



Daffodil
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Weaving the Threads of Effective Communication

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Declaration

I, Josiah Mondol Joy (ID: 201-10-2263), officially declare that I will be submitting my internship report in its authentic form to the English Department of Daffodil International University. I wrote it while working at FlyFar International. I completed this assignment to get the authorization for my course. It is titled "Project Papers Including Internships (course code ENG-431)" and it is a component of the B.A. Hons. in English program. I've been declared to complete my internship under the guidance of Ms Farjana Yesmin, lecturer at the Daffodil International University, Department of English.

Joy

Submitted by.....

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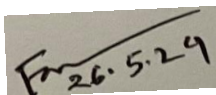
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Certification

This certifies that Josiah Mondol Joy, ID number 201-10-2263, is enrolled in Daffodil International University's English program. He worked incredibly hard to prepare this report and I'm glad to inform you that he finished his internship under my direction.

All of the facts and information he provides in this report are accurate. I wish him the very best in life and work.

A rectangular stamp containing a handwritten signature in black ink. The signature appears to be 'Farjana Yesmin' with the date '26.5.24' written below it.

.....

Supervised by
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Acknowledgment

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I am really grateful for my parents' unwavering support and sincere interest in my academic achievement. Finally, I would like to thank myself for being so brave, for overcoming many obstacles, and for believing in myself.

I would like to thank God for letting me through all the difficulties.

Abstract

This internship report examines the responsibilities of a reservation employee in a travel firm, highlighting the importance of communication, group work, and client support. I had a lot of experiences with different clients during the internship, which helped me to build the interpersonal and communication skills needed to recognise and take care of client needs. The paper focuses on my proactive involvement in multiple projects that call for direct conversations with clients, highlighting the growth of my leadership, problem-solving, and communication abilities. The report details the exact changes I came up with as well as the skills I acquired for effective client communication. It describes the three-month internship experience that included learning business ideas, working in a team with individuals from different backgrounds, feedbacks from mentors and providing customer service. The report also discusses difficulties that were faced during the programme on a personal and professional level. Overall, the internship has had a significant impact on my professional development and has given me invaluable knowledge into the structures of corporate communication strategy.

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Chapter 1: Introduction

1.1: Introduction

This internship report provides a comprehensive overview of my experience during my internship at Fly Far International. The report encompasses various aspects of the travel industry, including market analysis, competitive landscape, customer engagement strategies, and operational challenges faced by the company.

Throughout the internship period, I was involved in tasks related to flight ticket booking, reservation management, visa processing, and vendor data collection.

One of the key highlights of my internship was the opportunity to analyze market trends and identify potential growth opportunities for Fly Far International. This involved conducting research on industry peers and competitors, as well as evaluating the company's strengths and weaknesses in comparison.

Furthermore, I had the privilege of working closely with the management team, including the CEO and COO, who provided valuable guidance and mentorship throughout the internship. Their leadership and strategic vision played a significant role in shaping my learning experience.

Overall, this internship has been a valuable learning opportunity, allowing me to apply theoretical knowledge gained from my academic studies to real-world business challenges. I am confident that the insights gained from this experience will serve me well in my future endeavors in the travel industry.

1.2 Objectives of the report

1.To examine the skills developed during my internship period, including communication, Leadership, problem solving and presentation skills and more.

2.To explore the dynamics of the corporate job sector, detailing experiences over the three-month period, such as client meetings, teamwork, feedback sessions, and customer service interactions and different business strategies.

3.To briefly discuss the limitations of my existing skills and the outcomes observed from the internship program

Chapter 2: Methodology

2.1: Methodology

This report adopts a qualitative technic to evaluate the internship experience, focusing on personal development, communication skill acquisition, and professional growth. At the beginning of the internship, I was a little worried and frightened, but our supervisor was incredibly kind and supportive. She helped me comprehend every step of the procedure. In addition, my determination and confidence pushed me on, allowing me to overcome obstacles directly. I regularly look for possibilities to develop my abilities and pick up useful business procedures. This inspiration drives me to find a useful position and finish my internship journey.

2.2: Search for an internship:

I was first disoriented and nervous while searching for an internship opportunity. I was confused about what type of work do I excel at, or what form of employment is beyond me. I then went on a search for an internship. I search extensively for internship opportunities and I take additional time to think through the kind of job that I want to do. I sought employment that would advance my skills and help me in my future career. Then I sent my resume to a few chosen companies through email.

2.3: Interview process:

I just randomly emailed my resume to several corporate sectors. A few days after sending my resume, I got a call from a corporate agency named "FlyFar International." They told me that there would be a face-to-face interview at a specific time and date.

When I showed up at their place of employment on the scheduled date with my resume, they led me to the computer lab so I could practice using the device. They are testing my typing speed and asking me about my familiarity with computer strategies. Then, I was formally interviewed by them, and a brief period later, I received a call for a written test.

2.4: Selection:

I was a little perplexed because I'm relatively new to this industry and this discipline is so different from my academic background. But I passed the test with confidence, and the next day I received a call and an email from them offering me an internship position at their company. When I went to their office the following day, they gave me some formal documents that outlined the policies and procedures of their office. They gave me some time

to review it before requesting my signature to confirm that I agree with their policies. They handed me the job after I signed it and they warmly welcomed me.

Chapter 3: Agency Details

3.1: Basic Introduction and Company Profile

Fly Far International started its small steps back in 2017. Our initial inventory was visa processing. Later in 2018, we concentrated fully on-air ticketing, immigrant and student visa processing, and Umrah packages. In 2019, we introduced the tour package in the market along with our existing service. In 2020, when the COVID pandemic spread rapidly, we offered travel/tourism courses to educate the manpower to fuel our tourism industry. In 2021, We became proud members of ATAB (Association of Travel Agents of Bangladesh), and TOAB (Tour Operators Association of Bangladesh). We became an IATA-accredited travel agency in 2021.

3.2: Agency Vision

Fly Far International is a well-renowned IATA-accredited travel agency in Dhaka. We provide Air tickets, Hotels, Visa, Tour & Holiday packages services Worldwide. Fly Far is trying to become the complete tour assistant of the customer.

3.3: Agency Mission

We are forwarding towards meeting all tourism needs and providing smooth solutions under one complete tourism-tech platform. We are hopeful that by using our platform both customers and trade partners can find all their solutions. We are planning to enrich the tourism sector through the maximum usage of technology and to represent our country's tourism worldwide with pride.

3.4: Facilities for Interns

Fly Far is one of the growing O.T.A in Bangladesh. They provide facilities to learn in real situation.

The facilities they provide are-

- Practise ticketing using GDS (GLOBAL DISTRIBUTION SYSTEM) software
- Training for the interns in Customer Service And management
- How to handle clients over the phone
- Face-to-face customer dealings and how to understand customers requirements
- Get to know B2B supply chain
- Providing full permission to share and generate new ideas

Chapter 4: Observation and Experience

4.1: Observation

When I joined as an intern, I've seen their daily sales was 40 to 50 lakhs. After 2 1/2 months daily sales is 72 to 80 lakhs on the daily basis.

There are more than 20,000 active agents all over the world working with Fly Far International.

As the company is an OTA (Online Ticketing Agency) they provide 24 24-hour Ticketing facility and 24/7 helpline and WhatsApp service.

They offer different types of deposit bonuses, sales bonuses Up to 12% commission on various airlines.

Till now in Bangladesh, they are offering the lowest fares of airlines. There is a huge Customer base they have created by offering different types of campaigns.

I have seen the reservation officers handling every client very gently and smartly. They took every chance to provide the best service to every agent and make them use our portal.

4.2: Experience

Global Distribution System:

I have joined there as your reservation, Intern. The first thing that I learned was GDS (Global Distribution System) which is a mandatory element or Software for every travel agency and OTA. Through this Software purchase and book tickets from airlines. In GDS, my work was making PNR putting document entries into GDS, and deliver tickets to our agents as per

ticket request. After learning the basics of GDS I was saying to practice it for 7 to 10 days to learn the system more properly.

Customer Service:

After completing GDS I was sent to learn how to support a client over the Phone and let them know about our services. They provided me with a sheet and said to memorize and practice.

After practicing for one day, I was told to support a client over the Phone. The senior reservation of officers was by my side for the whole time when I was in Customer support over Phone so that I don't miss or lack of information. After completing the task properly, I was said to practice GDS and support client over Phone.

In the meantime, I was also supporting client face-to-face. Every day I have to submit my daily workflow and maintain it properly. I learnt how to resolve problems and calmly handle every situation with client.

4.3: Development

1. Development of Communication skills

Throughout my internship, my place of employment has been vital in helping me improve my communication abilities. I had many opportunities to acquire these skills through my interactions with the agency's diverse staff and clients, and these abilities will be very useful in my academic and future professional efforts.

How I improved my ability to communicate:

- Interaction Across Cultures:

I had to collaborate with a varied group of people there. I encountered a range of communication methods. I learned how to interact with a range of people efficiently from this experience. I deal with several individuals every day who want to purchase tickets for their

travels. From north to south, I meet individuals. I have to answer to them and take care of their needs. I've learned to bridge differences in culture and communicate more successfully with people from different backgrounds by actively listening, trying to understand, and being open-minded with those clients. In this work, practice, curiosity, and empathy have been my partners, enabling me to build deeper relationships and create meaningful multicultural communication.

- Expert Instruction: -

The office organized several workshops to improve employees' written and vocal communication abilities. I learned advanced communication strategies and tools from these seminars, which numerous professionals led. I gained knowledge of effective communication concepts, for example, which include making arguments based on reliability, logic, and emotion.

- Practical experience: -

In order to comprehend my clients' requirements and expectations, I had to communicate with them. This face-to-face conversation with the client was crucial in helping me improve my capacity for effective and clear communication, especially under pressure. It has helped me to become more fluent and less anxious and has taught me many communication techniques. I improved my communication abilities through practical experiences by answering questions, finding solutions, and successfully communicating information in situations that arise in the real world.

- Presentation Skills: -

In just one week, I got the chance to give the management team a presentation on the project's results and strategies. This duty taught me how to create and deliver interesting and educational presentations, which helped me get better at public speaking. To display my

reports, I had to put together a project. With the support of these efforts, I feel more secure and have improved my speech fluency. I gained knowledge on how to organize and give engaging presentations that successfully engaged various audiences with information. I was able to express ideas and solutions with more assurance and clarity by improving my speaking technique, making good use of visuals, and logically arranging my material.

- Written communication: -

I also composed emails, reports, and proposals during my internship. My professional writing abilities improved with regular practice, with an emphasis on impact, clarity, and accuracy.

When writing documents and emails, I focused on spelling, grammar, and punctuation, trying to communicate my ideas clearly and concisely. I had to send the clients and agents some really crucial emails. In order to improve my writing, I carefully considered the advice that mentors and colleagues gave me on my written work. Since Fly Far is a travel company. We were required to create numerous documents, including reports and paperwork for client information and financial records, which we had to deliver to our manager. My written communication skills have improved as a result of working on projects like creating documentation and presentations

In conclusion, my internship period significantly helped in the development of my communication skills. My capacity to successfully communicate in a range of academic and professional contexts has been improved by a new atmosphere, varied interaction chances, and ongoing feedback from senior team members.

2. Enhancing Leadership Skills through my Internship-

This section of the internship report describes how my leadership abilities have developed.

Fly Far International, a company renowned for encouraging leadership in its interns, offered a vibrant setting that was beneficial to learning and individual growth. Typically, A team's ability to be encouraged, driven, and guided towards one ultimate objective is a key component of leadership qualities. Strong decision-making, good communication, and task completion are characteristics of effective leaders.

- Activities and Overview:

My leadership skills were greatly enhanced by a number of important events I participated in during my internship at Fly Far International Agency:

- Project Management:

I was given the task of managing a project that attempted to enhance client engagement techniques. This learning activity included strategic planning, outcome evaluation, and team coordination. I was able to improve my abilities to motivate and lead a team to achieve particular objectives by leading this project. I gained knowledge on how to get people together and instruct them in their overall work processes.

- Mentorship Programme:

During my internship, I was assigned with a senior manager who worked as my mentor. Having regular interactions with my instructor helped in my comprehension of various approaches to leadership and methods. The individual support really helped me put my theoretical knowledge to use in practical situations.

- Functions as a team member-

I supervised a specific project as its leader during my internship. I spent a lot of time working in a group with my teammates. I had to give them instructions. Assist them in

enhancing the project's strategy. Encourage them to give the report. As a leader of a team in the corporate world, these duties also improved my leadership abilities.

- **Feedback Sessions:**

Engaging in frequent feedback sessions encouraged a culture of continuous improvement. By receiving and acting on feedback from team members and supervisors, I learned the importance of constructive criticism in leadership growth. I could realise my faults and got the opportunity to recover them. This internship taught me that listening, adjusting, and lifelong learning are all key elements of good leadership in addition to giving direction to others. My perspective to leadership in both professional and personal situations has been greatly influenced by my experience at Fly Far International Agency. I can apply these strategies to my next job as well. I will be able to lead and collaborate well with others, as well as establish a welcoming environment for my group members.

3. Improving my Problem-solving skills throughout my whole internship program –

I improved my problem-solving abilities during my internship program by taking on a variety of issues directly. Every task gave me the chance to think about, plan, and execute solutions. I discovered how to tackle difficulties methodically by analysing them into more manageable parts through trial and error. When I needed it, I went to mentors and colleagues for advice, using their knowledge to further develop my understanding. I also deliberately sought out criticism to improve my approach to problem-solving so that I could keep growing and changing. I consequently gained more self-assurance in my capacity to resolve problems quickly and effectively, which helped the projects I worked on succeed as a whole.

Example – I was given the responsibility of a significant client from a well-known corporation who was also one of our agents throughout my internship. It was essential that I

carry out my responsibilities correctly. But because of a few unexpected problems, I failed to remember some important details, which created a big difficulty. There would have been financial consequences if the client had missed their trip. I decided to wait patiently and concentrate on solving the problem at hand. I conducted a comprehensive analysis of the circumstances, went over everything, and quickly rescheduled a meeting for a time that would be more convenient for the customer. Additionally, I refunded the amount of money to rectify that situation. I felt more confident in my abilities after this encounter, which also showed my problem-solving abilities.

Worked as a team member-

I was an effective team member throughout my internship at Fly Far International Agency. I actively participated in group projects, made suggestions during brainstorming sessions, and helped my colleagues accomplish our shared objectives. By maintaining efficient communication throughout the team, I made sure that everyone was aware of our goals and on the same page. I also showed flexibility and adaptation by stepping into other positions as needed, offering helpful advice, and assisting with problem-solving. My ability to collaborate well with a broad group of teammates improved our output and promoted a happy work atmosphere.

Learning Business Strategies –

I learned a great deal about successful business tactics specific to the travel sector during my internship at Fly Far International Travel Agency. In order for the agency to customise its offers in accordance with customer preferences and new travel trends, I learned how to perform market research. As part of my job, I had to evaluate the advantages and disadvantages of rival tactics in order to guide our strategic planning. To reach a wider

audience, I also took part in the creation of marketing initiatives that made use of digital and social media platforms. In order to negotiate cheaper prices and improve service quality, I also noticed how crucial it is to establish solid relationships with suppliers. I gained a strong foundation in operational effectiveness and strategic thinking in a cutthroat business setting from this extensive experience.

Chapter 5: Limitations and Outcomes

5.1: Limitations

Time Limitations

Because the internship was only for a short while, I was unable to complete all of the projects and learn as much as I could have. Sometimes, balancing a lot of obligations and activities in a short amount of time resulted in hurried labour and insufficient analysis. Not only that, but my office was situated in the highly traffic-heavy Bashundhara area. I had to deal with major delays every day as a result. Being employed full-time made it more difficult for me to manage my daily tasks because I was always busy with office work. My house and company were quite a distance away, so I had to spend a lot of time travelling there.

Confidential limitations –

As a newcomer to this environment, I lacked confidence in my ability to contribute effectively to the team. My fear of making mistakes prevented me from taking the initiative or coming up with innovative concepts. My confidence was affected sometimes by my feelings of insecurity when it came to taking chances or accepting challenges. I was anxious about going into the office at first, but I eventually got over it.

Skill Limitations –

In previous roles, I faced difficulties when my current abilities didn't fully align with the technical requirements of specific projects, resulting in a difficult learning process. My limited familiarity with some of the software and tools used by Fly FAR International caused continuous productivity problems. I was also nervous about understanding marketing methods because I didn't have any business experience. Having acknowledged these weaknesses, I'm determined to improve my abilities even more in order to successfully fulfil the requirements of my job.

Additional Limitations-

I worked eight hours a day at the travel agency, from nine in the morning until six at night. I occasionally had to work night shifts because of airline requirements, which caused me having difficulty for time and with little time for other responsibilities. I frequently felt both mentally and physically exhausted after working eight hours straight. Working night shifts was especially tough for me since I had trouble falling asleep during the day, which resulted in insomnia and other problems the following day.

5.2: Outcomes

Despite challenges, I successfully finished my internship program. As a beginner in the industry, it was a useful experience. Through the internship, I was able to recognize my weaknesses and areas for growth in order to become a productive employee. Working at Fly Far International Agency gave me a lot of experience in the workforce, especially in the travel sector. I gained knowledge of effective inquiry handling, customer service, and booking procedures. My ability to communicate with clients improved, and overall, the internship improved my understanding of the aviation industry

Chapter 6: Analysis and recommendation

6.1 Analysis:

Fly Far analyses their sales report in every week. As their sales were growing. The hired new employees and implemented new strategies and promotional offers to boost their sales.

To speed up the services, the implemented new API into the portal.

They also focused on their employee so that that doesn't get bored or lose their working flow.

They cheer their employees by giving surprise bonus, sales target bonus, performance bonus and more on.

6.2 Recommendation:

After the analysis, there are some recommendations:

- The first recommendation would be they should implement more API for Auto services and they should verify their social media account
- They need to focus on more campaign and marketing to build up more big supply chain.
- They should definitely focus on their customer service. There is a lacking of proper customer service as the customer list is very large in number and the customer support agents are few in numbers. sometimes I have seen a huge delay on customer service so the agents called repeatedly.

Conclusion

Ultimately, the internship at Fly Far International offered great insights into the inner workings and intricacies of the travel industry, namely in the areas of web operations and marketing. By actively participating in activities relating to ERP management, website maintenance, and data analysis, I acquired practical skills and knowledge that enhanced my academic foundation in Customer Service Management and Communication Skills.

Internship programmes provide excellent possibilities for the sharing of knowledge and collaboration between academia and industry. Fly Far International may further cultivate collaborations with educational institutions by providing internship programmes that provide students tangible experience with actual issues and prospects within the travel sector.

In summary, the internship at Fly Far International was a fulfilling opportunity that enhanced my comprehension of web operations, marketing tactics, and the wider intricacies of the travel sector. By utilizing the knowledge acquired from this experience and executing strategic suggestions, Fly Far International can establish a strong position for long-term expansion and achievement in the fiercely competitive travel industry.

References

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