads into booked guests. Sales reps will typically work with business customers, event planners and corporate accounts to place Goldsands' services in front of potential buyers.
- **Roles:** The sales team is responsible for tracking bookings from corporate customers, group reservations, and large-scale events such as conferences, seminars, and banquets.
- **Important Activities:** Lead generation, Sales Page, Sales forecast, Contract negotiations, and close deals.

CRM (Customer Relationship Management) Team

- **Accountability of the CRM team:** Long-term guests relationship. Thread: goldsands.com@gmail.com (they are clueless about anything technical — Goldsands email and lost packages' customer service team) Their main goal is to provide a smooth, personalized experience with Goldsands at every step of the guest journey. This team builds customer loyalty through feedback management, personalized service, and continuous communication.
- **Roles:** Managing guest loyalty programs, addressing guest concerns making and conducting surveys utilizing feedback
- **Key Activities** Manage loyalty program Respond to decisions and guest inquiries Monitor guest satisfaction and review feedback data

3.2 Responsibility and Accountability

Marketing and Sales collaborate to achieve common objectives and increase visibility for the brand. Every team has roles and responsibilities that contribute to the shared goals of the organization.

Marketing Team:

Brand Management Making sure that Goldsands' voice is gilded throughout all communication channels — including digital media and physical advertising. And that also means writing a story that expresses a company's values and resonates with a wider audience.

Campaign Development — Creating and executing marketing campaigns emphasizing the unique aspects of the brand — high-end accommodations, gourmet dining, Event hosting & management. They work with other agencies, SEO professionals and content producers to ensure a successful campaign.

Conduct Marketing Research – The marketing Team does a ton of digging to analyze trends that are popping in the hospitality industry and customer behavior. Goldsands is able to learn what their competitors are doing right so they can create strategies that appeal to the range of clients they serve from businesspersons to holiday makers.

Sales Team:

Lead Generation: The sales team actively seeks leads through corporate networks, industry events, and online forums. They also help to grow Goldsands' own client base by identifying and nurturing new prospects.

New client acquisition: The sales team is focused on winning new business. This includes recognizing prospects in both corporate and leisure segments, offering custom packages and negotiating contracts that fit customer demand while maximizing income.

Revenue Management — Revenue management is a delicate balance between maximizing profit and keeping the competition active. Making use of historical data, market trends, and real-time feedback, they make informed decisions regarding pricing and sale strategies that helps keep the resort's revenue on track.

CRM Team:

- **Content and Guests Experience:** Customized guest interactions during the stay and after. New panels of the audience may come in waves, and messaging must be relevant to the individual if they're to make them all feel valued — and thus likely to return.
- **Improve on Areas:** With guest feedback, the team can analyze areas where they could improve. The resort analyzes reviews, surveys and direct guest feedback to improve or tailor its services.
- **Loyalty Program Management:** The information policy group's main function is to oversee Goldsands' loyalty program and receive greater customer feedback. "We further believe that offering value-added perks, such as discounts, complimentary

upgrades and other benefits to guests will translate into repeat business and heightened customer retention."

3.3 Departmental Goals

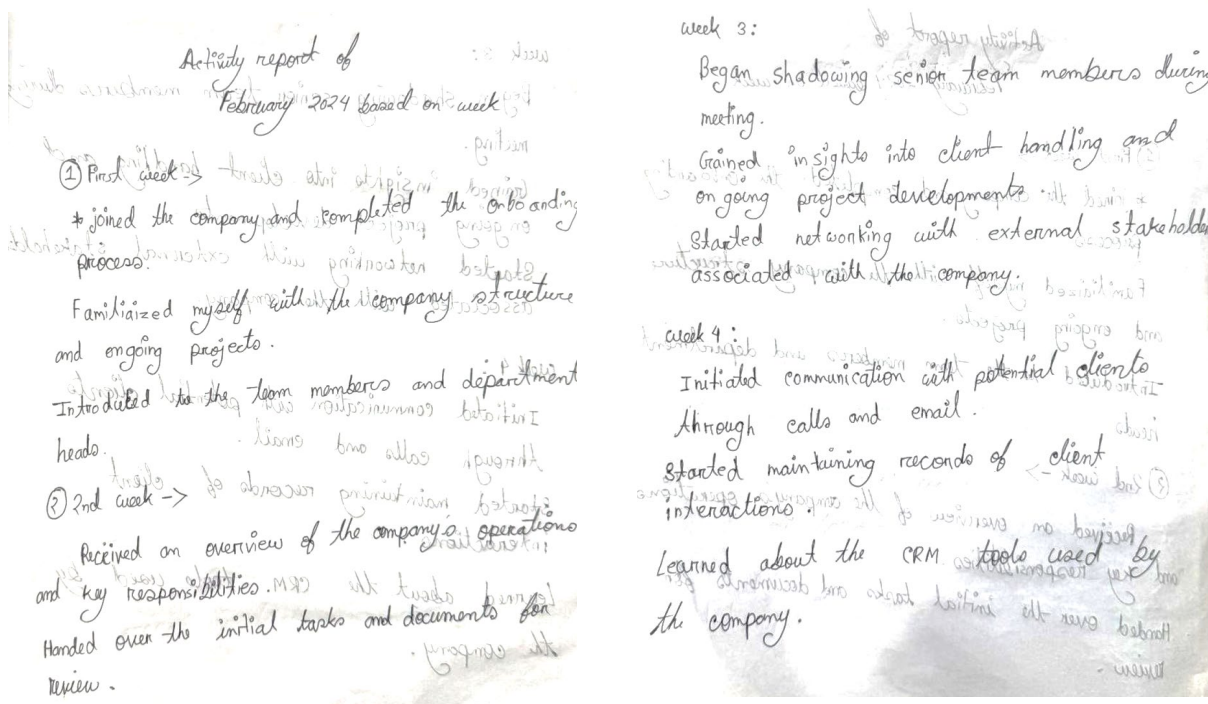
Goals Oriented Marketing and sales department goals are clear focus on achieving objectives that align with Goldsands' business strategy. These departmental objectives are used as guides for the actions of each team in their day-to-day responsibilities, how decisions are made, and how the success of the resort is supported.

Increase Market Share: The main goal is to enhance resort visibility at both local and global scale. This is about connecting with new customer segments through optimized marketing campaigns; but it's also about making your brand known to new potential clients and leads — across both digital and traditional channels.

Objective 2: Improve Brand Awareness: The second important objective is to improve brand identity and its recognition in the competitive hospitality industry. Goldsands travel & lifestyle and travel marketing agency everything together is needed to keep Goldsands continued.

Maximize Revenues: The sales key area of focus should be on generating revenues (through corporate partnerships, group bookings, and implementation of dynamic pricing strategies) in order to assure overall resort profitability. That is what helps to keep the resort profitable.

ASSISTING GUEST EXPERIENCE: The aim of the marketing and sales department is to keep customers happy. The department provides guests with an experience that would make them want to come back, through personalized service, increased guest engagement and adopting feedback.



Activity report of March

2024 based on week

Week 1:

Took responsibility for preparing reports on client feedback.
Assisted in arranging meeting with new promotional activities.

Week 2:

Actively participated in internal meetings and shared ideas for improvement.
Supported the team in drafting proposals for upcoming projects.
Monitored project timelines and identified bottlenecks.

Week 3:

Successfully closed minor deals with clients and received positive feedback.
Assisted in preparing contracts and agreements for new projects.
Learned about financial processes related to project development.

Week 4:

Presented a summary of my learning and contributions to the management.
Participated in a feedback session to assess my performance and areas of improvement.
Prepared for the conclusion of my transfer internship.

Activity report of

April 2024 based on week

Week 1:

Conducted client satisfaction surveys and compiled results.
Analyzed survey data to suggest improvements in client handling.
Assisted in planning upcoming promotional events.

Week 2:

Engaged in negotiations with clients and the supervisor of senior managers.
Drafted meeting notes and shared them with relevant teams.

Chapter 4

What to Focus on From Your Internship

You oversee the following:

I had the chance to work closely with industry marketing and sales professionals during my internship at Goldsands Hotels and Resort. The breadth of responsibility that I had during my internship was due to being exposed to the many different aspects of the hospitality industry.

I operate in these explicit domains, among others:

- **Marketing Tools:** (working under the marketing team) engaged in campaigns, market research social media posts.
- **Sales Support:** Actively assisted the sales team in prospecting, managing the client interaction process, and assisting in corporate presentations and tournament proposals
- **Guest Relations & Loyalty:** Handling guests complaints, collecting comments and promoting Goldsands Loyalty Program to generate repeat orders.

In my experience working at both properties, I gained a holistic understanding of how marketing, sales, and customer service intersect with one another in the hospitality industry.

4.2 Marketing Initiatives

I had the opportunity to take on an idea and implement it during my intern. Some of my specific duties included the following:

- **Creative Content Design for Digital Platform:** Working with the content creation team to design attractive advertisements for Facebook, Instagram, YouTube, etc. These ads were aimed at promoting Goldsands' luxury accommodations, fine dining, and functionality as an event venue.
- **Working with design teams:** I supported designers with banners, posters, and brochures. From this collaboration, I understood how important visual communication is in the marketing side, and also this narrows the branding of Goldsands.
- **Email Campaigns:** I assisted in designing targeted email marketing campaigns for both new and existing clients. To showcase various offers, loyalty programs, and events, these campaigns had been developed.
- **Social Media Management:** Social media was yet another significant channel we leveraged to promote Goldsands Hotels & Resort. My tasks included:
- **Social Media Posts:** Posts highlighting the resort's best amenities, specials and events. These resources were developed in order to capture the attention of local and international readers.
- **Record Engagement:** I tracked social media metrics to evaluate the success of individual posts (likes, shares, comments). Through this data, future campaigns were honed and were ensured to have higher levels of engagement.
- **Addressing Questions:** I also answered all of the questions on social media regarding services, availability and how to book. This allowed me to hone my skills in ways to help customers and talk to future guests."

4.3 Sales Support

I also supported the sales team in various tasks during my internship, which are vital in generating revenue and establishing strong customer connections.

- **Lead Generation:** A major part of the role was to assist the sales team in identifying new business prospects. This involved:
- **Market Research:** I conducted a survey with potential clients most likely to rent Goldsands as a venue for corporate groups as well as with event organizers for conferences and meetings. I researched competitors' products to identify what's special for Goldsands.
- **CRM Database Management:** I helped with keeping the CRM database updated and organized to make sure prospects were followed up and tracked. – To assist the sales team in extracting contacts, communication history, and sales opportunities.
- **Sales Presentation Support:** I assisted in preparing sales presentations for corporate clients and large events. This involved preparing visually attractive sales presentation slides highlighting the resort features, services and selling points to align with the purpose of the client.
- **Lead Generation & Corporate Sales Outreach:** Not just lead generation but also helped to reach potential clients through email and call for direct sales. These activities included:
- **Cold Calling:** Called businesses to promote Goldsands and potential business partnership. This also included offering customized packages for corporate stays and hosting events.
- **Preparation Proposals:** Between the sales team in preparing the proposals that we would send to corporate customers who were interested in the resort for Meetings, conferences and events. That included extracting client needs and packaging them as offerings.

4.4 Customer Engagement

In particular, the CRM team helped to ensure that guests interacted with the brand and felt like valued guests from the time they booked until they left their hotel. I interned with the CRM team and helped to enhance the guest experience and encourage loyalty.

Guest Feedback Management: This process encompassed collecting and tracking feedback from patrons that was later used to improve service and troubleshoot problems. My tasks included:

Surveys and Feedback Forms: I worked on creating post-stay surveys and feedback forms, which were forms that guests were required to fill after their stay with us that sought insight into their general experience with Goldsands. It did know the areas where the resort could improve, though, which let the CRM team know where there was room for improvement.

These were analyzing feedback (again, in another post): I also analyzed feedback data for common design defects or commendations. If several guests wrote in mentioning good service

from one crew member, for instance, it was critically important that be noted as a strength. Similarly, if a post mentioned a negative aspect of amenities or services, that comment was also flagged for follow-up.

Acting on Change: I assisted in applying small, but significant changes based on the feedback analysis. This might be thinking of ideas for the establishment to update its menu, or how it can better connect to customers.

Loyalty Program:

I took an active part in promoting Goldsand's loyalty program with the CRM team. Here are a few things I was able to assist with:

How I Engaged with Loyalty Members: Updates to loyalty members about what they need to know (ad hoc) about exclusive offers, upcoming events, new features at the resort This message kept the members engaged and encouraged them to book their next holiday at Goldsands.

Loyalty points – Monitoring loyalty points; I assisted an employee in tracking an guest loyalty point and recognised them.

Recognition of Guests: One of the more satisfying things about working in rooms was recognizing “repeat” guests. Examples might be reminders to offer complimentary recognition, such as a drink or room upgrade, as part of the program's effort to support the hotels in boosting guest satisfaction.

Chapter 5: Internship Activity and Skills Acquired

5.1 Marketing

As part of my internship with Goldsands Hotels and Resort I gained a wide range of valuable marketing, sales, and customer exception management skills. Here are some of the major skills I learned:

Digital Marketing:

I was taught digital marketing tactics such as social media management, content writing and email campaigns from experience. I learned how to write engaging messages and how to put them in front of the right people.

Incorporating social media analytics tools was important to monitor and help me analyze how successful digital campaigns were in real-time.

Sales and Lead Generation:

It was part of my tasks to generate leads, and I learned a lot about sales strategies, how to spot and nurture leads, and so on. My deep dive led me to discover the importance of CRM systems in tracking leads and conversions.

If you a student you might find cold calling, how write sales emails, join to sales meetings, etc. also it will help you to build your communication and negotiation skill.

What I worked on with the CRM team made me realize how important it is to keep guests loyal and engaged. I learned how to take in feedback, iterate over every customer service effort we put in place and drive change.

Even more I learnt how to run a guest contact from customer retention record to loyalty points to customer specific communication.

5.2 Personal Development

My internship at Goldsands also contributed to my personal growth in a few ways, apart from developing my technical skills:

Communication:

Not only did I get to work with more than one department and clients, but I was also able to refine my written and verbal communications skills. As I talked with students and other professors, I grew more confident expressing my ideas and participating in intellectual discourse.

Problem-Solving:

They always challenged me with last minute changes in marketing campaigns or handling guest review. So I had to adjust, then, to these situations that required a little creativity and so I learned to deal with this.

Teamwork:

The major learning was having been with varied teams in the marketing and sales function. I learned to work in a fast-paced environment, multitask, and perform a role in the greater team effort.

5.3 Challenges Faced

Like any internship, there were some bumps in the road that provided important learning opportunities:

Time Management:

At first it was a struggle to juggle multiple tasks at the same time across different teams. But, I was then taught how to manage my time, prioritize work, and schedule deliveries to meet the deadlines.

How well you fit into the Rapid-fire Environment:

Time management is everyone's best friend in the hospitality industry and even more so in a high-demand resort. There was an adjustment to the breakneck pace of work and the expectation of proactively addressing what needed to be done, but it instilled within me a strong sense of urgency and ownership.

Handling Guest Concerns:

It may have been difficult to deal with guest issues, particularly regarding feedback or complaints. However, but it was also an invaluable time of learning great customer service and conflict resolution.

Chapter 6: Conclusion

6.1 Summary of Internship Experience

Goldsands Hotels and Resort Ltd: Achievements Internship is a very good opportunity in every aspect it will provide you a practical knowledge. I gained real-world knowledge in digital marketing, sales, customer service, and interpersonal communication wholly that further cemented my industry knowledge and career skills.

It also helped me learn how people from different teams in a business collaborate with each other to achieve a shared purpose. I supported marketing and sales teams and learned from experienced professionals — and contributed to key initiatives.

6.2 Future Goals

This internship cemented my desire to pursue a career in marketing and sales in the hospitality industry. I am also keen to develop my skills further as much as my digital marketing, customer engagement and strategic selling experience allows me. I also expect to build on the experiences I develop in this internship into future roles, and contribute to the respective businesses where I find myself working.

Acknowledgement

I sincerely thank my academic supervisor, Sakib Mohammad Shahadat Illius and my workplace supervisor, Sabbir Hossain for their invaluable guidance and support during my internship and the preparation of this report. I am also grateful to Goldsands Hotel and Resorts Ltd. for providing me with a learning platform and to my family and friends for their unwavering encouragement throughout this journey.

Sincerely,
Afia Anjum Oliva