



Daffodil
International
University

Internship Report

On

**“Sales and Marketing Approaches to Retain Guests in
Hospitality Industry: A Study on Dhaka Regency Hotel & Resort”**

Submitted to

Ms. Farhana Yeasmin Lina

Lecturer

Department of Tourism & Hospitality Management
Faculty of Business and Entrepreneurship
Daffodil International University

Submitted by

Golam Robbani Roni

ID No. 193-43-434

Batch: THM-18th

Department of Tourism & Hospitality Management
Daffodil International University

*Faculty of Business and Entrepreneurship in Partial Fulfillment of the
Requirements for the Degree of Bachelor of Tourism and Hospitality Management*

Department of
**Tourism & Hospitality
Management**

Date of Submission: 17-09-2023

LETTER OF TRANSMITTAL

Ms. Farhana Yeasmin Lina

Department of Tourism & Hospitality Management
Faculty of Business and Entrepreneurship
Daffodil International University

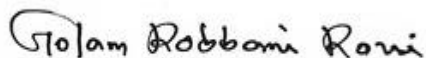
Subject: Submission of internship report Sales and Marketing Approaches to Retain Guests in Hospitality Industry: A Study on Dhaka Regency Hotel & Resort.

Dear Ma'am,

With all due respect, completing the BTHM program at Daffodil International University and having the opportunity to submit my report on "Sales and Marketing Approaches to Retain Guests in the Hospitality Industry-A Study on Dhaka Regency Hotel & Resort" is at tremendous accomplishment for me. This report is based on my six-month internship with the Dhaka Regency Hotel & Resort's sales and marketing department. This report was written to meet the requirements of my internship program at the organization to which I was assigned.

I've given my all into this report, as well as my workstation, where I've learned a lot and had a lot of fun with the organization, and where all of the learning resources will help me perform similar types of research in the future. At your convenience, I would gladly offer any further information or answer any questions you may have about this report.

Best regards,



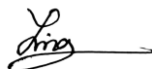
Golam Robbani Roni

ID: 193-43-434
Department of Tourism and Hospitality Management
Daffodil International University

CERTIFICATE OF APPROVAL

This is to certify that this report, entitled '**Sales and Marketing Approaches to Retain Guests in Hospitality Industry: A Study on Dhaka Regency Hotel & Resort**' is prepared by Golam Robbani Roni, ID: 193-43-434. This report is an outcome of the 24 weeks internship undergone at Dhaka Regency Hotel & Resort. He has completed his internship from Dhaka Regency Hotel & Resort, as an Intern under Sales and Marketing Department from 2st January 2023 to 2nd July 2023. He has successfully completed his internship report under my supervision. During my supervision I found him punctual, hardworking and sincere. I pray and wish for his success and better career in future. I hereby declare that I have checked this report, in my opinion this report is adequate in terms of quality and fulfill the requirement of BTHM program.

Signature



Ms. Farhana Yeasmin Lina

Lecturer

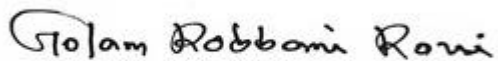
Department of Tourism and Hospitality Management

Daffodil International University

DECLARATION

“I am Golam Robbani Roni bearing ID: 193-43-434 the student of Tourism and Hospitality Management at Daffodil International University. This is to inform that the report named ‘**Sales and Marketing Approaches to Retain Guests in Hospitality Industry: A Study on Dhaka Regency Hotel & Resort**’ has only been prepared for the requirement of my Internship. It has not been prepared to serve any other purposes. Hence, it is strictly prohibited to copy, duplicate or to use the report without prior permission.”

Signature



Golam Robbani Roni

ID: 193-43-434

Department of Tourism and Hospitality Management
Daffodil International University

ACKNOWLEDGEMENT

The successful completion of this report is the outcome of the contribution of the number of people to whom I am grateful and want to thank them from the deep of my heart. I am thankful to those people who were very devoted towards my internship program. All of my learning and this report is the accumulation of many people's endeavors.

First of all, I would like to express my sincere and immense gratitude to my internship supervisor **Ms. Farhana Yeasmin Lina**, Lecturer of the Department of Tourism and Hospitality Management, Daffodil International University. I am deeply indebted to her whole hearted supervision to me during the internship period.

I would also like to thank the authority of Dhaka Regency Hotel & Resort for giving me the opportunity to do my internship and also for teaching me the trends and tactics of such luxury hotel culture and business. I am thankful to **Md. Mahmud Hassan** (Director of Sales and Marketing), **Md. Al Amin & Kazi Shad Noor** (Assistant Manager of Sales), **Ms. Tamanna Rahman** (Catering sales executive), **Dewan Farhan Masuk Era** (Executive, PR & Communication), **Md. Tuhin Hossain** (Jr. Sales Executive), **Md. Al Amin** (Manager Premier Club) for devoting time from their busy schedule and explaining about how work is done here and assigning me various tasks during this 24-week long internship period.

I'd also like to express my gratitude to all of my coworkers for their constant cooperation and support throughout my internship.

Abstract

For my internship program, I got the opportunity to work at one of the best performing Hotels in Bangladesh. I was placed in the sales and marketing department of the Dhaka Regency Hotel and Resort. There I got experience about how things work in real life and how the marketing and promoting activities especially event organizing and promoting the event. The current study especially aims are to get familiar with the Premier Club Service and orientation of application of the theoretical learning acquired from conceptual concentration in the undergraduate program. The major objective of this study are to determine how they convince guest for taking membership and make them frequent guest during the year. In terms of The Dhaka Regency Hotel and Resort Sales and Marketing department operation it has taken the hotel to another level by maintaining public relation and promotion efficiently. They maintain fixed manual of promotional activities suggested from the authority. The main focus of premier club is to create close relationship with guest, give them personalized service; increase business and revenue and get the best business in the town. The main strategy of getting market is to go for door to door marketing with corporates, social media marketing and tele marketing. They also focus on a loyalty program that makes The Dhaka Regency Hotel and Resort more closely connected with their clients. It was a tremendous opportunity to complete my internship in such a renowned, luxurious five-star hotel which helped me to enrich my theoretical and practical knowledge which will help me in the future to build a smooth career.

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Glossaries and Key Terms

1. **DR:** Dhaka Regency
2. **SMS:** Short Message Service
3. **SEO:** Search Engine Optimization
4. **BEO:** Banquet Event Order
5. **CRM:** Customer Relationship Management
6. **PMS:** Property Management Software (Own Customize)
7. **DSL:** Short for digital subscriber lines. The use of sophisticated modulation schemes to pack data onto copper wires.
8. **LTO:** Limited Time Offer
9. **BOGO:** Buy One Get One
10. **F&B:** Food and Beverage
11. **BAR:** It stands for Best Available Rate which is the lowest rate of the day that is available for guests to book.
12. **Rack Rate:** The official or advertised price of a hotel room, on which a discount is usually negotiable.
13. **CRO:** Central Reservation Office is a system that allows reservation agents to receive reservation requests by phone and to handle them immediately.

**‘Sales and Marketing Approaches to Retain Guests in Hospitality
Industry: A Study on Dhaka Regency Hotel & Resort’**

Chapter – 1

Introduction

1.1 Introduction

Consumer loyalty and satisfaction are important in any service industry especially in the hospitality industry. Actions of sales and marketing department drive hotel business with proactive attitudes in order to attain customer reliability. Dhaka Regency Hotel & Resort is the first ever privately owned 5*-star hotel in Bangladesh serving for 16 years in Dhaka and known best for their repeat business. Hospitality industry today is growing fast by the help of globalization. Business arena has been increasing globally with the unique technological invention. As well as patterns of Lifestyle and Leisure period spending style changed a lot. The demand of standard accommodation facilities for both domestic and international business and leisure tourists is increasing day by day. The Dhaka Regency hotel is one of the most exclusive and magnificent business-class five star hotels in Bangladesh. It is located on Dhaka Airport road in the commercial area of Nikunja-2 .The Regency Hotel is well known for its unique professional services. Spectacular 15 storied tower, the Dhaka Regency hotel has 221 luxury and suite rooms for accommodation. Guest will enjoy extensive facilities and extra privileges, including highly acclaimed spa, personal butler service, royal lounge and variety of activities. For its guest it has assembled conference and exhibition halls charged with breathing vibrancy, warmth light, synergistic swimming pool, lobby area, new revolving restaurants and health center on the rooftop offering unrivalled panoramic views of the Dhaka city especially of airport.

But with the introduction of new international hotel chain, Dhaka Regency will face challenges. These challenges they have to overcome with the competitive advantage and practice of international standard to satisfy their guest. Especially for solving this challenge it has Premier Club. The Premier club focuses on guest satisfaction constantly, give them special services, special price in every outlet, give vouchers, make guest up to date about offers and events and does a lot of work on behalf of them.

1.2 Background of the Study

For Business and Entrepreneurship graduates of the Bachelor of Tourism and Hospitality Management program at Daffodil International University who have finished all the required courses and want to gain experience in the practical application of the theoretical material covered in the course curriculum, an internship program has been developed. This report was prepared in accordance with the guidelines of Ms. Farhana Yeasmin Lina Lecturer. (THM), to satisfy the requirements of the course. This paper, titled ‘Sales and Marketing Approaches to Retain Guests in Hospitality Industry; A Study on Dhaka Regency Hotel & Resort’ was written as a requirement for the FBE program. After successfully finishing all 126 courses for the Bachelor of Tourism and Hospitality Management program at Daffodil International University, I was transferred to Dhaka Regency Hotel & Resort for my internship program as a trainee. I worked as a trainee in the Sales and Marketing department in Dhaka Regency Hotel & Resort.

1.3 Scope of the Study

The potential contribution of this report focuses on the impact of direct sales and digital marketing approaches to retain repeat customers in the hotel industry. This report has covered all details about sales and marketing department which will enlighten the fact of balancing both online and offline sales strategies in order to achieve customer loyalty. Beside that it has provided clear picture of the sales and marketing effectiveness and evaluate their acceptance among the potential and repeat guests. Contrarily, the scope of this report is limited to Dhaka Regency Hotel & Resort as much information is confidential and cannot be disclosed to any other parties. The report is prepared mainly based on practical observation which gave me the opportunity to relate my theoretical understanding with actual scenario in the light of hotel industry. So, this report is showing an actual face of fiction and real fact about the sales and marketing activities in hospitality industry.

1.4 Objectives of the Study

1.4.1 Broad Objective

The main aim of the study is to expand the elaborate knowledge about direct sales strategies, and loyalty program on digital and social media platforms to gain repeat customers at Dhaka Regency Hotel & Resort. This overall report also emphasizes the importance of sales and marketing in the hotel industry. The Sales and Marketing department can play a critical role in ensuring full customer satisfaction and generating significant revenue for the hotel.

1.4.2 Specific Objectives

- To obtain pertinent information about the operational activities of sales and marketing department of Dhaka Regency Hotel & Resort.
- To discuss the scope and limitations of different digital marketing tools and direct sales tactics of Dhaka Regency Hotel & Resort to retain more customers.
- To emphasis on my job responsibilities during internship period, evaluate the activities against standard benchmark and provide suggestions for the internal and external gaps that would help the establishment for more progress.
- To determine the connection between another department and the sales and marketing department.

1.5 Methodology of the Study

The nature of the report is descriptive by focusing on the digital marketing and sales activities of Dhaka Regency Hotel & Resort. All information is gathered by study, working, own observation, face to face interview and practical learning. In this report two types of data have been used. These are as below:

1.5.1 Primary Sources

- Primary data is derived from the practical work of my six months long internship program as a sales intern.
- Face to face interviews with the Head of Sales & Marketing, Public Relations Manager, Guest Relations Manager, Sales Executive, Catering Sales Manager and work interaction with another associate of this establishment.

1.5.2 Secondary Sources

- Different documents and information provided by my supervisor and other senior employees
- Official Website of Dhaka Regency Hotel & Resort
- Company brochure, prospectus, and fact sheet.
- Social media, online booking sites, and guest reviewing websites.
- Print media and other mass media contents regarding this establishment. Website of other established five-star hotels in Bangladesh.

1.6 Limitations of the Study

It is not an easy task to write a report on the subject. Some of the issues and limitations discovered while writing this report are as follows:

- I faced is the time limitation and lack of access to the confidential data.
- I tried to sum up my learning within these couple of days left after the internship. With more time, I could collect more data to analyze from my connections and come up with recommendations that are more accurate.
- During my internship period, I had to keep myself busy for 9 hours a day learning new things and facing new situations.
- It was little tiring yet immensely interesting.
- Another factor is the lack of access to the confidential data. During my period, I came to observe with their business reports, predictions and expected business expansion plans.

**‘Sales and Marketing Approaches to Retain Guests in Hospitality
Industry: A Study on Dhaka Regency Hotel & Resort’**

Chapter – 2

**An Overview of Dhaka Regency Hotel
& Resort.**

2.1 Introduction to Dhaka Regency Hotel & Resort

The gorgeous Dhaka Regency is a modern business-class hotel with a prime location on Airport Road in Nikunja-2. Dhaka Regency Hotel & Resort is ideally situated to target and attract the market segment that requires lodging services the most frequently. It is just a 3-minute drive from Hazrat Shahjalal International Airport, around the corner from Baridhara Diplomatic Zone, or 15- 20 minutes away by ride from the Banani and Gulshan Commercial Areas. The hotel's position is rendered even more advantageous by its proximity to the industrial belts of Tongi and Export and Processing Zone (EPZ), where Bangladesh's readymade garments (RMG) industry is located and contributes the majority of inbound tourism to the country.

This classically designed hotel has 15 stores and more than 250,000 square feet of space, including a 15,000 square foot parking lot. It has 221 beautiful guest rooms and suites with just the right amount of elegance and simplicity to make guests' stays simple. In addition to having individually controlled air conditioning, international direct dialing, satellite television, a minibar, a hairdryer, free Wi-Fi access, personal electronic safety kits, and a host of luxury bathroom amenities, each room and suite has been immaculately decorated with complete attention to our guests' comfort. With numerous room and suite categories to cater to the individual needs of each guest, the hotel also offers all room guests complimentary buffet breakfast and the use of a state-of-the-art fitness center in conjunction with our rooftop swimming pool as well as the opportunities of laundry and 24-hours room services.

The club floors, formerly the Regency Executive Floors on Levels 11 and 12, are home to 61 of our hotel's most exquisitely decorated guest rooms and suites, including the Presidential Suite, which has a floor area of more than 1,675 square feet. The Executive Club Lounge on Level 11 is a highlight of these levels and offers club floor visitors private check-in and check-out. In addition to these benefits, guests staying on the club level get free airport pickup and drop-off with a limousine, up to three loads of laundry per day, free access to Club 13, and gratis local phone calls and shoe shining services. Guests are also entitled to receive 20% discount at Juvenex Spa & Salon and on limousine services as well as 25% discount on all services in Business Center

2.2 Background of Dhaka Regency Hotel & Resort

Dhaka Regency Hotel & Resort is a renowned business class hotel in Dhaka city. The Dhaka Regency Hotel's adventure began in May 2005. The project is being started by a British Bangladeshi investment consortium. In June 2005, when all the necessary formalities were finished, construction on the building began. The project was finished in around two years. The management body is hired in the interim by the director body. The initial hiring process was finished by December of the next year, and the training program began in January 2007. By then, the pre-opening team was prepared. Apart from some little décor, the hotel was likewise ready. Finally, the soft launch took place in April 2007. For their journey, it is more than just a period. A few years ago, they renovate their property with gorgeous interior.

YEAR OF ESTABLISHED	2007
TYPE OF HOTEL	5 Star Business Hotels
GROUP	British Bangladesh Group
ADDRESS	Airport road, Nikunja 2 Dhaka-1229.
TELEPHONE	+88 02 8913912
E-MAIL	info@dhakaregency.com
TRANSPORT	Airport – 1 km, (3 minutes by car)
ACCOMODATION	221 Guest rooms
LOCATION	City's nearest hotel From The International Airport. As well as Closest from Gazipur, Tongi & Ashulia Industrial zone and Baridhara Diplomatic Zone.

Figure 2.2: Information at a glance of DR

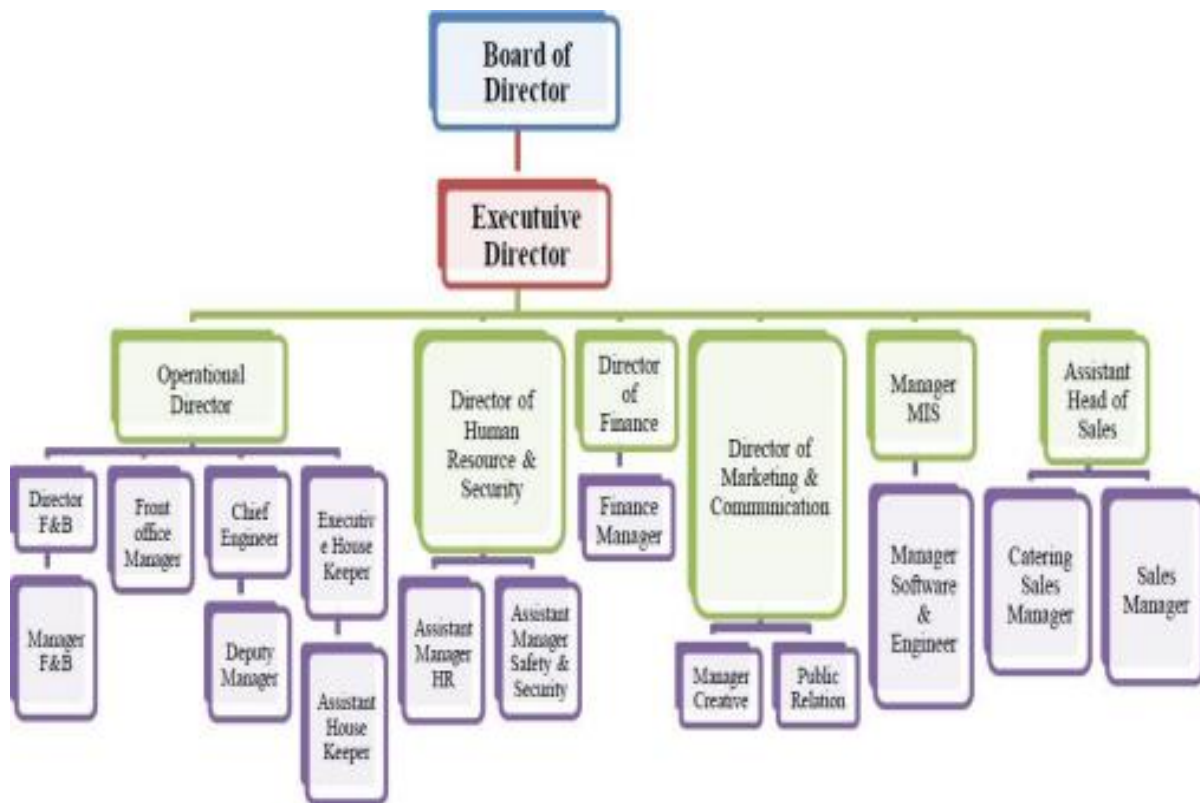
2.2.1 Mission of Dhaka Regency Hotel & Resort

The Dhaka Regency Hotel and Resort’s mission is to exceed the expectations of their guests. Inspire their associates and provide superior financial results to those who entrust with managing their assets.

2.2.2 Vision of Dhaka Regency Hotel & Resort

Vision of Dhaka Regency Hotel & Resort is to be a world class and renowned hotel by its service excellence and product quality.

2.2.3 Organizational chart of Dhaka Regency Hotel & Resort.



2.3 The functional departments of Dhaka Regency Hotel & Resort

Dhaka Regency Hotel consists of total ten departments to run its operation swiftly. All these departments work together with a common objective- to provide the best possible accommodation & services to the guests. These departments are interdependent because failure in a single department can cause negative results to other sub-departments and may lead to lose business. The functional departments of “Dhaka Regency Hotel & Resort” are given below:

Serial No.	Department
1.	Front Office
2.	Sales and marketing department
3.	Food and beverage service
4.	Food and beverage production
5.	Engineering and Maintenance department
6.	Housekeeping department
7.	Security department
8.	MIS department
9.	Finance and Accounting department
10.	Human resources department

Figure 2.3: The functional departments of Dhaka Regency

2.4 Services & Facilities offered in Dhaka Regency

Hotel & Resort

The following facilities are included in our rooms:

Services & Facilities	Dining Facilities:	Featured service:
<ul style="list-style-type: none"> ➤ Central air-conditioning ➤ Satellite television ➤ Bath tub & Hair dryer ➤ International Direct Dialing ➤ Mini bar ➤ Electronic safe ➤ 24-hours room services ➤ Laundry services 	<ul style="list-style-type: none"> ❖ Grandiose restaurant ❖ Grill on the Skyline ❖ Comfee lounge ❖ Bubble Lounge flavor ❖ Club13 	<ul style="list-style-type: none"> ❖ Limousine service ❖ Business centre ❖ Juvenx Spa ❖ DR fitness ❖ Swimming pool and Jacuzzi

Room Type	Published Rate*
Standard	USD \$170 ++
Luxury Deluxe	USD \$250 ++
Deluxe Supreme	USD \$300 ++
Executive Suite	USD \$400 ++
Regency Premium	USD \$350 ++
Regency Studio	USD \$325 ++
Royal Suite	USD \$900 ++
Presidential Suite	USD \$1200++

Figure.2.4: Types of rooms and Published rate of DR

Each of their 221 guest rooms and suites has been immaculately decorated with complete attention to the comfort of our guests. They offer numerous categories of rooms to ensure that they may cater to the individual needs of our valued guests.

2.4.1 Meeting and Event facilities DR.

Every one of their 221 guest rooms and suites has been meticulously furnished with the comfort of their visitors in mind. To be able to meet the unique demands of each of their esteemed guests, they provide a variety of room classifications.

2.4.2 Dining Facilities

- **Grandiose Restaurant**



An array of international cuisines awaits guests in our all-day dining outlet Grandiose Restaurant with buffets served during breakfast, lunch, and dinner plus an à la carte menu of hand-picked culinary favorites.

LEVEL 06

Open Daily | 06:30 - 23:00

Buffet Breakfast | 06:30 - 10:30

Buffet Lunch | 12:00 - 15:30

Buffet Dinner | 18:00 - 23:00

Seating | 150 Guests

History of Dhaka Regency Hotel & Resort Ltd

• **Grill on the Skyline**



Evenings become magical when guests dine in the scintillating environment of our signature rooftop restaurant GRILL ON THE SKYLINE amidst the smoky scent of gourmet goodies with a blanket of stars spread overhead and an unobstructed view of the airport runway and Dhaka City.

ROOFTOP

Open Daily | 16:00 - 23:00

Seating | 160 Guests

• **Comfee Lounge**



Whether craving for coffee, chai, confections, or conversation, Comfee Lounge presents just the answer in a relaxed atmosphere inspired by meet and greet engagements.

LEVEL 05

Open Daily | 07:00 - 23:00

Seating | 30 Guests

• **Club 13**



Evenings sparkle weather the choice is colorful cocktails or unadorned aperitifs at city's largest bar Club 13.

LEVEL 13

Open Daily | 17:00 - 23:00

Seating | 120 Guests

• **Bubble Flavor Lounge**



The effervescent scent of the finely mixed flavored hookahs mingles in the air at the country's most popular shisha venue Bubble Flavor Lounge. Moreover, day time or late night, longings for snacks as well as whole meals are easily sated with its eclectic menu.

LEVEL 06

Open Daily | 24hrs

2.4.3 Featured services

• Juvenex Spa & Salon



With 5,000 square feet of space on Level 13 to offer a breathtaking bird's eye view of the City and Hazrat Shahjalal International Airport runway for a unique rejuvenation experience, Juvenex Spa & Salon remains the largest private wellness facility in the country that recreates the serene sophistication and attention to detail demonstrated by the contemporary spas of Thailand.

LEVEL 13

Open Daily | 12:00 - 00:00

• DR Fitness



The state-of-the-art health club DR Fitness offers guests and members alike a multi-gym facility completes with steam, sauna, and professional fitness trainers to motivate and direct conditioning routines that will leave one feeling healthier and stronger.

LEVEL 13

Open Daily | 06:30 - 23:00

- **Swimming Pool**



Whether to cool down with a soothing dip or simply bask under an open sky, our rooftop swimming pool ensures guests enjoy a moment of unadulterated repose.

ROOFTOP

Open Daily | 06:30 – 23:00

2.4.3 Meeting and Event facilities

The team of catering and banquet professionals remains ready to help guests plan and execute unique and engaging events, be they corporate or social. With over 08 venues ranging from 1,100 to 10,000 square feet of spaces, including a rooftop garden restaurant for dynamic parties, the hotel has been designed to host assemblies of all nature.



Celebration Hall



Grand Summit-3



Rendezvous Lounge



My Lounge



Grill on the Skyline



Grand Summit-1

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 on the Sky 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	-	-	-

Figure 2.4.1: Meeting and event facilities at Dhaka Regency Hotel & Resort

2.5 SWOT Analysis of Dhaka Regency Hotel & Resort

An organization's internal strengths and weaknesses, as well as external opportunities and threats, are evaluated using the SWOT analysis, a strategic planning technique. A purpose for a SWOT analysis needs to be clearly stated. It is a tool that a business can use to attain its objective or find a means to survive in a highly competitive market. It helps a business or business endeavor justify its present position and decide what to do going forward, including how to compete with current rivals.

- ☞ Strength: Internal element that bring some advantages over the existing competitor.
- ☞ Weakness: Internal element that bring some disadvantages over the existing competitor.
- ☞ Opportunities: External element responsible for a big profit or a greater sale.
- ☞ Threat: External element that causes some trouble in the running business.

Strength of the Dhaka Regency Hotel & Resort

- ❖ Location: Dhaka Regency is the second closest business class hotel to Hazrat Shahjalal International Airport. It is 10 minutes driving distance from the airport.
- ❖ Premier Club Membership: Dhaka Regency Club membership is very popular. Hence, they have a lot of local guests along with foreign guests.
- ❖ Independent Brand Image: Dhaka Regency is an independent brand as it does not belong to any international chain. After all these years it has a strong brand value.
- ❖ Excellent Outlets: All outlets in Dhaka Regency are up to the mark. Especially Club 13 outlet of Dhaka Regency is the biggest bar in Dhaka city.
- ❖ Excellent Service: Dhaka Regency Hotel authorities always strive to provide first class service to the guests. They do not compromise on their service.

Weaknesses of Dhaka Regency Hotel and Resort:

- ❖ Lack of dedicated hotel building: The Dhaka Regency building is not entirely dedicated to hotels. That is why the hotel starts from the 5th floor of the building. Sometimes guests get confused because of this.
- ❖ Does not belong to any international chain: Dhaka Regency's two closest competitors are Le Méridien and Radisson Blu Hotels and both belong to two of the most popular chains.
- ❖ PMS: Although PMS around the world use OPERA, they are still using their self-designed PMS called HMS.
- ❖ Professional Conduct: Some staff are not well trained or well educated due to which professional conduct cannot be properly ensured.

Opportunity of Dhaka Regency Hotel and Resort

- ❖ They are renovating their property with a lavish interior which is a great opportunity to attract new guests.
- ❖ It is a prestigious local brand to local people.
- ❖ Growth of MICE business in Dhaka.
- ❖ Guests always prefer to stay near airport hotels.

Threat of Dhaka Regency Hotel and Resort

- ❖ Many foreigners are coming to Dhaka due to the economic growth of the city due to various reasons. So the market is expanding rapidly. While the influx of foreign visitors is welcome, it also brings new threats. To survive in the market these threats must be taken seriously.
- ❖ There are already enough five star hotels to give tough competition. Again new brands are coming with modern technology and services. New entrants are the biggest threat to Dhaka Regency Hotel. To survive in the market, they need to diversify their services more and personalize their services more.
- ❖ The traffic jam is so severe that it takes around 40 to 60 minutes to reach the airport. And guests who work in Dhaka city, they don't want to stay there because of traffic congestion.
- ❖ The two nearest five star hotels to Dhaka Regency are Le Meridien and Radisson Blu. So sometimes big budget programs like conferences, corporate get togethers, these two big fish grab the opportunity because of their brand value and property size.

**‘Sales and Marketing Approaches to Retain Guests in Hospitality
Industry: A Study on Dhaka Regency Hotel & Resort’**

Chapter – 3
An Overview of Sales and Marketing
Department.

3.1 Introduction to the Sales & Marketing Department

The sales and marketing department is responsible to sell the hotel rooms and other services to potential customers. Making a position for their goods in the customer's mind is the main responsibility of the sales and marketing department. One of the most energetic teams to compete with the other participants in the market is the sales staff of the Dhaka Regency Hotel & Resort. The Dhaka Regency Hotel & Resort has earned a reputation as the city's friendliest hotel through a number of the department's initiatives.

3.2 Operational network organogram of Sales and Marketing department.

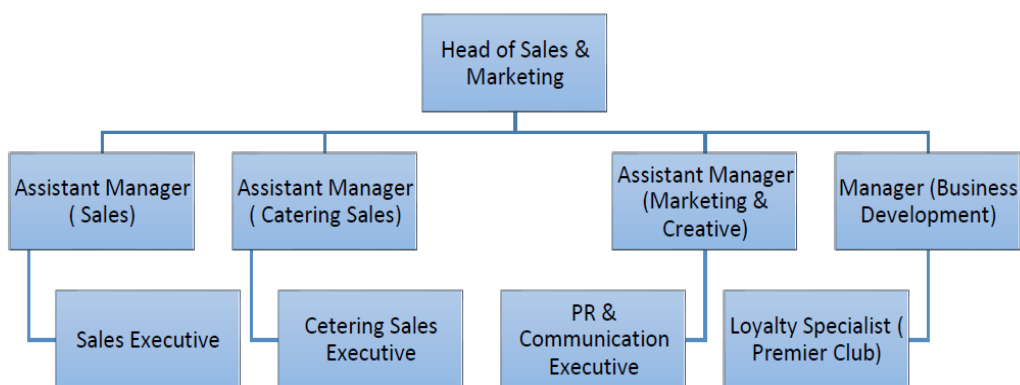


Figure: 3.2. Organization Chart of the Department

3.3 Wings of Sales and Marketing Department

At Dhaka Regency Hotel & Resort the Sales and Marketing Department has two separate wings which is led by one head and headed by the executive assistant manager. These wings are sales, marketing and public relations.

Marketing and Public Relations Branch:

Regency Hotel & Resorts Marketing and Public Relations in Dhaka are managed by two people from two marketing departments. They support the management of problems or issues, help management to be aware of and responsive to public opinion, define and emphasize the responsibility of management to serve the public interest through various planning strategies. They help establish and maintain mutual lines of communication, understanding, acceptance and cooperation between an organization and its public. The marketing department is very important in advancing the operations and objectives of the hotel.

3.3.1 Effective Activities of Sales

The sales force has a considerable impact on the profitability of the business. As there is a huge competition in the market and five star hotels are making every effort to capture the market, the sales team of Dhaka Regency Hotel & Resort strives hard to capture new business and select key markets from competing hotels.

- ❖ Visit various government and other organizations to find any potential business by promoting updated corporate rates, discounts and special services offered.
- ❖ Emphasis on consolidating existing accounts as well as targeting new accounts to lure clients from competing hotels by offering better and unique services, room rates and discounts.
- ❖ Assist DR corporate sales team and administration in developing key account plans, objectives, and timescales and sales details.
- ❖ Coordinating functions and activities with other departments as it relates to the marketing/sales function
- ❖ Efficiently manage guest reservations made through e-mail or direct phone calls and focus more on group business and long standing business.
- ❖ Communicating with individuals outside the hotel including owners, company associates/management, advertising agencies, media, clients, ministries, tourist boards,

airlines travel agents, tour operators, competitors and other members of the local government and business community.

- ❖ Internal and industry related operations require full familiarity with their own software called HMS.
- ❖ Ensuring all account details within HMS are kept up to date and correct, regularly reviewed.
- ❖ Creating a sales and marketing plan that accurately articulates business objectives and uses it to communicate and focus the teams and own efforts.
- ❖ Implement policies and procedures that support its use in all areas of account management, booking, review of sales associate activity, account tracing, etc. Ensure all policies and procedures are fully documented and updated as necessary in the Sales Procedures Manual
- ❖ Coordinate the functions and activities of sales and marketing personnel, including marketing and public relations.
- ❖ Weekly meetings with the entire sales and marketing team.
- ❖ Maximize and achieve productivity of all sales personnel by following a system of weekly and monthly work plans.
- ❖ Regularly reviewing the productivity of all previous and current accounts, sorting them according to their business and productivity.
- ❖ Practice on a consistent basis to determine customer objectives, budget needs, date flexibility, measure competitive information, professional account qualifications.

3.3.2 Effective activities of marketing and public relations:

The marketing department focuses on the implementation of all the responsibilities given by Dhaka Regency Hotel & Resort. They are solely responsible for communicating with customers by defining brand values and providing value for money services.

- ❖ Conduct customer and market research. Research helps define target markets and opportunities and helps understand how products and services are perceived.
- ❖ Lead advertising and promotional campaigns for various events, implement and monitor all advertising and promotional activities.
- ❖ Managing all social network sites and guest review websites to gain insight into each guest's needs and communicate with them.
- ❖ Creating marketing and promotional materials that describe and promote key products and services and should be kept up-to-date as those products and services evolve.

- ❖ Maintaining a future vision strategy, drawing guidelines for positioning the hotel in the market and directing management and other business units accordingly.
- ❖ Responsible for creating content through search engine optimization for website and keeping web content current.
- ❖ Consistently monitor advertising and promotion spend vs. budget, maintain a year-round plan that complements the hotel's business plan as well as the needs of various hotel units.
- ❖ Always keep the team updated on competitors' advertising and promotional activities through consistent market monitoring.
- ❖ Work closely with assigned advertising agencies and other suppliers on above and below the line advertising programs, ensuring creative advertising in a cost effective manner.
- ❖ Request joint promotional activities with selected credit card companies, banks and publications to maintain a positive market presence and generate business opportunities.
- ❖ Identify, develop and manage all public relations activities, including writing press releases and briefs, key messages, speeches and presentations.
- ❖ Prepare advertising and media campaigns to actively promote the property and submit to the Sales and Marketing Manager.
- ❖ Lobbying is a specialized branch of public relations that builds and maintains relationships with governments for the purpose of influencing laws and regulations.
- ❖ Preparing media releases to be sent to major dailies and publications to ensure proper publicity is achieved for hotel exposure.
- ❖ Advise guests of potential inconveniences such as ongoing repairs and stress their future benefits.
- ❖ Crisis Communication Anticipate and manage strategies to mitigate problems or unexpected opportunities by maintaining strong relationships with key media personalities.
- ❖ Track and regularly evaluate return on investment and effectiveness of marketing campaigns.
- ❖

3.4 Direct selling and digital marketing methods:

3.4.1 Strategic Approach to Direct Selling

The sales department mainly handles the hotel room business. For this reason, they need to maintain a good relationship with their repeat corporate clients as well as new clients.

❖ Sales Call:

It is the primary technique used during personal selling to reach new clients. The sales managers of this hotel have the daily responsibility of making sales calls to various clients. Each salesperson often communicates deals with the sales and marketing manager according to their sales plan for the upcoming week. Through a sales call, they can inform the other party about available benefits and current corporate pricing. It is essential to build rapport between the salesperson and the organization.

❖ In house meeting:

Most of the time, walk-in clients attend in-home meetings. A walk-in customer is someone who shows up at a hotel without prior arrangement or contact to check out the property and speak with a salesperson. Typically, walk-in customers ask about accommodation costs and amenities. Within 15 minutes of admission, salespeople greet and assist walk-in customers in the lobby. If the client is able to enter the deal office, the front office informs the sales division that the client wants to speak with someone about potential business. The salesperson converses with the guests and notes all their requirements. If a potential lead is found, they try to sign a group business agreement, pay the corporate rate and show their accommodations. A great way to make customers feel comfortable is to show them available rooms and other amenities. There are also great opportunities for upselling.

❖ Client entertainment:

Client entertainment in sales means offering something like a lunch, dinner or complimentary hotel stay before signing a business deal. Before finalizing any potential business, the deal sales person offers these things to the clients as sales tools. This strategy is particularly successful as it allows customers to showcase Dhaka Regency Hotel & Resort's amenities. There are situations when a salesperson needs to deliver food to guests outside the hotel, such as cakes and cookies. Each salesperson has a cap on the amount of fun they can provide to customers.

❖ Discount vouchers and gifts:

Sales and marketing managers often give gifts to their frequent visitors, such as cakes, flowers, cookies, etc. To attract more customers, they often mail discount coupons to potential bookers.

In addition, they organize a farewell party for a long-stay guest and distribute birthday cakes and birthday cards to hotel guests. For large groups, airline crew members and other corporate visitors, they also make welcome banners. It facilitates communication between salesperson and customer. This helps them attract dedicated repeat customers.

❖ **Organization of competitions and food festivals:**

Sometimes they start new competitions with the help of joint partnerships with other companies or organizations to increase room sales. Recently, during the Valentine's Day celebrations, they formed a partnership with US-Bangla Air which provided them with two Dhaka-Cox's Bazar-Dhaka air tickets. This has helped them a lot in gaining new business, people participate more for lucrative rewards. Apart from this they organize various food festivals resulting in great business for the food and beverage sector.

3.4.2 Strategic Approach to Digital Marketing

Given how easy it is to replicate services, promotions have become an important component this is essential to attract customers in a market when the service provider's offerings are essentially the same. Dhaka Regency Hotel & Resort is one of the top five star hotels in the hospitality sector of our country. They are promoting themselves through their sales and marketing department. In order to maintain positive relations with their existing foreign and domestic clients and to attract more new ones through promotional activities, they primarily develop such promotional strategies. All promotional activities which are finally approved by the Head of Sales and Marketing Department.

Their promotional activities are described below:

❖ **E-mail blast:**

It is crucial to promote new hotel products to customers whenever they are ready for introduction. At Dhaka Regency Hotel & Resort, customers are informed about new product introductions and ideas through email. Customers will not be motivated to return for a second visit if they are not informed about new products or ideas. DR sends emails to guests through a master database before any type of event, food festival, fair and recent deals. DR emails its frequent guests once a week to inform them of current and upcoming promotions.

❖ **SMS Blast:**

Just like an e-mail blast just before an event, DR usually sends SMS to regular and loyal guests. Through messages the press and media can also easily understand about their activities and those activities are promoting on those media and press people.

❖ **Social media advertising:**

Dhaka Regency Hotel & Resort is actively doing social media marketing using all the popular social media tools like Facebook, Twitter, Instagram and their website. So, guests can identify current offers and activities by following their social media sites. They are updating all information from time to time on their official Facebook page and boosting important posts to reach target customers.

❖ **Advertising on digital kiosks and billboards:**

Advertising is a very powerful form of promotion, and most businesses use it to market their products or services. Apart from advertising on giant digital billboards outside the hotel, Dhaka Regency Hotel & Resort also broadcasts all its promotional ads on digital kiosk screens located near the restaurant and lobby.

❖ **CRM through various review websites:**

Customer relationship management is the driving force behind effective hotel marketing, helping organizations focus marketing efforts to drive profitable business and build close relationships with visitors, groups and corporate clients. The majority of viewers don't demand perfection, but they do demand listening. These days, online guest reviews not only give customers the opportunity to feel heard through surveys, but to personally confirm their opinions and take them into account during their stay.

❖ **Facebook:**

Facebook is a huge platform that can help you reach more people for a given market interest. Dhaka Regency always tries to respond to reviews as quickly as possible. When clients receive considerate treatment from service providers, they feel valued. This motivates them to provide reviews about their hotel experience on social media platforms. These reviews help the hotel identify areas that need improvement and develop an effective marketing strategy to attract repeat business.

3.4.3 Use of Offline Marketing Tools

Using offline media and networks to market or sell products is known as offline marketing. Examples of offline marketing methods include brochures, billboards, banners, newspaper ads, TV ads, etc. Apart from digital media, Dhaka Regency uses offline marketing strategies to connect with potential clients.

❖ **Printed Materials:**

Although printed materials seem quite old-fashioned, their applications never cease. Visitors can learn a lot about the service through printed material in the lobby or guest room. This applies to pamphlets, flyers, newsletters etc To better inform their guests, Dhaka Regency provides fact sheets with all the information on their services, deals and amenities. For house guests, these printed items are more useful. Here is an example DR fact sheet.

❖ **Press releases:**

At Dhaka Regency Hotel & Resort, for press releases before any events the public relations and customer relations manager plays the ground role. In all the press releases all the media people get invitation and their attendance in the meeting gets ensured. In press releases all the department heads get invited and the general manager gives vote of thanks. Press release copies are provided to the media people right after any press conference.

❖ **Media Coverage in Top Daily Newspapers:**

Another significant concern in the hotel industry is media attention. Important announcements, promotions, giveaways and newly launched hotel services are all covered by the media. The DR's public relations manager gathers media coverage from the morning newspaper to present to the meeting. Additionally, the hotel's social media pages shared this coverage.

❖ **Invitation card:**

Before organizing any food festival and events sales and marketing team of DR distributes invitation cards to their potential clients. It helps to let them know about the new service and create a good relationship. The sales and marketing team distributed cards to some banks, multinational companies and media persons for the ‘‘MANGOOS FRUIT FESTIVAL event’’. For this invitation many people came to attend the festival and were willingly buying products of their choice which results in good revenue on that month.

3.4.4 Dhaka Regency Loyalty Program- Premier Club:

Dhaka Regency Premier Club is an exclusive privilege program aimed towards taking guest experiences in culinary and lifestyle to new heights. Where escaping from day-to-day routine to enjoy a weekend gateway, impressing a business associate with a lavish lunch or catching up with friends and family over a sumptuous banquet, Premier club membership allows a member to do so with flair. Traveling or home, members are the first to learn about great promotions and receive invitation to exclusive events and reclaim the right to an advantaged existence like discounts on accommodation, dining, or recreation.

Premier club contributes almost 25% revenue to the hotels overall revenue. Premier club sales almost 85-90 membership regular each month which directly generates revenue of BDT 2200000-2500000. The Loyalty specialists and others sales officer always give reservation of rooms, restaurant, spa, event, banquet and others facilities. That is how they help to generate revenue in every outlet. While budgeting the total revenue, there is also a budget for premier club. The 16 employees of this club work very hard to achieve the target.

How many types of membership they have?

They have two types of membership program they have for their guest.

Regular Membership: Regular members of Dhaka Regency Premier Club enjoy exclusive privileges at all outlets of Dhaka Regency Hotel & Resort with 15 special gift vouchers. Regular membership program charges BDT 25000 annually. While renewing the membership it will cost BDT 22000.

Royal Membership: Royal members of Dhaka Regency Premier Club enjoy exclusive privileges at all outlets of Dhaka Regency Hotel & Resort with 22 special gift vouchers. Royal Membership program charges BDT 35000 annually. While renewing the membership it will cost BDT 32000.

❖ **Membership Card Benefits**

- Accommodation Benefits
- Dining Benefits
- DR Fitness & Swimming Pool
- Juvenex Spa & Salon

❖ **Privilege Partners Benefits**

- Members also enjoy Exclusive Privileges at Luxurious Hotel and Resorts in Bangladesh and abroad.
- Members also enjoy Exclusive Privileges at Health Care.
- Members also enjoy Exclusive Privileges at Fashion House.

❖ **Voucher benefits**

- Regular membership provides 15 vouchers for recovering guest's money.
- Royal membersh

**‘Sales and Marketing Approaches to Retain Guests in Hospitality
Industry: A Study on Dhaka Regency Hotel & Resort’**

Chapter – 4

Activities Undertaken, Challenges and Lessons Learned.

4.1 Job experiences and Duties

During 24 weeks long internship program. The internship-training modules of the sales and marketing department was prepared by the director of this department Muhammad Mahmud Hassan and also with direct supervision of him and Business Development Manager of Premier Club Md Al Amin. Besides my academic knowledge now I am learning practical knowledge and seeing how that works in the real life. A trained professional known as a sales executive develops the company's annual sales targets and works with the sales manager and sales associates to meet those targets. The job involves creating a strategy to track out fresh sales leads and forecasts and turning them into loyal customers. As a hospitality sales executive, participate in sales activities and events and help the team reach monthly and annual budget goals as well as projected room income in the hotel industry and other revenue-generating areas.

4.2 Job Responsibilities as a trainee:

- ⇒ Attended training classes under Human Resource Department officers who tried to illustrate their learning from experiences toward me.
- ⇒ Attending Morning meeting at 10.am, learning the daily activities of doing work.
- ⇒ Learnt the telephone skills of the customer loyalty service; how to take reservation and accommodate guest properly, answering to their queries and giving membership selling presentation.
- ⇒ Attending weekly, monthly meeting with other team and other department
- ⇒ Gained the practical knowledge of selling membership and also knew how to convince the guest efficiently.
- ⇒ Taking feedback from the guest about their event, dinner, lunch or other service.
- ⇒ Sending Business rate to guest/Corporate office/other properties.
- ⇒ Microsoft excel activities for handling guest information.
- ⇒ Learnt how to send formal mail to company and how to communicate with them.
- ⇒ Showing guest the venue for their celebration
- ⇒ Arranging valentine's day program and selling ticket
- ⇒ Helping guest during the program/event.
- ⇒ Visiting other brands, Hotels and offices for collecting coupon
- ⇒ Knowing basic queries how to host an event.
- ⇒ Observing and analysis data about an event.

4.3 Academic Preparation:

Mismatches between education and employment occur frequently in the first few years of a university graduate's career. Rarely do fresh graduates possess the precise talents that employers demand. This should not be interpreted as a critique of higher education's faults. Higher education is supposed to do more than just provide a tightly defined set of immediately employable talents. Some skills are best gained on the job. However, graduates of BTHM programs have a variety of human capital assets (Front office, F&B, S&M, Housekeeping), which employers may value differently, leading to an initial mismatch between the degrees. Additionally, recent graduates are prevented from filling employment appropriate for their educational level by a lack of work experience. As a result, it is likely that many recent diploma recipients take employment that are below their educational level in an effort to gain experience and practical abilities that they may

Later apply to other higher-level occupations.

THM department should emphasize a curriculum that is more practically based so that students can gain actual experience that will assist in their ability to find employment in the industry.

4.4 Summary of the Internship Program

Internship is a program which helps a student to experiences the corporate life for the first time. I have been assigned as an intern at the Dhaka Regency Hotel & Resort for six months to fulfill my academic requirement of Bachelors of Tourism & Hospitality Management (BTHM) degree. The duration of my internship program was 6 months which started on January 2, 2023 till July 3 2023. In my internship period I have worked in Sales & marketing department. I got the opportunity to learn about the daily task and job responsibilities of this department and experience them by doing by myself.

Name of the Organization	Dhaka Regency Hotel & Resort
Address:	Nikunja-2, airport road, Dhaka,1229 Contact-01713-332651
Position:	Intern
Department:	Sales and Marketing
Internship Duration	24 weeks
Working Hours	9:00 am – 6:00 pm
Internship Supervisor	Md. Mahmud Hassan (Director, Sales & Marketing

**‘Sales and Marketing Approaches to Retain Guests in Hospitality
Industry: A Study on Dhaka Regency Hotel & Resort’**

Chapter – 5

Findings, Recommendations & Conclusion.

5.1 Findings at Dhaka Regency Hotel & resort:

I have discovered something very remarkable about the Dhaka Regency after working there for three months. However, based on my observations, I have come to realize that sales and marketing have a few flaws that they ought to reconsider. Below are the following factors:

➤ Creative Content:

Compared to other five-star hotels, the majority of the postings on the official Facebook page are fairly creative when presenting any competitions or festivals. Visitors find it challenging to book hotels because there is no option for a 360-degree virtual tour of the spaces. Visitors from abroad and the local community are both welcome in the DR. However, the majority of its marketing materials are directed at the local populace, and foreigners are not given any options.

➤ Inadequate Information in Website:

The Dhaka Regency's official website isn't updated with new content. As an illustration, they now have a bar called "Club 13" that is not on the list of locations.

➤ Customer Service Quality:

Dhaka Regency always tries to provide the best quality service with a clean and calm environment along with good facilities. But some associate's behavior hampers to gain repeat business and standards are not maintained. Standard check in time is 3 minutes and a call should be attended within 3 rings but the associates of DR are not bound to maintain these standards. These behaviors hamper the relation between sales manager and the guests.

➤ Lack of a Guest Preferences Database:

There is no central database that collects information on guests' preferences, including their food preferences, room preferences, requirements, and likes and dislikes. This will make it possible to offer customized services after collecting all the data in a database. However, no record of these guests' preferences exists in the DR.

5.2 Recommendation:

Dhaka Regency Hotel is providing very efficient and valuable service and they have good value in the market, there are also some facts which can help to improve their service and generate more revenue. Some recommendations are given below

- ✓ more online promoting will increase the probability of having new queries.
- ✓ Building a brand image & superlative service from every outlet.
- ✓ Giving a minimum amount of service charge along with incentive may encourage the employee much.
- ✓ Doing an agreement while hiring a new employee
- ✓ Creating Strategic alliances with Famous Business, different brands and organization
- ✓ Daily based supervision and target of the employee may bring good result
- ✓ Giving some special services and facilities only for members
- ✓ Giving complimentary membership to High profile Corporate, celebrities.
- ✓ Increasing of promotion and others special facilities costs may create obstacle to reach the target revenue
- ✓ Loosing employee frequently may affect to reach the target and maintaining a good relationship with guest in the long run.

5.3 Conclusion:

Dhaka Regency Hotel and Resort is one of the leading five star hotel which is selling excellent marketing services to the guest. The diplomatic location of this hotel always give privilege to the information presented here will help a new employee to understand about Premier Club and the services provided by the club. Duties as a trainee may help the Employee for understanding their job responsibilities and performing them with efficiency. The findings will help to determine the situation of this club and its activities. Also by grabbing the opportunities and transforming weakness into strength may help to earn more revenue from the club and the sustainability of it. Though the club is doing a great job by fulfilling their target and generating revenue. It can become of the strongest membership selling club within existing hotels in Bangladesh.

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Appendix

Internship Related Documents: *Forwarding Letter*



Faculty of
Business and Entrepreneurship

January 24, 2023

The Director
Human Resources
Dhaka Regency Hotel & Resort
Airport Rd, Dhaka 1229.

Subject: Request for Internship Placement of Golam Robbani Roni, ID # 193-43-434, BTHM Program, Daffodil International University.

Dear Sir,

It is our pleasure to let you know that the Department of Tourism and Hospitality Management is offering a Bachelor of Tourism and Hospitality Management (BTHM) program, under the Faculty of Business and Entrepreneurship, Daffodil International University. We are committed to providing quality education to create competent and efficient executives to meet the escalating needs of our economy. At our university, the medium of instruction in all the programs is English.

As a mandatory requirement, a student at Faculty of Business and Entrepreneurship is required to work for an organization as an intern to gather practical experience to augment his horizon of knowledge. While working as an intern, a student must comply with all the rules and regulations of the organization. On completion of his internship, the student has to submit a report on the topic he is assigned. On principle, we strictly keep this report in confidence and use it only for academic purposes. The duration of the **internship is 6 months**, depending upon the convenience of your organization.

It will be highly appreciated if you could please provide **Golam Robbani Roni, ID # 193-43-434**, BTHM Program, DIU the opportunities and necessary logistic support to successfully complete his internship.

Sincerely,

Mahbub Parvez

Associate Professor & Head
Department of Tourism and Hospitality Management
Faculty of Business & Entrepreneurship
Daffodil International University

Mahbub Parvez
Associate Professor & Head
Dept of Tourism and Hospitality Management
Faculty of Business and Entrepreneurship
Daffodil International University

Daffodil International University: Daffodil Smart City, Ashulia, Dhaka, Bangladesh

Tel: +88 02 9138234-5, 48111639, 48111670, 01847140094, 01713493051, 01713493141, 01811458841, 01841493050

E-mail: info@daffodilvarsity.edu.bd, Fax: +88 02 9131947

www.daffodilvarsity.edu.bd

Internship Related Documents: *Extension Letter*

To

29/3-2023

Director of Sales & Marketing & Human Resources Department
Dhaka Regency Hotel and Resort
Airport Road, Nikunja 2, Dhaka

Subject: Prayer for extension of internship program.

Dear Sir,

Currently, I am working as regular internship employee in your organization. I am working as Sales & Marketing intern your department starting from 2 January 2023. My internship will be end on 2 April 2023 but the internship is not is still finished according to my university rules. It will take another three month to finish.

Therefore, I am requesting you to please extend my internship to 2 July 2023, So that I can complete it and submit the report to my University.

I shall be very grateful to you in the regard.

Yours Sincerely

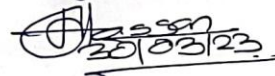
Golam Robbani Roni

Daffodil International University

ID- 193-43-434


01910505010

Request to
Consider the
extension due to
program completion


29/03/23

Internship Related Documents: Performance Evaluation Form.

www.dhakaregency.com



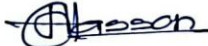
MD. Mahmud Hassan
Director of Sales & Marketing
+88 01713332616
mahmud@dhakaregency.com

Airport Road | Nikunja 2 | Dhaka 1229
E info@dhakaregency.com
T +880 960 410.0101-8 | H +88 01713332651-4

Internship Performance Evaluation

Name of Intern: Golam Robbani Roni
ID : ID # 193-43-434

Variables	Punctuality(5)	Creativity(5)	Self-motivation and dedication(5)	Teamwork(5)
Marks	5	4	5	5


Name of Supervisor :.....
Designation :.....**MD. Mahmud Hassan**
Name of Organization:.....**Director of Sales & Marketing**
Dhaka Regency Hotel & Resort

Signature and date with Official stamp

Internship Related Documents: *Internship Certificate*