

**Department of English**

**Daffodil International University**



**Internship Report**

**Based on**

**Work Experience and Learning**

**at**

**BD Tour Foundation**



Internship Report  
on  
**Effective Communication Management: A Project on the Role of  
Communicative Customer Service Executive in Tourism Sector**

Prepared by  
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**This report is prepared for partial fulfillment of the requirement  
for**

B.A. in English  
Under the supervision of  
**Ms. Mahinur Akther**  
Lecturer  
Department of English  
Faculty of Humanities and Social Science

Date of Submission : May 2024



## Declaration

I am hereby announcing that I am completing my B.A. Honors and completing the degree, I have submitted my internship report on the topic of “**Effective Communication Management: A Project on the Role of Communicative Customer Service Executive in the Tourism Sector**”. I worked on this internship report and my supervisor is Ms. Mahinur Akther, Lecturer, at Daffodil International University. She helped me a lot to complete the work with great gratification. It is an enormous prospect for me to gather vast information and grasp the subject matter appropriately. I have found the study to be quite interesting, beneficial, and insightful, and tried my level best to prepare an effective and credible report. I honestly, not only anticipate that my analysis will assist in providing a clear idea about the overall condition of “Effective Communication Management: A Project on the Role of Communicative Customer Service Executive in Tourism Sector”, but also optimistic enough to believe that you will find this report’s worth for all the labor I have put in it. I welcome your entire query.



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## Certificate of Supervisor

It is my pleasure to certify that this project paper, “**Effective Communication Management: A Project on the Role of Communicative Customer Service Executive in Tourism Sector**” has been submitted to the Department of English at Daffodil International University, conducted by Md Gali B Jamali, and bearing ID: 202-10-667. He has successfully completed his internship at BD Tour Foundation, a Tourism company as a Customer Service Executive under my supervision for completing his course entitled: “Project Paper with Internship” (Course Code-ENG431) in the program B.A. in English. The report has not previously not been presented for any recognition or academic accomplishment.



.....

**Ms. Mahinur Akther**

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## Acknowledgment

First, I am thankful to my Almighty, who has given me the courage and strength to prepare this report titled "Effective Communication Management: A Project on the Role of Communicative Customer Service Executive in Tourism Sector" which aims to select primary and specific objectives through study and experience. It includes a thorough understanding of the working environment, gaining knowledge of tourism sector and practices with various types of people, how to gain experience working through active communication in corporate life, Writing the report clearly for the internship program of the university, and using the good aspects of the three months internship experience later in the corporate life. I was allowed to work as an intern in the customer service department. As an intern, my primary responsibility was to do all the work of the Customer service department. After completing the internship, I realized that professional work is as attractive as challenging. Many problems come to work, but according to the guidance of supervisors, they can be solved with effort and work. This internship helps me to understand students can learn about the experience they get while working in an organization and how they can apply that experience in their professional life. The internship report describes each job type of service executive, their official performance, communication skills, and my experience. As I complete this internship successfully and giving me the ability, physical and mental strength, and ability to make my internship program effectively. I am grateful to the authorities of BD Tour Foundation for allowing me to do an internship in "Effective Communication Management: A Project on the Role of Communicative Customer Service Executive in Tourism Sector" and for helping and supporting me with information from their office and fields. I also want to thank my honorable supervisor Ms. Mahinur Akther, Lecturer (Daffodil International University), for giving me very helpful guidance and an exceptionally well-arranged schedule to complete my report. I want to thank my family who directly or indirectly supported me in this regard and were always there to help me whenever I needed them. Finally, I am grateful to all of them who directly or indirectly helped me to complete this internship programme.

## **Executive Summary**

BD Tour Foundation, one of the leading name in the Tourism industry, introduced an internship program for aspiring professionals to gain hands-on experience as Customer service Executive. This executive summary provides an overview of my internship experience, highlighting the key learnings and contributions during my period. As a Customer Service Executive at BD Tour Foundation, I was responsible for managing Indian Tourist and Medical visa processing, engaging with customers, their questions and ensuring customer satisfaction. Throughout my internship, I developed valuable skills in communication strategies, customer relationship management, and tourism sector analysis. During my time at BD Tour Foundation, I actively participated in enhancing the visa application processing experience for customers. This included creating engaging services like General FAQs, Visa Information, Medical Tourism, optimizing our service, and effectively promoting special offers for the customers who want to travel. Through my efforts, I was able to contribute to increased customer engagement and conversion rates. At the same time, I gained a deeper understanding of customer behavior, their expectations and market trends by working closely with the management executive team. Using this knowledge, I provided valuable strategies on customer management and offering themselves possibly the best service and making suggestions to further improve service and communicative performance.

Moreover, my internship at BD Tour Foundation as a customer service representative helped me with a comprehensive understanding of online communication facts and its impact on Tourism sector. I am very much confident that the skills and experiences gained during this internship will be a valuable asset for my future career as well.

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# Chapter 1

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# INTRODUCTION

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## **1.1 Introduction to the Internship Report**

I completed my four years of Bachelor Degree in the Department of English from Daffodil International University (DIU). Students enrolled in Daffodil International University's bachelor program have the wonderful opportunity to complete an internship which helps them to have an idea of the real-world job market before graduation. An internship program helps students to relate their practical knowledge with the real-world environment and a job sector that everyone wants to belong to. For the final phase of the practical, I concluded my internship at "BD Tour Foundation" as a customer service executive. BD Tour Foundation is a well-known Tourism company in the country. My report's primary focus is on communication skills, management, tourism sector and its development, and some vital problems that the organization faces. My team advisor on BD Tour Foundation was Md Abu Aiyob who supported me to ensure that I could do the job to the best of my ability. Along with that, I had a tremendous amount of help from my university supervisor, Ms. Mahinur Akther, lecturer at Daffodil International University (DIU), who helped me to ensure the success of this report. I started my internship at BD Tour Foundation in February 2024 and ended in April 2024. Effective service delivery is vital in this segment of fierce competition where there is no space for error. Gaining an edge and being efficient in every aspect is necessary for survival and growth. A Customer service executive plays a vital role in the Tourism industry, and it was not an easy road. I had to deal with a lot of challenges from customers, management and visa difficulties and new technologies, but as I got beyond them all, I realized I had more ability to do that. I emphasized my skills there. Constantly learning new things which will help me to build my beautiful career in future.

## **1.2 Objectives**

This report is written based on the internship that was completed in BD Tour Foundation and is prepared as a requirement for the completion of Bachelor of Arts in English Program in Daffodil International University. There are two categories in which the report's objective might be placed.

- General Objective
- Specific Objective

### **1.2.1 General Objective**

This internship report is finalized in order to complete the Bachelor of Arts degree in English at Daffodil International University.

### **1.2.2 Specific Objective**

To take a deeper look into the report, it will discuss the following aspects:

- ⇒ Provide a clear overview of BD Tour Foundation
- ⇒ Focus on the services, workspace, and amenities that are offered to employees of BD Tour Foundation
- ⇒ To discuss the Foundation's standards and effects on employee gratification.
- ⇒ To discuss the area of a service provider executive

This report's goal is to provide a thorough account of my internship experience. It contains a thorough explanation about my journey, difficulties and the steps taken to overcome those. Along with that, the report also contains information regarding the work environment and services of BD Tour Foundation.

The report will undoubtedly increase the students' future batches' understanding of the running world. With this information, students could suitably get ready for their upcoming internships. Additionally, anyone searching for a brief explanation of BD Tour Foundation could find this report helpful.

## **1.3 Methodology**

Materials included in this report are collected from both primary and secondary data sources.

### **1.3.1 Primary Data Source**

- Personal experience acquired through the internship
- Observation of the work sector's environment and surrounding

### **1.3.2 Secondary Data Source**

- Online articles and tour related websites
- Official Facebook page of BD Tour Foundation
- Reviews and communication with clients

## **1.4 Mission & Vision**

BD Tour Foundation is the authorized and exclusive Tourism Organization that provides national and international tours all over the world. Besides, they provide medical tours in well developed countries like India. This implies that the only places in Bangladesh where you can find authentic information about international tour, medical tour, internal tour in countries, and the best Visa services that are provided by well-educated and genius employees. Their top goal is to provide clients with the highest possible medical and tourist services. BD Tour Foundation is one of the best Tourism Company that prioritizes the customer's condition and what situation they are actually facing. Also, They have a mission that they want to create an environment That travel will be very easy and comfortable for everyone.

## **1.5 Services of BD Tour Foundation**

BD Tour Foundation is a renowned tourism company in Bangladesh. They provide top notch quality services for traveling in Bangladesh, such as cost-effective Visa processing, ensuring secure international tours, and offering completely comforting and secure medical tours. international medical campaigns. BD Tour Foundation provides a full range of services and guarantees customers will receive superior service compared to any other provider.

Some examples are:

### **1.5.1 Visa processing**

BD Tour Foundation is a prominent travel company providing safe and secure visa processing for international travel. Completing the visa process is a big challenge for clients. In this case, it is important to have a passport, national identity card, white background photo, copy of utility bill, no-objection letter from company for job holders, trade license for businessmen, bank statement, active mobile number and Gmail . Tourist and medical visa applications are usually processed here. If everything is correct then application and then payment of prescribed fee of embassy all files are prepared for appointment. In this case, the patient's medical documents are required for the medical visa. The embassy wants to know about the VIL ( Visa Invitation Letter ) from the expected hospital. Medical visas usually come quickly, but tourist visas take

a little longer. However my main responsibility was to process Indian Medical And Tourist visa.

#### **Documents needed in Indian visa Processing (Tourist);**

1. Application form
2. Picture 2×2 (Background White)
3. NID
4. Utility bill copy
5. NOC
6. Dollar endorsement (Minimum 200 Dollar)
7. Passport copy
8. Last visa copy (if any)
9. Invoice

#### **Documents needed in Indian visa Processing (Medical);**

1. Application form
2. Picture 2×2 (Background White)
3. NID
4. Utility bill copy
5. NOC
6. Dollar endorsement
7. Visa invitation letter
8. All medical reports copy
9. Passport copy
10. Last visa copy (if any)
11. Invoice

### **1.5.2 International Tour Management**

After completing the visa process, when the client gets his desired visa, usually in the case of a tourist visa, he has to go to foreign travel spot through a specific port. In this case, our BD Tour Foundation's tour guides and mentors help the tourists to reach the place without any difficulties. Generally multiple entries are used for tourist visas because for a visa a person can travel multiple ports many times . And the hotels that are under the BD Tour Foundation allow

visitors to stay comfortably within a limited budget. BD Tour Foundation is organizing regular international tours in India, Malaysia, Singapore, Thailand. In this case there are certain policies such as food cost, travel cost are all included in a specific package. BD Tour Foundation also provides rail or bus tickets and air tickets.

### **1.5.3 Medical Tourism**

Medical tourism has created a revolutionary change in our country at present in Tourism Sector. Also people are more inclined towards it. And this has created a potential space for the BD Tour Foundation. The neighboring countries of Bangladesh are the most preferred destinations of Bangladeshis for medical treatment abroad. About 2.5-3 million medical tourists from Bangladesh visit India every year for medical problems and they get the best treatment according to the data of the Ministry of Tourism of India. It is the fact that the tendency of Bangladeshis to seek treatment in neighboring countries is increasing every year. There are many reasons why many Bangladeshi patients travel to India for treatment rather than relying on the country's own healthcare system. Besides, people choose medical tourism to get hassle-free medical care and reliable operations for many complex diseases. BD Tour Foundation always helps their patients to get quality treatment at low cost. In this regard BD Tour Foundation has direct contacts with around twenty five famous hospitals in India. BD Tour Foundation provides essential medicines for many patients from outside the country.

### **1.5.4 International Medical Campaign**

BD Tour Foundation organizes International Medical Campaign to bring medical care closer to patients. It is a service strategy where experienced doctors from outside the country provide free medical services. BD Tour Foundation has organized about three successful campaigns so far. In this case a patient discusses with doctor about his medical condition or diagnosis. An interpreter works here. Also anyone can talk to the experienced doctor through online appointment . BD Tour Foundation recently conducted a medical campaign at Boshuti Mother and Child Hospital (Banasree). Experienced doctors from MGM Hospital Mumbai came here. Also they completed a successful campaign in Sylhet last year. BD Tour Foundation always provides the best medical care for heart and cancer patients in Bangladesh. BD Tour Foundation safely sends native patients to Kolkata, Mumbai, Chennai and almost every city in India for better treatment.



Campaign in Sylhet



Campaign in Bansree

## **Chapter 2**

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# **BACKGROUND OF STUDY**

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## **2.1 Background of Study**

The current evolving journey of the tourism sector has revolutionized the way travel and services are conducted worldwide. This revolution has placed immense importance on building both strong online and offline presence to reach a larger customer to maintain appropriate communication with them. Bangladesh is no exception to this trend. Many companies are increasingly focusing on digital platforms, Facebook pages, banners, to attract customers. And they are trying to do good marketing which can make their company more known to everyone. One such company is BD Tour Foundation, one of the emerging names in the travel sector of Bangladesh offering sustainable and safe travel services. Internship program at BD Tour Foundation provides an excellent opportunity for students to gain experience in customer management, working on communication skills, providing services, and developing aspects of the tourism sector.

## **2.2 Company Overview**

The Tourism industry has already been ranked as the single largest developing industry in the world. Bangladesh is a country where we can find infinite potential in tourism. For this, BD Tour Foundation aims to ensure the best travel services to domestic travelers to native tourist spots and those who wish to travel internationally for tourism or medical purposes. BD Tour Foundation started their journey in 2014 with some effective initiatives to help the country's overall economic development through sustainable development of the tourism industry. Time over time their vision moved beyond the country and they have started international tourism services .

Bangladesh is known worldwide for its warm hospitality, traditional art, and culture . BD Tour Foundation is running the organization with the aim to introduces these tourism potential to foreign tourists. And at the same time trying to attract local tourists to foreign tourism. Beside they provides services of visa processing, ticket booking, international tour, domestic tour, medical tourism, medical campaigns and so on . BD Tour Foundation works with the mission of providing a safe service where anyone can enjoy safe travel and medical care. With the potential of the tourism industry, BD Tour Foundation is the only company to provide the best service to tourists, with the facilities to develop their own hotels, hospitals, and transport services in various tourist spots.

To enhance customer experience, BD Tour Foundation operates both online and offline contacts. Company's knowledgeable and friendly staff are always ready to assist clients in finding the perfect services that suit their needs and preferences. BD Tour Foundation also has a review and counseling segment that anyone can call to ensure their queries and suggest their opinions .

### **2.3 Market Analysis**

Analyzing the market is crucial for gaining insight into consumer behavior, preferences, and trends. It is also beneficial to comprehend the customers' situation and identify the specific services they desire. BD Tour Foundation is specifically focused on understanding the target audience's preferences for service features, maintenance, and affordable budgeting for tours. The internship program offers a chance to help with research tasks like conducting customer surveys, analyzing feedback, and assessing market trends in the tourism industry. The results aid the company in developing new strategies and ensure they can effectively meet customer needs.

### **2.4 Competitive Goals**

In order to stay competitive in the market, BD Tour Foundation rigorously keeps track of and assesses its rivals. This company talks about their business status, their operational areas, and the evolving trends in tourism. In this scenario, their company's latest venture commences based on timing, disaster, opportunity, or setback. This involves examining the services of rival companies, focusing on strategies, pinpointing areas for enhancement, and creating plans to set its offerings apart. Through consistently conducting a thorough analysis of competitors, the company continues to improve its range of services and stay ahead in the market. Furthermore, BD Tour Foundation stays ahead in utilizing modern technology for communication and management to progress with the times.

## 2.5 Scope of the Field

This report gives an overview of understanding of the experience that I had in my working environment. A thorough description of my experience at BD Tour Foundation is corporate so others can get to be familiar with the company and may conclude regardless of whether it is the perfect workplace for them. The scope of the field for BD Tour Foundation customer Service Executives is diverse and rewarding. As an executive , I was responsible for answering questions from customers and offering themselves our services that would be suitable for their budget . Besides, I was responsible for processing Indian visas . My primary goal was to make communicative relations with customers and bring service offers for the company.

My scope of work was maintaining and growing customer relationships by providing excellent customer service and support. This was involved in answering service related questions, assisting with travel directions , and resolving any issues or concerns that customers may have. Additionally, as a Customer service executive , I worked in a crucial role in creating and implementing effective service strategies to reach a wider audience. This was involved by utilizing social media platforms, online advertising, and other digital marketing techniques to generate leads and maximize service providing opportunities.

Overall, the scope of the field for BD Tour Foundation Customer service executives was involved in building strong customer relationships, driving service growth, and contributing to the success of the company's total service efforts.

### **Advantage :**

#### **→ Cooperative Schedule:**

As a customer service executive, I had to maintain the office schedule like a general employee. That helps me to feel what corporate life is actually going on. In my internship period i had the advantage of getting suitable time in terms of working hours. I was able to tail my schedule to fit my personal needs and commitments, making it easier to maintain a work-life balance.

→ **Wide Range Of Customer Service:**

BD Tour Foundation operates in both the online and offline space, and that's why it gave me the opportunity to reach customers from all over the country. Generally a lot of people connect with Bd Tour Foundation in different places for foreign tours. And I had responsibilities to communicate with them about their requirements. This expanded my potential customer base and increased my earning potential.

→ **Career Development :**

Customer service executive in a tourism sector is an effective role where they are alltime connected with their officials and the customers. And important thing is that In BD Tour Foundation they are used to learn about ongoing project, customer management skills. Also They can work on their communication skills. And it is a possible way to make a beautiful career in this sector. Because in this sector communication management is a key factor.

→ **Communication Build up :**

BD Tour Foundation is a platform where it is an opportunity to maintain a close connection between the customer and service provider. As a customer service executive, I feel that it is a fact where an intern can make his or her strong communication with various kinds of people. Here is the possibility to learn about human behavior and their lifestyle. So here is a way to build up a community to communicate .

## **Disadvantage :**

### **→ Available Competitor :**

In this developing world everyone is trying their best to build a renowned company . I also face the same problems as a Customer service executive in BD Tour Foundation . Whenever there are a lot of tourism companies, they have a lot of agents. To face Themselves was another challenge . Because they try to take customers just for their business purpose not to provide actual services .

### **→ Online Based Service Requirement And Trust Issue :**

A lot of people want to know about the service of BD Tour Foundation via messenger, whatsapp, contact number. When they are interested in taking our service then the distance and online based trust issue matters. In many cases i faces that they were interested at first time but now they are trying to avoid us . And another issue is trust ; a lot of cheaters are available anywhere in online platforms so it is a great challenge to motivate customers.

### **→ Visa Cancellation:**

Visa cancellation is a fact for traveling in foreign country. For many reasons, visas can be canceled by the embassy. But it plays a vital role in providing services to our customers. Sometimes it takes too long time to get a visa. Then customers become disappointed about services. I was used to these kinds of situations.

### **→ Promotional issue:**

Another issue here is promotion. Whereas every company keeps efforts on their promotional activities but BD Tour Foundation has some lackings here. They feel that their customers will always be loyal to the company's services . But I work with them and they keep some review to me that another company is providing this or that services and so on . So it is another fact . Because a promotional video or advertisement can increase customer engagement .

## **2.6 My Interest in the Field**

My interest as a customer service executive lies in the dynamic and ever-evolving world of the tourism industry. With a specific focus on BD Tour Foundation, I was enthusiastic about answering the question of the customers and confirming their service and helping themselves for what will be better in case. With a keen eye for detail and a passion for tourism, i was thrilled to work at BD Tour Foundation as a customer service executive. In this role, i was dedicated to understanding the needs and preferences of customers and providing exemplary customer service to ensure a seamless service providing experience. Utilizing my strong communication and interpersonal skills, i always aimed to build a lasting relationship with customers, offering our latest service, projects and making recommendations and expert advice. By staying up to date with the latest travel project, foreign conditions and understanding BD Tour Foundations service list, i was committed to provide the best service to my company so that they can have the best customer engagement.

Moreover as customer service representative in BD Tour Foundation, I had the target to manage people with my organizing way of effective communication. And to ensure my mark on my company.

## **Chapter 3**

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# **PERSONAL EXPERIENCE**

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### 3.1 Personal Experience

Joining as a customer service executive was something that i always had on my mind for an internship. When I first started to explore the world of tourism, i instantly thought about my career with it. My work at BD Tour Foundation opened doors to countless opportunities for personal and professional growth.

One of the most rewarding aspects of working as a customer service executive is the ability to connect with people from various parts of the country. Through the power of the face to face meeting, internet and social media platforms, i have interacted with individuals from different cultures, backgrounds, and perspectives. Each day i interacted with a lot of people through phone calls and messages from different parts of the country. While i was there to help them with their needs and service selection , i got to learn a lot about the people and the culture of different districts. All these exposure have broadened my horizon and enabled me to develop an inclusive mindset. The flexibility that came with being a customer service executive was another standout feature of this profession. I had the liberty to choose my work hours, which allowed me to maintain a healthy work- personal life balance. While I woke up in the morning, maintaining my office was really amazing. Furthermore, working as a customer service executive has honed my communication and negotiation skills. Each interaction with a potential customer presents an opportunity to showcase the benefits of the service that i am providing .Through concise and compelling communication, i have learned to create persuasive arguments that resonate with customers, ultimately leading to a successful sales conversion. These skills have not only helped me in my professional life but also in my personal relationships, as effective communication is essential in all areas of life. While being a customer service executive has its advantages, it also comes with its share of challenges. The highly competitive nature of offline and online means that one must constantly stay updated with the latest marketing strategies and tactics. This requires continuous learning and adaptation to trends and consumer preferences. Nevertheless, these challenges have motivated me to enhance my knowledge and skills, enabling me to stay ahead of the curve and consistently delivering results.

Following are some of the opportunities, challenges, and problems that i encountered during my work at BD Tour Foundation .



**3.1.1 Opportunities:** A lot of customers used to talk in their local language. Even though at first it took me some time to understand them but soon enough I realized that I got to pick up a lot of new terms and their culture as well. Along with that, I had some repetitive customers who used to call or message a couple of times a week, and soon enough we became friends. They talked about various festivals that I had no idea even existed.

**3.1.2 Challenges:** However, as not everyone has the same mindset, some customers were really tough to deal with. At first, it made me very upset, and I struggled a lot while talking to them. As a continuous learner, I did not give up and kept trying different approaches to deal with them and win over their trust . Soon enough, I learned how to deal with difficult customers.

**3.1.3 Problems:** Even though being a customer service executive has both its positive and negative sides, there were some problems that I encountered which were very difficult to get by. There were some customers who called to complain about services and were not ready to listen to anything that I had to say. They would call and start yelling the moment I received the call and demand to talk to an authority even though if they had listened to me, I could have provided them the same solution that the authority would. However, some customers thought only the higher authorities had the power to provide them with the best solution and that is why they were rude with the executives. This problem was very difficult to handle, and I always had to transfer it to my advisor, however, as time went by, I learned a lot of new tactics to handle this type of clients.

In addition to professional growth, being a customer service executive has provided me with a sense of fulfillment. The ability to help customers to have services and facts that meet their needs is incredibly gratifying. Knowing that I have played a part in making someone's life easier or more enjoyable brings a deep sense of satisfaction and purpose to my work.

## **Chapter 4**

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# **PROFESSIONAL GROWTH**

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## 4.1 Technical Skills

As a customer service executive at BD Tour Foundation, there are several key technical skills that I was able to adapt after working. Some are as follows:

- ❖ **Strong Computer Literacy:** This includes proficiency in using various online platforms and customer relationship management like meta business systems to process services and manage customer inquiries.
- ❖ **Search Engine Optimization:** In order to ensure effective online marketing, I gained knowledge of search engine optimization strategies, social media advertising, and email marketing campaigns to effectively reach and engage potential customers. Besides use of IVAC website, it is easier to visa application.
- ❖ **Data Analytics Tools:** There are some data analytics tools that I gained experience on after working at BD Tour Foundation, such as Microsoft Excel, Word, Whatsapp Business. These tools helped me to analyze data, identify trends, and make data-driven decisions is vital for optimizing in providing service performance.
- ❖ **Canva Design:** Proficiency in basic canva design and photo editing software has been very beneficial for me to create visually appealing poster listings and social media content.

By possessing these technical skills, I was well-equipped to excel as a customer service executive at BD Tour Foundation.

## 4.2 Communication Skills

As a BD Tour Foundation's customer service executive, strong communication skills are essential to succeed and maximize service providing in the running marketplace. I had to effectively convey service information, engage customers, and build trust remotely. Here are some key communication skills that I acquire to excel in this role:

- ❖ **Clear and Concise Messaging:** The very first thing that I did after starting work is to articulate our services features and benefits in a straightforward manner. I also observed and tried different techniques to ensure that my communication style suits different customers and their preferences.
- ❖ **Active Listening:** Patience is a very important key factor of this role. I always ensured that I carefully listen to customers' needs and concerns while being empathetic to them.

I Addressed their queries promptly and provided personalized solutions to enhance customer satisfaction.

- ❖ **Persuasive Language:** I utilized persuasive techniques to interact with customers, such as storytelling about the places, using positive language, and highlighting the value and quality of our services or recent tours. Additionally, I developed a compelling narrative that resonates with customers, driving them towards a purchase decision.
- ❖ **Written Proficiency:** Working as a customer service executive means being very detail oriented. I always made sure to display excellent written communication skills in emails, chats, and social media interactions because this is the customers first impression on me and our company. I also ensured accuracy, professionalism, and timely responses to maintain a positive brand image.

By working with these communication skills, I established myself as a reliable and trustworthy BD Tour Foundation's customer service executive, fostering loyal customer relationships and driving our ongoing service growth.

### 4.3 Management Skills

As the face of the company interacting with customers, my ability to manage my tasks effectively and efficiently is crucial. Some examples are as follows:

- ❖ **Strong Organization Skills:** In order to ensure success, I learned to manage a pipeline of leads, scheduling follow-ups, and prioritize tasks are key to ensure no opportunity is missed.
- ❖ **Time Management:** Multitasking was the most common factor in this job. That's why to make sure nothing gets missed, I learned to keep a keen eye on excellent time management skills to meet deadlines of visa application and payment date and handle multiple responsibilities simultaneously.
- ❖ **Problem Solving:** As a customer service executive, I had to deal with various customers every day and solve their complaints or issues. It is a tough skill to conquer as every customer is different. However, with time I learned to demonstrate a proactive and solution-oriented approach, aiming to turn potential problems into opportunities.

By mastering these management skills, I learned to be well-equipped to succeed as a customer service executive for BD Tour Foundation, providing a positive customer experience and driving the company's service growth.

## 4.4 Self-Assessment

Here are some of the key self-assessments that I have learned in this job.

- ❖ **Attitude:** All through my entire process as an intern, I was consistently energetic to gain some new useful knowledge. From the beginning, I was a bit afraid about the new environment of the organization. However, within some time, I made myself familiar with it. Despite the fact that it is hard to learn new things, I feel that I had the option to adapt to these difficulties. My rational, focused, and energetic attitude has assisted me with managing new corporate culture, office climate, and new technology. I believe that this attitude will assist me with taking care of any basic circumstance effectively in the days coming.
- ❖ **Ability to Learn:** Since childhood, I was always eager to learn something new. The idea of conquering new knowledge and skills excites me. That's why within a short period of time, I was able to learn about all the projects, technical knowledge, various service providing tactics, and handling customers promptly.
- ❖ **Initiative:** Taking the lead on any job is the most important characteristic for any employee. Throughout my internship at BD Tour Foundation, I made sure to take initiative on anything that came in the way because I believe as humans, we learn the best when we do something by ourselves.
- ❖ **Quality of Work:** A company's reputation depends on the quality of work of its front-line employees. As I worked as the customer service executives, the way I interacted and treated my customers is what they remember as an experience of BD Tour Foundation. This is why, from the very first day, I paid attention to every detail and ensured that my quality of work remains top notch.

## **Chapter 5**

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# **FINDINGS, LIMITATIONS AND RECOMMENDATIONS**

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## 5.1 Findings

Working as a customer service executive may seem like an appealing career choice. However, this job comes with its own set of challenges and problems that one must be aware of before diving into this field.

### Some examples are as follows:

- One of the main problems that I faced as a service executive is the language barrier with my customers. As we offered services all over Bangladesh, I had to deal with clients from all the districts. There are some local languages that I have never been familiar with. However, as the majority of the people spoke in their local language, I had encountered trouble understanding a lot of people which led to miscommunication. There were times when I had to seek help from my team leader to close a conversation due to the language barrier.
- Secondly, I encountered a lot as a customer service executives have to deal with angry customers. Often, people call and start to yell without listening to any help or support that I may offer them. These customers were very rude and some even used slang language. From my organization it is a rule that it is not possible to become angry with customers . Due to their bad experience and lack of trust, they do not want to listen to the executives. I understood that it was not their fault, however, dealing with these kind of people is somewhat difficult.
- A lot of customers that I had were from the countryside. As our country is not advanced in online payment, oftentimes these customers had trouble with payment. Due to this problem, I had faced a lot of visa cancellation. Upon request, sometimes I completed their visa application but they never communicated with us.
- Another issue with my job was that some customers were making mistakes between visa applications and foreign travel requests while submitting them serially.
- Lastly, Some clients apply for visa just out of interest. And after visa application or appointment at Indian Embassy they no longer contact us .

## 5.2 Limitations

Along with so many opportunities, there were a couple of limitations that I encountered as a customer service executive in BD Tour Foundation .

- The primary challenge I often encountered as a customer service representative was the limited chance to have in-person interactions with customers. Many customer service executives depend only on digital communication channels to aid in forming personal connections and building bonds with clients. This complicates the process of building trust and credibility with potential customers, resulting in decreased conversion rates and ultimately affecting the performance of the service provided. Moreover, online interactions often lead to more misunderstandings and miscommunication, which can impede the service process even more.
- Another limitation that I confronted was that the majority of my clients were old . Therefore, I had very few interactions with them. Most of them wanted to travel with family or they wanted medical treatment in India.
- Another limitation is the potential for miscommunication. As I communicated with a lot of customers through messages, it was very easy to misunderstand and misinterpret. Without non-verbal cues like facial expressions or body language, it was difficult to convey tone or intention accurately.

## 5.3 Recommendations

Couple of recommendations that I have for BD Tour Foundation are as follows:

- Some clients do not receive proper service due to visa application errors. Which is very inconvenient for both the client and the company. When someone does not get the visa, they never try again. Besides, sometimes they send us wrong documents with NID or Passport. However, if they send the correct informations or documents, not only will they get a visa but will make a smooth foreign travel.
- Majority of the customers look for service within a reasonable price. However, the service charge is fixed and budget friendly in BD Tour Foundation , which made a lot



of customers go empty handed. If they think about the condition of their customers then negotiate prices a bit, it will generate a lot engagement.

- BD Tour Foundation does not have any customer database. For a revolving company like BD Tour Foundation, I personally think they should keep a customer database. This would help them to promote new services or projects upon launch and inform customers regarding any event or upcoming promotions. Additionally, BD Tour Foundation have a lot of repeat customers, and each time someone belongs with our service, we take their information repetitively. Having a database would help them to coordinate their employee's time more efficiently and it would help employees to take more calls, therefore more potentials.
- BD Tour Foundation has only one department for both customer service and booking. This increases the hold time for the customers. Having two separate departments would help them to lower the hold time for their clients and help employees to stay focused on one category.
- I personally think BD Tour Foundation should make their office a bit more decorative. This would make the office environment delighted which would help employees to work better. As everyone loves to work in a happy place with a lot of positivity.

One of the biggest ways to connect with customers and ensure customer satisfaction is transparency. BD Tour Foundation often does not share all the information of their service with their customers. Sometimes customers encounter problems due to this and it creates a bad impression of the company to customers.

## **Chapter 6**

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# **ACADEMIC LEARNING IN INTERNSHIP**

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## 6.1 Learning from Academic Courses

There are some of my skills and growth that I learned from my educational period in my University courses. The practical application of these courses has greatly benefited me in my workplace, which has made my internship period work much easier. These are :

- **Listening, Speaking and Pronunciation** : First of all I will mention the role of effective fluent speaking; that was a part of my courses in the beginning of my University life . It helps me to implement my knowledge to my clients during any official presentation or campaign.
- **Presentation Skill Development** : Then it is necessary to speak about presentation management and organization skills that were very much effective in my internship period . It was an amazing course that helped me break the barrier to speak to the public.
- **Academic Reading and Writing** : I had to prepare official important documents or project drafts. In this regard, this course helped me to write beautifully and present my writing in an official manner.
- **Employability 360** : Communication and management skill and how these could be valueable it was clear for me when I started my internship. On the other hand the main and vital skill that helps me in every moment in my internship at BD Tour Foundation was Time management . It was known from a very important Course Employability 360 . Communication and its necessity , how effective communication can change the environment , office management, behaviour, controlling anger management, these lesson was connected in my internship .
- **Art Of Living** : Time management, customer evaluation , self motivation , self esteem management, work with full confidence, these were important parts of my internship. I was familiar with these from my course where i learned about how to maintain ethics and moralities in the workplace .
- **Introduction to Psychology** : Working with the clients, their mind and thoughts, by understanding their situation or expectations.I worked with them accordingly with the help of this course.

## **Chapter 7**

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# **CONCLUSION**

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## 7.1 Conclusion

In conclusion, my Internship experience at BD Tour Foundation as a customer service executive has been truly insightful and rewarding. Throughout my time with the company, I have gained a wide range of skills and knowledge in the tourism industry. Working at BD Tour Foundation has allowed me to develop a deep understanding of communication management through customers, customer engagement, and service management. I had the opportunity to utilize various digital service provider tools and platforms to increase organizations promotions. Additionally, the internship also provided me with exposure to a diverse team of professionals who were always willing to guide and mentor me. Their continuous support and feedback have significantly contributed to my personal and professional growth. Furthermore, the experience of working with BD Tour Foundation has given me valuable insight into the challenges and opportunities of the overall tourism industry. This internship has not only equipped me with practical skills but has also instilled in me a deeper appreciation for the importance of teamwork, adaptability, and customer satisfaction. Communication management is a very important skill. Also it is very important to learn something new at any particular stage and its proper application in personal life and professional life. Being a customer service executive has benefited the most from people communication skills.

Overall, this Internship has been an invaluable experience in shaping my career path and has enhanced my skill set to succeed in the dynamic world of tourism service. I am grateful to BD Tour Foundation for providing me with this opportunity and fostering an environment that encourages growth and learning. I gained a lot of experience throughout my internship. I gained a variety of technical, communication and management skills that will be useful in my future career. Also internship in Tourism sector helped me learn how to manage everything effectively, how to multitask, how to be patient, and how to deal with angry customers. The entire experience has made me diligent, focused, reasonable, reliable, trustworthy, enthusiastic, punctual and confident. Therefore, my overall development in the company is very good, and I think this will play a big role in my life.

## **Chapter 8**

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# **REFERENCE**

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## **8.1 References :**

1. (The Financial Express, 2023, p. 1)
2. (BD Tour International Ltd., 2014, p. 3)
3. (Aiyob, Tourism sector and its development, 2024)
4. (Indian Visa application procedures, 2024)

## **Chapter 9**

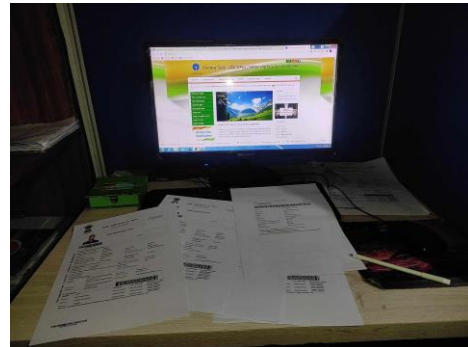
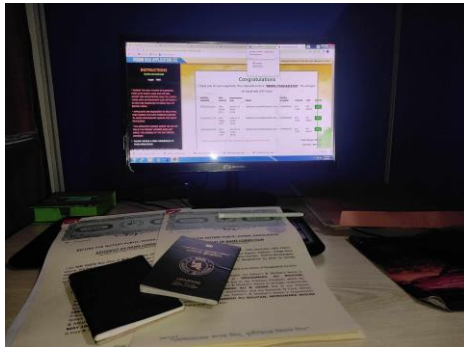
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# **APPENDICES**

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# 9.1 Working Documents



**HIGH COMMISSION OF INDIA**  
DHAKA (BANGLADESH)

**Visa Application Form**

**A. Personal Information (As Per Passport)**

|                                     |             |                               |                  |
|-------------------------------------|-------------|-------------------------------|------------------|
| Services (As In Passport)           | 01/AM       | Married Status                | SINGLE           |
| Place of Birth (As Per Passport)    | 01/INDIA    | Religion                      | ISLAM            |
| Place of Birth (As Per Application) | INDIA       | Educational Qualification     | HIGHER SECONDARY |
| Date of Birth                       | 01 JUN 1980 | Current Nationality           | BANGLADESH       |
| Place of Birth (Country)            | INDIA       | Place of Issue                | INDIA            |
| University/Medical Coll. No.        | 2308282008  | Country of Issue              | INDIA            |
| Medical Identification Number       | N/A         | Date of Issue (International) | N/A              |

**B. Passport Details**

|                       |          |                               |             |
|-----------------------|----------|-------------------------------|-------------|
| Passport No.          | 82747414 | Year of issue (International) | 01 MAR 2023 |
| Place of Issue        | INDIA    | Year of issue (Domestic)      | 01 MAR 2023 |
| Category of Issue     | INDIA    | Place of issue                | IND         |
| Passport No. (If any) |          | Date of issue (International) |             |

**C. Applicant's Contact Details**

|                 |                  |               |                     |
|-----------------|------------------|---------------|---------------------|
| Present Address | HOUSE 98C        | Phone No.     | 018 3613867         |
| Address         | KHULSIA          | Mobile No.    | 98012191983         |
| Post/Office     | HOUSE 97 BUCKA A | Email address | NOUJIB180@GMAIL.COM |
| Address         | JAMUNDA JADAVPUR |               |                     |
|                 | CHALISAHATRA     |               |                     |

**D. Family Details**

| Name     | Nationality | Place of Birth | Passport/Category of Birth |
|----------|-------------|----------------|----------------------------|
| Parents  | IND         | BANGLADESH     | INDIA                      |
| Siblings | IND         | BANGLADESH     | INDIA                      |
| Siblings | IND         | BANGLADESH     | INDIA                      |
| Siblings | IND         | BANGLADESH     | INDIA                      |

**2. Results of Visa Enquiry**

Other than the table below the Date of Issue and use both the Date of Issuance and the Date of Expiry

|                  |       |                         |             |
|------------------|-------|-------------------------|-------------|
| Country of Issue | INDIA | Date of Issuance        | 15-APR-2024 |
| Country of Issue | INDIA | Expiry Date of Issuance | 15-APR-2024 |
| Country of Issue | INDIA | Expiry Date of Issuance | 15-APR-2024 |

**3. Applicant's Details**

Name: NOUJIB HOSAIN  
Date of Birth: 01 JUN 1980  
Place of Birth: INDIA  
Nationality: BANGLADESH  
Current Nationality: BANGLADESH  
Religion: ISLAM  
Educational Qualification: HIGHER SECONDARY  
Married Status: SINGLE

**4. Applicant's Details (Continued)**

Present Occupation: PRIVATE SERVICE  
Designation/Post: SITE MANAGER  
Employer Address: M/S S S S ENTERPRISE  
Employer Name: M/S S S S ENTERPRISE  
Employer Phone: 98012191983  
Employer Email: NOUJIB180@GMAIL.COM

**5. Applicant's Details (Continued)**

Place of Issue: INDIA  
Date of Issue: 01 MAR 2023  
Category of Issue: INDIA  
Date of Issue (International): 01 MAR 2023  
Date of Issue (Domestic): 01 MAR 2023

**6. Applicant's Details (Continued)**

Present Address: HOUSE 98C, KHULSIA, CHALISAHATRA, JAMUNDA JADAVPUR, CHALISAHATRA, INDIA  
Phone No: 018 3613867  
Mobile No: 98012191983  
Email address: NOUJIB180@GMAIL.COM

**7. Details of Fee Payment**

|              |   |                  |       |
|--------------|---|------------------|-------|
| Name         | NOUJIB HOSAIN   | Place of Birth   | INDIA |
| Address      | HOUSE 98C, KHULSIA, CHALISAHATRA, JAMUNDA JADAVPUR, CHALISAHATRA, INDIA | Country of Birth | INDIA |
| Phone Number | 018 3613867   | Place of Issue   | INDIA |

**8. Declaration**

I, the undersigned, do hereby declare that the information provided in this form is true and correct to the best of my knowledge and belief. I understand that any false information provided in this form is liable to be treated as an offence under the provisions of the Passport Act, 1967 and I will be held liable for the same. I will also submit hard copies of the supporting documents along with this form of application to submit to the concerned Public Mission of Agency for processing of the application.

Date: 15-APR-2024  
Applicant's Signature (As in Passport)

**BD Tour Foundation**

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## 9.2 Internship Certificate

 **BD Tour Foundation**

53, Baitul Abed(11th Floor) Purana Paltan, Dhaka-1000  
+880 1830000577  
+8801871027450  
bdtourfoundation@gmail.com  
www.bdtourfoundation.com


Date:23-04-2024


**TO WHOM IT MAY CONCERN**

This is to certify that **Md. Gali B Jamali, ID: 202-10-667**, a student of B.A.(Hons.) in English, Daffodil International University , Birulia 1216, has successfully completed the internship program as **Customer Service Executive** at **BD Tour Foundation**. He started his internship journey from **01-02-2024** and completed on **23-04-2024**. During the period of his internship he has demonstrated his skills with self motivation to learn new skills and gain experience. His performance exceeded our expectations and he was able to do his work on time. We have no objection if he needs any permission in his favor under the purview of laws of the country. Cordial cooperation from all corners to this effect will highly be appreciated from this perspective.

We wish him every success in life.

**BD Tour Foundation**  
**Md. Abu Aiyob**  
Chief Executive Officer

  
**Md Abu Aiyob**  
Director and Chief Executive Officer  
BD Tour Foundation.



## **Chapter 10**

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# **Plagiarism Report**

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## 10.1 Plagiarism Documents

202-10-667

### ORIGINALITY REPORT

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