

Internship Report
on
Sales Operational Process of a Travel Agency: A Study
on
Fly Sky Air Travels

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Prepared by

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Letter of Transmittal

Date: 24th December 2025

To

Mohammad Nurul Afchar

Senior Lecturer

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

Subject: Submission of Internship Report

Dear Sir,

With due respect, I am pleased to submit my internship report entitled “**The Sales Operational Process of the Travel Agency of Fly Sky Air Travels**”, prepared as a partial requirement for completing the Bachelor of Tourism and Hospitality Management (BTHM) program. This report is based on my six-month internship experience in the Sales Department of Fly Sky Air Travels.

I sincerely thank you for your valuable guidance and support throughout the preparation of this report. I hope that the report meets the academic requirements of the department. I shall be grateful if you kindly accept this report.

Sincerely,

Sourab Das

ID: 203-43-515

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

Certificate of Approval

This is hereby certified that the internship report entitled “**The Sales Operational Process of the Travel Agency of Fly Sky Air Travels**”, submitted by **Sourab Das (ID: 203-43-515)**, has been completed under my direct supervision as a partial requirement for the award of the degree of **Bachelor of Tourism and Hospitality Management (BTHM)** at **Daffodil International University**.

The report reflects the student’s independent effort and has been prepared in accordance with academic standards during the internship period. To the best of my knowledge, the work is original and has not been submitted elsewhere for any academic purpose.

Signature:

A handwritten signature in blue ink, reading "Nurul Afchar", is displayed on a light gray grid background.

Mohammad Nurul Afchar

Senior Lecturer

Department of Tourism & Hospitality Management

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Daffodil International University

Declaration

I hereby declare that the internship report entitled “The Sales Operational Process of the Travel Agency of Fly Sky Air Travels is my own original work, carried out under the supervision and guidance of Mohammad Nurul Afchar, Senior Lecturer, Department of Tourism & Hospitality Management, Faculty of Business & Entrepreneurship, Daffodil International University, in partial fulfillment of the requirements for the degree of Bachelor of Tourism and Hospitality Management (BTHM)

I further affirm that the information and data presented in this report have been collected through my direct involvement during the internship period at Fly Sky Air Travels. The report reflects my personal learning experiences, observations, and practical knowledge gained throughout the internship. All sources of information used in preparing this report have been properly acknowledged and cited where necessary.

I solemnly declare that this report has not been submitted, either in whole or in part, to any other university or institution for the award of any degree, diploma, or academic qualification. Any similarities found with other works are purely coincidental and unintentional.

I take full responsibility for the authenticity, accuracy, and originality of the contents of this report and confirm that it truly represents the outcomes of my internship experience.



Sourab Das

ID: 203-43-515

Department of Tourism & Hospitality Management

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Acknowledgment

I wish to personally thank all the people who helped me to complete my internship report successfully, The Sales Operational Process of the Travel Agency of Fly Sky Air Travels. Without the guidance, constant supervision and valuable feedback of my academic supervisor, Mr. Mohammad Nurul Afchar, Senior Lecturer, Department of Tourism and Hospitality Management, Daffodil International University, this piece of work would not have been possible. I am grateful to the management and employees at Fly Sky Air Travels to have provided me with the invaluable internship experience. Particularly, I would like to thank my industry supervisor and fellow employees who were very accommodating, provided professional assistance, and shared their experience in practice, which made a great contribution to my knowledge. I also owe the debt of gratitude to the admirable members of the teaching fraternity of the Department of Tourism and Hospitality Management, Daffodil international university who gave me the good academic background that helped me in my practical work. Lastly, I have to note the infinite support, forbearance, and encouragement of my family and friends, which motivated me in this process. I am also grateful to everyone who helped in making this experience meaningful and successful.

Executive Summary

This paper describes the evolution of Fly Sky Air Travels as a traditional reservation centre to an advising centre. Employees have become individual travel advisors and not mere providers of generic services. They also vary in their marketing strategies: they will propose partner facilities such as upgrading hotels or acquiring visa that are organized according to their own itinerary plans in order to sell a fixed rate of additional sales altogether. Such tactics enable profits to be maintained by strengthening client-side solutions as Internet bookings continue to rise. The agency is a one-stop service provider and, as such, it prepares a custom route to every one of its customers to align with his or her own unique proclivities rather than merely punching out a uniform tour route. This report can be considered as a basic requirement among students majoring in business travel and tourism management (BTHM). It explores the inner workings of practicality of consultative selling in Fly Sky Air Travels. The close interaction with the customers makes the company provide clear guidance that increases the market value of a tour. Advisors will make better choices, including service products when they actually serve the needs of the clients-This will instill the trust and client satisfaction. And this change is propelled on through the insertion of technology like CRM and Global Distribution Systems, which provide real-time insights and solutions. These systems operate automatically in the background; they are based on live information to make dynamic adjustments that remove the element of guess work and assist in propelling workflow efficiency throughout the board. The performance is based on or falls short of a few key measures: the average transaction value, the frequency of upsell, the long-term client value. It is these indicators that form the foundation of allowing the trusting relationships to flourish and bring about repeat business and referrals over the years. The paper recommends additional additions to advisory sales, which include aligning incentives and long-term customer value and cross-selling goals. They easily are compatible with full-fledged CRM setups and improved e-platforms to build robust and long-lasting partnerships in the long run. The Fly Sky Air Travels internship offered solid experience in the field, polishing basic professional skills and providing fodder for future scholarship.

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Chapter 1: Introduction

1.1 Introduction

The Internship is a mandatory part of the Bachelor of Tourism and Hospitality Management program at Daffodil International University. The main aim of this program is to expose students to the real world of the tourism and hospitality industry as well as to equip them with skills by giving them a practical experience. In this academic requirement, the author managed to fulfill a six-month internship in the Sales Department of Fly Sky Air Travels, a government-approved and well established travel agency that operates in Dhaka, Bangladesh, and the United Arab Emirates. The current internship report is prepared on the basis of the practical knowledge and professional experience acquired during the internship period between 1 June 2025 and 30 November 2025 in the Dhaka office of Fly Sky Air Travels. The report is about The Sales Operational Process of the Travel Agency of Fly Sky Air Travels, which is a vital functional area of any travel agency. The writer was engaged in different sales related activities during the internship period, such as customer handling, air ticket booking and issuance, hotel reservations, tour package sales, and visa processing assistance. The internship gave a holistic picture of how sales operations are carried out in a real travel agency environment through direct customer interaction and internal coordination with various operational units. This report aims to examine the practical sales processes of Fly Sky Air Travels, assess their efficiency, and compare theoretical concepts acquired through academic courses with practical activities. The report will also seek to establish challenges encountered in the course of sales operations and recommend viable solutions on how to enhance service quality and efficiency in its operations.

1.2 Background of the Study

Tourism and travel industry is among the fastest-growing service sectors in the world and it is also critical in economic growth, creation of jobs and cultural exchange. Globalization, overseas employment, religious tourism, and leisure travel have contributed to the growth of demand of international and domestic travel services in Bangladesh. Travel agencies are the major mediators as they link travelers to airlines, hotels, tour operators and visa authorities using effective sales and service delivery channels. The sales operations are regarded as the backbone of a travel agency, as they directly affect the revenue generation, customer satisfaction, and organizational sustainability. A good sales operation is one that has quality manpower, good customer communication, proper booking systems, and timely after sales services. Fly Sky Air Travels is a competitive travel industry and deals with a variety of services, such as international and domestic air ticketing, hotel booking, tour and Umrah packages, visa processing, and holiday arrangements. Throughout the internship experience in the Sales Department, the author had the opportunity to experience first hand the management of customer inquiries, travel requirements, fare quotations, air tickets, hotel booking, tour package promotion and assisting clients with visa documentation and processing procedures. The author also noted the way customer needs are evaluated and the way tailor-made travel solutions are provided to guarantee customer satisfaction. This field experience was useful in understanding the workflow, challenges, and customer service standards upheld at Fly Sky Air Travels. This research has been conducted with an aim of examining the current sales operational process of Fly Sky Air Travels on the basis of actual internship experience. Through analysis of the sales operations, customer handling practices and service delivery mechanisms in the organization, the report will provide a realistic image of sales operations within a travel agency and will contribute to academic learning and professional development.

1.3 Scope of the Study

The scope of this internship report is limited to the sales operational activities of Fly Sky Air Travels, conducted at its Dhaka office located in Uttara. The report mainly focuses on the practical sales functions performed during the internship period, including customer handling, air ticket booking and issuance, hotel reservations, tour package sales, visa processing assistance, payment handling, and after-sales services.

This report does not cover other functional areas such as accounting, human resource management, or administrative operations of the organization. The scope is confined to the observation and experience gained during the six-month internship in the Sales Department.

1.4 Objectives of the Study

Broad Objective:

The primary objective of this study is to analyze the sales operational process of (travel agency) at Fly Sky Air Travels

Specific Objectives:

- To understand the overall sales activities of a travel agency
- To identify the procedures involved in selling air tickets, tour packages,
- To identify The major finding and challenges faced during sales
- To provide recommendations based on problem faced

1.5 Methodology

The nature of this study is descriptive and analytical and concentrates on the sales operational process of Fly Sky Air Travels. It analyses the major sales operations like air ticketing, tour package sales, hotel booking, and visa processing based on the available secondary information. In this study data used from the secondary sources.

Secondary Data Source are :

- Research articles and academic journals in the area of tourism management, work of the travel agencies and sales process.
- Internal reports of Fly Sky Air Travels such as brochures, description of services, guidelines on how to operate.
- Airlines, tourism agencies and sites used in information about air ticketing, visa application and travel services.

1.6 Limitations of the Study

Despite sincere effort, this internship report has some limitations due to practical and academic constraints:

Dependence on Secondary Data:

The study is mainly based on secondary data sources such as books, journals, organizational documents, and websites. As a result, in-depth primary data analysis was not possible.

Time Constraint:

The internship time was limited to six months, which restricted the possibility of the internship period to observe and be able to analyse the sales activities completely.

Confidentiality of Information:

Some organizational data related to sales performance and financial records were confidential and could not be included in the report.

Limited Scope of Analysis:

The report focuses primarily on the sales operational process of Fly Sky Air Travels. Other functional areas of the organization were not analyzed in detail.

Rapid Industry Changes:

The travel and tourism industry is dynamic, and frequent changes in airline policies and visa regulations may affect the relevance of certain information over time.

Despite these limitations, the report provides a meaningful and academic overview of the sales operational process based on available information and internship experience.

Chapter 2: Organizational Overview

2.1 Introduction

Fly sky Air Travels is a well-known and government licensed traveling agency based in Dhaka, Bangladesh and has one more working office based in the United Arab Emirates (Dubai). The company began its operations in 2021 with a mission to offer efficient, recommendable, and customer-oriented travel services. Fly Sky Air Travels has over the years since its inception established a formidable presence in the competitive travel sector due to the quality services delivery and customer satisfaction.

The organization is diversified in the nature of services that are offered to relations regarding travels such as international and domestic air ticketing, tour and Umrah packages, visa processing, hotel booking and holiday arrangements. The office in Dubai is very much instrumental in generating revenue, with an approximate monthly revenue of about BDT 20 lakh realized in selling tour packages, visa services, hotel bookings and other travel solutions. Md. Golam Sarowar is the owner of Fly Sky Air Travels and the leader and the strategy of the company has helped it grow steadily and gain a reputation.

2.2 Mission Statement

To provide the ultimate travel planning experience for clients by continuously developing comprehensive travel services at a cost that enables the organization to remain competitive.

This mission reflects the company's commitment to delivering value-driven services while maintaining affordability and service excellence.

2.3 Vision Statement

The vision of Fly Sky Air Travels is:

To become a leading travel agency by providing quality, efficient, and innovative services and continuously seeking opportunities for growth.

The vision emphasizes long-term sustainability, innovation, and leadership within the travel and tourism industry.

2.4 Organizational Structure

Fly Sky Air Travels is also guided by a functional organizational structure, thus, leading to effective coordination of the various departments that form its constituents and effective delivery of services. Under this structure, the ownership gathers ultimate management and decision-making powers and oversights operational and strategic projects

Some of the major functional departments are:

- **Management** - the strategic planning, policy formulation and general oversight.
- **Sales Department** - attends to customer queries, selling air tickets, packages, hotel bookings and visa services.
- **Visa Processing Section** - handles the processing and organization of visa services.
- **Accounts and Finance** - handles monetary transactions, payments and record keeping.
- **Customer Support** – Provides after-sales services and 24/7 customer assistance

This methodological process enables effectiveness of the organization, responsibility, and the stable preservation of the uniformity of the service quality.

2.5 Products and Services of Fly Sky Air Travels

Fly Sky Air Travels offers a fully equipped package of travel services, which is customized to suit the needs of numerous customers.

The major products and services include:

- International and Domestic Air Ticketing
- Group Air Tickets
- Umrah Packages
- Group Tour Packages
- UAE Visa Processing Services
- Holiday Packages
- Hotel Booking Services

2.6 Structured Upselling Framework at Fly Sky Air Travel

Three-Tiered Package Architecture:

Tier Level	Price Range (BDT)	Key Differentiators	Target Customer Segment	Conversion Rate
Standard	25,000 - 45,000	Basic inclusions, 3-star accommodation, group transfers	Budget-conscious, first-time travelers	45% (baseline)
Premium	45,000 - 75,000	4-star hotels, private transfers, some premium activities	Family travelers, anniversary celebrants	30% (upsell target)

Tier Level	Price Range (BDT)	Key Differentiators	Target Customer Segment	Conversion Rate
Luxury	75,000 - 150,000+	5-star properties, fully private services, exclusive experiences	HNW individuals, corporat	15% (aspirational)

Why Choose Fly Sky Air Travels

- **On-Demand Customer Support:** The organization has 24/7 customer support through its call center that ensures that customers receive on-time customer care at any time.
- **One- Stop Travel Solution:** This allows clients to be able to complete all the travel plans (ticket, visa, accommodation, and tour packages) under one interaction, therefore, making it simpler and easier to plan a tour.

The combination of diversification of service offerings, strong customer service, and reliability of operations makes Fly Sky Air Travels a viable provider of services to the passengers.

Chapter 3:

Theoretical Background of Sales Operations in Travel Agencies

3.1 Definition and Strategic Differentiation of Sales Operations

Travel agency sales operations refer to the organized activities, technologies and processes that facilitate sales team to operate efficiently, predictably and scalably with end results of increasing revenue and customer satisfaction. Unlike direct sales that are aimed at closing deals, the sales operations involve leads management, CRM, optimization, sales training, performance analytics, process automation, and technology integration to provide an effective end-to-end customer experience. The sales operations in one of the leading online travel agencies in Bangladesh handle customer requests related to flights, hotels, tour packages, buses, and visa bookings via a complete online pipeline, where price comparison, personalized recommendations, upselling, cross-selling, and high repeat bookings are possible. This makes the agency different to the traditional competitors in that: (Apptivo, 2025)

- Offering a fully automated end-to-end booking experience with real-time inventory, local payment, and EMI services to afford traveling.
- The focus on tech-enabled personalization, collaboration with global OTAs, airlines, and hotels to receive exclusive offers, and a mobile/web experience without hitches.
- In favor of 24/7 customer support and data-oriented ways of supporting user retention and growth.

In Bangladesh, where most of the agencies are relying on manual operations, this technology-centric sales operations will allow them to grow in a scalable manner, repeatable success, and quantifiable increments in revenue via digital means.

3.2 Sales and Marketing Departments Overview:

The Sales and Marketing departments at Travel agency are closely coupled, both in a bid to generate revenue and create awareness of the brand, sharing systems and having similar objectives (Apptivo, 2025) , (Bushra, 2023).

1. **Sales Department:** Revenue Drivers. Our sales team comprises of travel consultants, whose role is to attend to all the consultations, as well as booking, with an emphasis in building their clients. They carry out market research to learn the needs of clients and strive to achieve the targets as they offer superior services.
2. **Marketing Department:** Creators of awareness. The marketing department markets Travel agency in both online platforms such as Facebook advertisement and search engine optimization as well as offline such as brochures and exhibitions. Another thing that they consider is targeting particular segments, including Umrah groups in Bangladesh, to make the most out of our outreach and engagement.
3. **Coordination:** Smooth Co-operation. The teams collaborate with each other via a collective CRM platform, in which sales leads are turned into marketing, and the marketing team receives the feedback regarding the rates of conversion. This will make us keep on enhancing our efforts to reach and serve our clients in the most efficient way.
4. **Performance Measures:** Monitoring Performance. Sales measures such as turnover rates and the value of transactions, marketing is the measure of ROI (return on investment) of our campaigns to determine whether the work we are doing is having the right impact.
5. **Bangladesh Focus:** Local Adaptation. We have in place, in Bangladesh, a small, but committed, team of 4-6 sales people and 2-3 marketing personnel. The IATA and

ethical selling are continuously trained so that our staff remains informed and in compliance with the industry standards.

This includes both lead generation and conversion and reservation within the travel agencies such as Travel agency through the CRM which enables the tracking of inquiries to bookings.

3.3 Sales and Marketing process

Sales Process

Sales starts with the lead capture through multi-channel inquiries (phone, walk-in, social media) followed by the needs assessment with specific questions on budget, dates, and preferences. Agents study alternatives using technology such as GDS, provide personal proposals with graphics and pricing. The objections are managed through alternatives or urgency, and close with deposits and confirmations and follow-up to get feedback and referrals (Flowlu, 2024).

Marketing Process

Marketing creates awareness with the help of SEO, social media posts (videos, testimonials) and specific advertising in high seasons. Lead nurturing is achieved through email campaigns, influencer relationships and dynamic pricing and conversion through exclusive offers which are monitored in CRM systems. Retention is based on the loyalty programs and feedback where referrals are promoted (Flowlu, 2024).

The Key Points of the Sales and Marketing

● Sales Key Points

- Prospect through questions: qualify using questions on destination/budget.
- Evaluate requirements: custom-made research.
- Offering value itineraries.
- Conquer opposition: appeal to immediate action.
- Post follow up support and referrals.

● Marketing Key Points

- Create awareness through SEO/social content.
- Nurture is through emails/partnerships.
- Exchange deals/CRM tracking.
- Maintain the thinking of programs/feedback.

3.4 Sales Process Steps of travel agency

Throughout my experience at Travel agency , I was able to actively participate in the Sales and Marketing processes and, as a result, I was able to use my skills and acquire new ones. The following is my contribution to each step (Makens, J. C., 2017).

1. Customer Inquiry Reception: Knowledge about the Customer and his or her Needs: Customer inquiries in various channels were among the first activities that I was to conduct. I was able to actively listen to clients and ask them the appropriate questions to determine the travel preferences, destinations, budgets and requirements. The process enabled me to understand how to communicate and provide customized traveling packages that would suit them to the latter.

2. Qualification of Lead: Segmentation and Personalized offers: I also participated in the qualification of leads. As a result of my collaboration with the team, I got to understand how to interpret customer profiles and divide them into segments (budget vs. luxury travelers). I learned such useful information as travel agency customizes its products to the needs and preferences of every customer, which contributes to the development of personalized itineraries.

3. Proposal and Negotiation: How to make the perfect package: I actively participated in the preparation of quotes to clients and the presentation of customized packages. This was an excellent learning experience as I needed to make sure that nothing was left out, whether it was the flights, the hotels, or the visa. I also had the opportunity to collaborate with the senior team members where I learnt how to sell packages according to their value and not entirely on price.

4. Being able to close the Deal and guarantee fulfillment: In matters of making the final bookings, I assisted in the payment procedures and issuance of the documents. I was also a proponent of upselling of other services such as travel insurance and airport transfers so that our customers could have everything they needed to have a comfortable ride. This was an excellent learning experience on how to solve problems particularly when customers had special requests or had to be adjusted.

5. Post Sales: Customer Relationships to Repeat Business: Once the sale had been done, I undertook a post trip follow up with the customers to get feedback and make them satisfied. I was also involved in our loyalty programs where I would give discounts in case of repeat or referral booking. This move played a major role in this aspect of strengthening the need to build relationships as I was taught the value of the long-term success.

3.5: Marketing Process Steps of Travel agency

Here is the step of marketing process in the Travel agency are given down below :

1. Identify Target Audience:

- Know what your customers need and want (budget friendly travelers, adventure seekers, luxury travelers).
- Customize messages to attract groups

2. Develop a Strong Brand:

- Develop a story and brand identity that can relate.
- Provide reasons as to why your agency is unique (personalized service, expert knowledge, honesty).

3. Establish Online Presence:

- Create an easy to use mobile friendly site.
- Research in the field of search engine optimization and social media advertising to target a larger audience.

4. Content Marketing:

- Post blogs, videos and tips on traveling to educate and entertain potential customers.
- Earn trust through valuable information that is informative.

5. Use Social Proof:

- Display client reviews and testimonials.
- Publish user created content to create credibility.

6. Promotion of offers and packages:

- Develop short term offers or special holidays.
- Promote reservations through discounts or value addition.

7. Run Targeted Ads:

- Advertise using social media and reach certain audiences using paid advertisements.
- Market seasonal offers or special destinations.

8. Interact with Individualized Communication:

- Make individual offers through email or direct messages.
- Provide repeat-customers with memorable experiences.

9. Collaborate with Partners:

- Establish contacts with hotels, airlines, and local companies.
- Collaborate with other companies by offering exclusive packages.

3.6 Relevance to Tour Services and Tour Packages

Sales operations are particularly relevant to tour services because:

1. Tour packages are high-involvement purchasing, which require lots of touchpoints and careful customization.

2. Ancillary services- insurance, transfers and guides may be cross-sold systematically provided that organized procedures are followed.

3. The group bookings, including corporate trips and Umrah groups, require a well-coordinated logistics, invoicing, and communication that is handled by the sales operations department in a comprehensive manner.

4. The seasonal demand changes, especially in cases of holiday peaks, require a dynamic sales planning and resource wise allocation.

The Dubai tour package and the Umrah package at Fly Sky Air Travel is an example of a situation where the sales activities become smoother with inquiries being managed, proposals being generated, payments being received, and pre-departure briefings being conducted.

3.7 Key Skills for Sales Operations in Tour Services

Effective sales operations require both technical and soft skills:

Analytical Skills	Data analysis, KPI tracking, forecasting	Monitoring monthly sales, Identifying top-performing packages
Process Design	SOP development, workflow optimization	Creating booking checklists for visa processing and tour packages
Tech Proficiency	CRM/GDS usage, automation tools, reporting software	Using Amadeus/Galileo for ticketing, Zoho CRM for customer management
Communication	Interdepartmental coordination, communication, delivery customer training	Ensuring 24/7 call center alignment with sales team goals
Problem-Solving	Handling booking errors, supplier issues, customer complaints	Resolving visa delays or flight cancellations with minimal customer disruption

3.8 Sales Process Steps vs. Marketing Process Steps in a Travel Agency

Here is the different between Sales and Marketing

Aspect	Sales Process	Marketing Process
Focus	Face to face communication with customers to close sales.	Developing awareness, interest and demand of services
Objective	Turn enquiries into accepted reservations and develop dealings over the long run.	Create leads and brand awareness and interest.
Key Activities	Dealing with customer call-ins- Lead screening- Quotation and negotiation- Deal closing- Post sale support.	Market analysis and trend- Strategy development- Implementation of campaign- Monitoring and analyzing- Campaign optimization.
Customer Interaction	Personal contact with clients (phone, email, face-to-face).	Indirect communication via advertisement, content and promotions.
Primary Role	Incentives on nurturing customers using personalized offers, dealing with customer inquiries and customer satisfaction.	concentrates on the development and implementation of campaigns that will help to draw potential clients and create demand.
Personalization	Packaging, proposal and services are personalized according to customer needs and preference.	Precisely targeting specific market segments with tailored campaigns unprepared to research.
Feedback& Relationships	Follow-up to customers, after sales, to develop customer loyalty and business on a regular basis.	Data and customer response-based continued optimization of campaigns.
Tools & Techniques	Customer enquiry follow-up- Reservations and payment system- Up-selling	Google Trends- Social media channels Influencers and advertisements- Campaign measurements.
Timeframe	Short-term to immediate interaction (booking and follow-up).	Cultivating a long term involvement and awareness creation through constant campaigns.

Outcome	Close sales, booking confirmation, and customer satisfaction in case of the repeat business.	Creating leads, creating brand awareness, and shoving potential customers into the funnel.
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3.9 Ethical Practice in Tour Service Upselling and Cross-Selling

Ethical Framework Foundation

Ethical sales practices in travel services balance revenue objectives with customer welfare, recognizing that sustainable profitability depends on trust, reputation, and repeat business (Harvard Business Review, 2023).

Seven Ethical Principles for Travel Sales Operations

Principle 1: Transparent Value Communication

- **Practice:** Clear, itemized pricing in BDT with no hidden fees
- **Implementation:** All quotes include detailed breakdowns of:
 1. Base package cost
 2. Government taxes and fees
 3. Service charges
 4. Optional services (clearly marked)

Example: Dubai package quote explicitly states: "Tourism Dirham Fee: 350 BDT per night, included in total"

Principle 2: Needs-Based Recommendation Priority

- **Practice:** Recommendations must align with verified customer needs
- **Implementation:** Mandatory needs assessment checklist before upselling:
 1. Travel purpose verified (leisure/business/special occasion)
 2. Budget parameters documented
 3. Travel experience preferences recorded
 4. Physical capabilities considered
 5. Group composition understood
- **Red Flag System:** CRM alerts when recommendations exceed stated budget by >25% without documented justification

Principle 3: Informed Consent for Upgrades

- **Practice:** Explicit customer acknowledgment of upsell decisions.
- **Implementation:** Digital confirmation system requiring:
 1. Clear benefit statement review
 2. Alternative options presentation
 3. Electronic signature or verbal recording consent

Principle 4: Pressure-Free Decision Environment

- **Practice:** No time pressure or artificial scarcity claims.
- **Implementation:** Script guidelines prohibiting phrases like:
 1. This offer expires today
 2. Only one room left at this price
 3. Prices increasing tomorrow
 4. Exception: Genuine limited availability must be verifiable and documented

Principle 5: Honest Service Representation

- **Practice:** Accurate description of all services.
- **Implementation:** Three-level verification process:
 1. Consultant training on accurate terminology
 2. Manager review of customized itineraries
 3. Customer confirmation of understanding key terms

Prohibited Practices: Using luxury for 3-star properties, private for shared services, exclusive for generally available experiences

Principle 6: Fair Cancellation and Change Policies

- **Practice:** Clear, reasonable policies communicated upfront.
- **Implementation:**
 1. Cancellation timelines clearly stated in BDT terms
 2. Force majeure provisions explained
 3. Insurance recommendations for high-risk itineraries
 4. No punitive fees without service cost justification

Principle 7: Confidentiality and Data Ethics

Practice: Protecting customer information.

Implementation:

1. GDPR-compliant data handling for EU travelers
2. Secure payment processing systems
3. Limited data sharing with partners
4. Clear opt-in for marketing communications

Chapter 4:
Analysis of Sales Operational Process
of
Fly Sky Air Travels

4.1 Introduction to Sales Operations

The operations most fundamental to Fly Sky Air Travels are the sales operations since they correspond to the revenue generation, customer satisfaction, and business sustainability directly. Ever since the beginning of the company in 2021, Fly Sky Air Travels has specialized in providing stable and all-inclusive travel services with a well-developed sales machine. The Sales Department is crucial in linking the customers to the travelling related services like air ticketing, hotel booking, tour package and visa processing.

Through the six-month internship, the author got an assignment in Sales Department of the Fly Sky Air Travels at the Dhaka office. The internship gave me a field experience on the types of activities involved in sales, dealing with customers and the service delivery procedures. This chapter is an analysis of the sales operational process of the organization through direct involvement, observation, and professional experience that I have acquired during the internship.

4.2 Overview of the Sales Department

Sales Department Fly Sky Air Travels takes the job of dealing with customer enquiries, translating enquiries to confirmed sales, as well as after sales services. To promote the smooth delivery of services, the department coordinates closely with the rest of the functional units like the processing of the visa, the accounts and customer support department.

The base of Fly Sky Air Travels is located in Dhaka, Bangladesh, and has a functioning office in Dubai, United Arab Emirates. The Dubai office plays a major role in international travel services as well as in the growth of business. As per internal observation, the operation in Dubai is bringing around BDT 20 lakh per month, primarily by selling tour packages, visa processing and hotel bookings. This is the coordination between the Dubai and the Dhaka offices that enhances the overall sales capability of the organization.

4.3 Customer Inquiry and Communication Process

The process leads to conversion or follow-up, ensuring customer satisfaction and repeat potential as observed during internship :

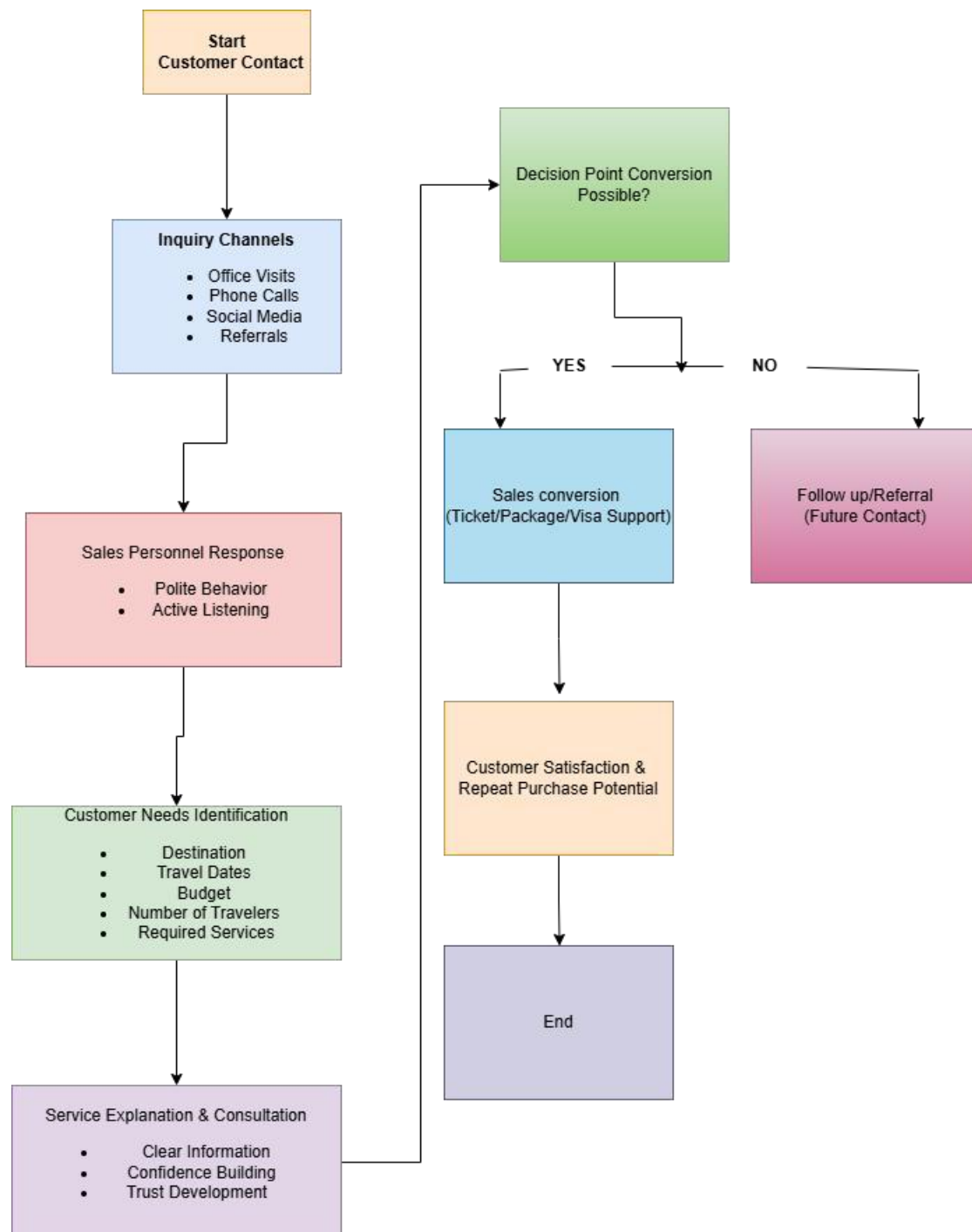


Figure 1: Customer Inquiry and Communication Process

Discussion:

Customer enquiry and communication process begins with the contact with the customer through different means such as office visits, phone calls, and social media. Sales staff would be instrumental as they would actively listen to their customers and collect their needs, which would be instrumental in knowing whether it is feasible to convert them like selling them tickets or packages. When conversion does not take place immediately, such follow-ups as referral or future contacts plans keep customers active. By knowing the needs of customers, destination, budget, and dates of travel, one can make personalized recommendations. The result is that the customers who are satisfied will be willing to come back again and others will refer to friends and this will result to repeat business because of clear communication and trust-building in the course of explaining the services

4.4 Air Ticket Sales Process in Fly Sky Air Travels

The Fly Sky Air Travel Sales Process is a comprehensive journey meant to take the customers through the entire process of inquiry to the post purchase experience in an easy manner. This is a systematic process that should guarantee customer care, customer satisfaction and customer retention at its highest level offering an orderly workflow process.

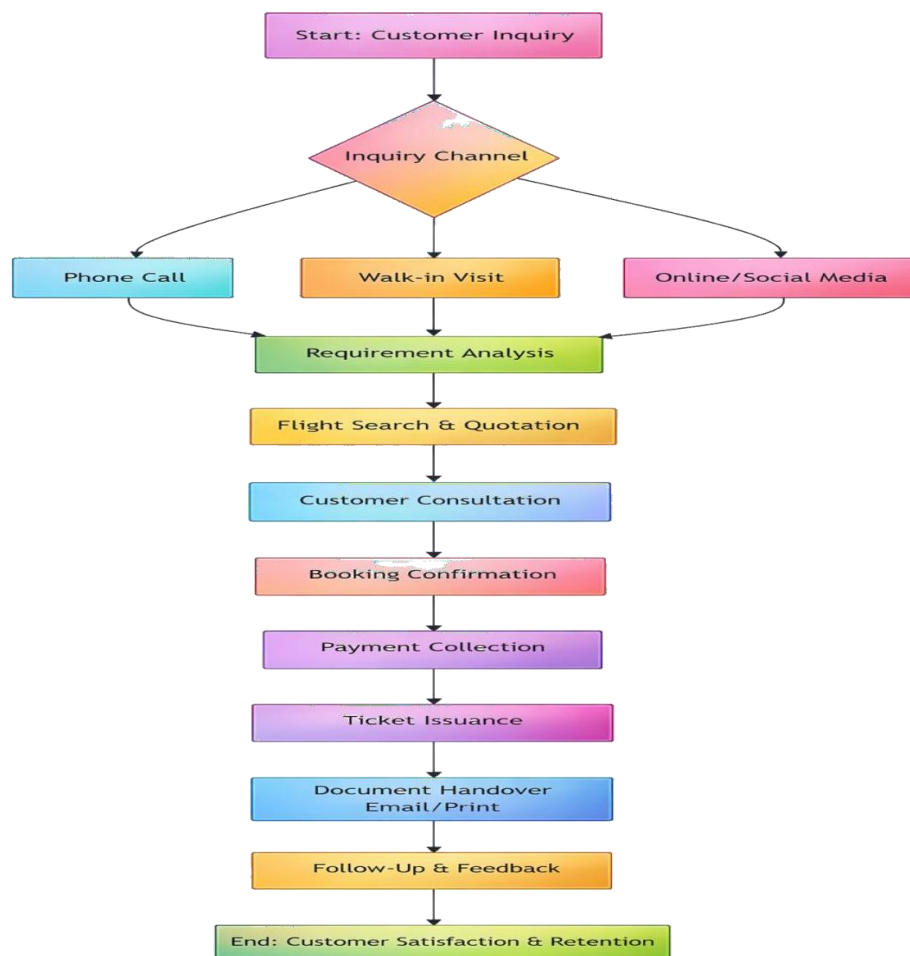


Figure 2: Air Ticket Sales Process (The Travel Institute. 2019,)

Discussion:

Fly Sky air travels is a customer-focused company that has a systematic service process starting with enquiry up to after sales services. The agency provides multi-channel access by either phone, walk-ins, or online/social media which customers can find it easy to communicate with the agency. When asked, personalized services are offered through the analysis of customer needs, which include travel dates, destinations, budgets as well as special requests. Open consultations develop trust, and the explanation of fares, schedules, and conditions are clear, and correct booking confirmation, payment, and issuing a ticket are made. The agency provides 24/7 after sales services on flight change, cancellations and special requests as a way of creating a long-term loyalty. Feedbacks will be used to enhance the services on a continuous basis to provide customer satisfaction. Fly sky Air Travels stands out in the competitive market with its variety of services and coherent care which transforms one-time customers into regular ones and helps the company achieve the sustainable business development.

4.5 Hotel Booking Operations

Hotel booking services are offered as part of the company's one-stop travel solution. Sales staff arrange hotel accommodations based on customer preferences, travel purpose, and budget. Coordination with hotel partners and booking platforms ensures availability and confirmation.

The author assisted in collecting customer requirements and communicating booking details. Proper confirmation vouchers and customer guidance were provided to ensure smooth accommodation arrangements. This service adds value to the overall sales operation and enhances customer convenience.

4.6 Tour Package Sales Process

The diagram below gives a visual representation of the sales process of core tour package at Fly Sky Air Travels. It shows a logical and customer-oriented flow of work, starting with Customer Inquiry and passing through important phases of Needs Assessment, Package Customization, and Presentation.



Figure 3: Tour Package Sales Process (Lemax, 2022)

Discussion:

The sale of the tour package begins with the inquiry of the customer where the traveler calls the agency and the essential information is made. The agent then determines the needs of the customers by enquiring about budget/dates/ destination preferences/group size and special needs so that the offer can be customized. Then an appropriate tour package is offered and the itinerary, the key inclusions, the highlight to the trip are explained in a way that the customer can imagine the trip. In case it is necessary, a package is tailored by changing hotels, activities, and length to suit personal preferences and add value. A proper quote price is then provided with the whole amount of the cost, the key terms, and what is or is not provided to prevent confusion. Lastly, when the customer agrees, payment is made and an official booking confirmation with all required travel details is sent, and the sale and setup of the trip is made.

4.7 Visa Processing Support and Coordination

One of the other sales related services that Fly Sky Air Travels offers is visa processing support. The organization helps clients in processing their visa especially to the United Arab Emirates and other favorite travel destinations. This service will be beneficial to the entire sales operation in that it can provide a total travel solution within a platform.

The visa processing operation deals with the directing customers on the visa requirements, documents to be used, application processes, and processing schedules. The sales people liaise with the operations department to make sure that the visa applications are correct and are submitted on time. The Dubai office is also supportive in providing visa related follow-ups and services. The author worked with customers during the internship to guide them on how to start the visa documentation process and assist in coordinating the process between the offices in Dhaka and Dubai. This has taught me a lesson regarding global travel rules and documentations.

4.8 After-Sales Service and Customer Support

Another area of sales operations of Fly Sky Air Travels is the after-sales service that is essential in the process. The company pays much attention to customer service upon completion of a sale. This involves re-issuing of tickets, assistance in refunds, visa updates, hotel confirmation support and travel advice. The Fly Sky Air Travels has a 24/7 customer care which means that its customers can be contacted anytime they need. The customers are free to reach the organization whenever they need help regarding their travelling plans. This is an obligation to constant assistance that enhances customer confidence and creates long term relationships. The author noted that good after sales services greatly aid in customer retention and good word of mouth advertising which are critical to business development in the competitive travel industry.

4.9 Revenue Contribution and Business Growth

Fly Sky Air Travels has been experiencing a consistent growth since its inception in the year 2021 in the travel and tourism industry. The sales business is the main revenue generating business by selling air tickets, tour packages, visa processing and hotel booking. The office in Dubai is also a major source of month revenues of the company with an estimated BDT 20 lakh revenue coming in the form of international tour packages and visa services. The communication between the Dubai and Dhaka offices helps the organization in serving both local and international customers at the same time. This business structure helps in the expansion of the business and it also helps in enhancing the strength of the organization in the marketplace.

4.10 Practical Learning and Academic Relevance

The internship experience enabled the author to explore the application of the academic knowledge in the Bachelor of Tourism and Hospitality Management (BTHM) program in the real world in sales operations. Customer service management, sales communication and tourism product development are the concepts that were practically observed and applied in the everyday work process. The practical experiences in dealing with actual customers, procedures in documentations, and coordinate between theory and practice were instrumental in narrowing the gap between the theoretical and practical aspects of learning. This on-the-job learning experience improved skills in relation to work such as communication, problem solving and team work.

4.11 Analytical Discussion of Sales Operations

In accordance with the observation and the practical engagement, Fly Sky Air Travels is guided by the structured and customer-focused sales operational process. The organization has a good coordination amongst the international offices, effective customer support, and diversified services, which are the strengths of the organization. Nevertheless, it can be improved in terms of digital marketing, sales processes automation, and improved customer data management system usage. The solution to these areas can enhance efficiency and competitiveness in the travel industry even more.

4.12 Upselling Tour Services: Strategies and Applications

1. Definition and Strategic Importance

Upselling is a form of strategic mechanism whereby businesses influence and persuade customers to purchase a higher value-based iteration of a product or service than they had initially considered. In the context of travel operations, this activity transforms the normal transactions into increased revenue streams and at the same time improves the customer experience by offering value added services

2. Psychological Framework for Effective Upselling

Effective upselling relies on the adequately proven psychological concepts:

- 1. Progressive Value Perception:** When incremental increase in the cost is clearly spelled out in terms of attendant benefits, the customers are likely to accept such increase.
- 2. Anchoring Effect:** Premiums should be offered at the beginning, as this creates a psychological basis of reference that marketing further price judgments.
- 3. Loss Aversion:** The urgency is created by emphasizing the drawbacks that clients have to go through when choosing the standard packages.
- 4. Aspirational Alignment:** Luxury options are often a way of a satisfying latent consumer aspirations, which are not yet realized.

Upselling Process Documentation:

Step 1: Needs Discovery (Consultative Dialogue)

- **Consultant:** It seems that the current event is a special anniversary party. What do you consider as the most important elements of the itinerary in order to make it memorable?
- **Customer:** The customer demonstrates that they want quality accommodation, unique experience and at the same time, they are mindful of their budgets.
- **The most important piece of information revealed:** The client is ready to spend more money to achieve exceptional services and experiences.

Step 2: Value Demonstration

- **Accommodation Upgrade:** For 8,000 BDT more per person, we can upgrade from the standard 3-star hotel to the 4-star Rove Downtown with Burj Khalifa views. This is where many families celebrate special occasions.
- **Experience Enhancement:** The premium package includes a private desert safari with exclusive cultural shows and photography, compared to the standard group safari. For your anniversary, this private experience would be more memorable.
- **Convenience Additions:** We also include private airport transfers instead of shared shuttle, ensuring your family travels comfortably together.

Step 3: Financial Rationalization

- The total additional investment is 32,000 BDT for your family of 4, which breaks down to 1,600 BDT per person per day for significantly enhanced experiences and comfort.

Step 4: Social Proof Integration

- Sharing testimonials: Another family who upgraded for their anniversary mentioned how the private desert safari became the highlight of their trip.
- Showing availability: The premium suite at Rove Downtown has limited availability for your dates.
- Result: Customer upgraded to premium package at 65,000 BDT per person (44% increase), generating additional 80,000 BDT revenue

Chapter 5:

Findings, Challenges, and Concluding Discussion

5.1 Major Findings of the Study

Based on observation and active participation, the following findings were identified:

1. Strong Customer Relationship Management

Fly Sky Air Travels ensures an effective personalized customer relationship based on relations and constant communication. Sales executives take time to learn the needs of customers prior to presenting the customers with solutions to the travels hence enhancing customer satisfaction and confidence.

2. One-Stop Sales Service Effectiveness

The company offers several services in a similar platform such as air ticketing, hotel booking, tour packages, Umrah packages and visa processing. It is an integrated sales model that makes it easy to plan journeys and makes it easier to travel conveniently.

3. International Operations- Contribution.

Dubai office is important in assisting in sales processes especially concerning international tour packages and visa processing. The liaison of the Dhaka and Dubai offices plays a significant role in the gross revenue generation and efficiency of the operations per month.

4. Experienced and Service-Oriented Sales Force.

The sales team is professional, knowledgeable on products and team players. Top managers are also very involved in mentoring junior employees and interns, and this way there is consistency in quality of service and continuity of operations.

5. Value of After Sales Services.

After sales services will be handled as priority activities including issuing a new ticket, visa renewal, customer support and guidance. The practice would aid in retaining customers and repeat business.

6. Part of Trust/Government Authorization on Sales.

A major observation is that Fly Sky Air Travels has the advantage of being a travel agency approved by the government. This approval earns more customer confidence particularly in the services related to visa processing and international travelling booking. Customers would feel more safe to transact with a recognized agency and this would impact positively in sales conversion.

7. Significance of Individualized Sales Communication.

Personalized communication is one of the key success factors in sales at Fly Sky Air Travels. Customers are looking at tailor made travel packages as opposed to standard

packages. The sales executives who offer customized selections depending on customer budget and the purpose and preferences of the travel are more effective in sales.

8. Effects of One-to-One Customer Handling.

One-on-one customer management was noted to perform very well in making sales. Selling in person at the Dhaka office is one of the factors that foster trust and enable sales staff to effectively communicate on travel options, policies and procedures

5.2 Problems and Challenges Identified

Despite strong performance, several challenges were observed in the sales operational process:

1. High Competitive Pressure

Bangladesh travel agency market is very competitive. Pricing and services are often compared among the agencies leaving customers a difficult task to keep clients only by price

2. Dependence on Manual Processes

There are still some sales operations which use manual procedures such as documentation and follow-ups. This is capable of lowering efficiency, prolonging the processing time, and putting the possibility of human error.

3. Seasonal Workload Imbalance

During peak travel seasons, sales personnel face heavy workloads, which can lead to service delays and increased operational pressure.

4. Limited Digital Marketing Strategy

Despite the impressive service portfolio of Fly Sky Air Travels, its digital marketing is generally weak when compared to its competitors. This limits the potential of online customers and brand awareness.

5. Time Sensitivity in Sales Operations

A significant number of sales are very time prone such as booking of air tickets and visa. Customer delays in decision-making or documentation may result in higher fares or lost travelling opportunities and pressure on the sales staff

6. Customer Misunderstanding of Travel Policies

Customers are not well informed in terms of the airline policies, visa policies and money back offers. This also causes dissatisfaction when the sales team performs according to the standard procedures.

5.3 Recommendations

Following the revelation and problems detected throughout the internship period, the following recommendations may help to improve the sales operational process of Fly Sky Air Travels. These are realistic recommendations that are practical, and in tandem with the business environment of the organization.

1. Customer Relationship Management (CRM) System

To save customer records, monitor inquiries, follow-ups and sales outcomes, Fly Sky Air Travels ought to implement Customer Relationship Management (CRM) system. CRM system will lessen the reliance on manual procedures, enhance effectiveness, and assist in establishing long term associations with customers by structuring data.

2. Strengthening Digital Marketing and Online Presence

The company must pay more attention to the digital platforms of marketing, social media, search engines, and online travel portals. This will be beneficial in attracting new customers particularly the young travellers and increasing the brand visibility in a competitive market.

3. Sales Procedure Standardization

Fly Sky Air Travels is advised to put in place standard sales process on the air ticketing, hotel booking, tour packages, and visa processing. Clearly written guidelines and checklists may reduce mistakes, achieve uniformity of the service, and enhance the credibility of the customer.

4. Regular Training and Skill Development Programs

Sales personnel should be scheduled regular training about their communication skills, product knowledge and customer handling techniques. Education regarding airline regulations and visa laws as well as customer service-related morals will enhance the overall sales performance and the level of professionalism.

5. Improvement of After-Sales Support System

The organization is also advised to use more force in its after sales support by establishing a systematic follow up system. Constant interaction with the customers through post service delivery can play an important role in detecting the problems, ensuring satisfaction and promoting business.

6. Customer Awareness and Information Sharing

Fly Sky Air Travels will be able to create information content about customers, including brochures and online manuals with details about the airline policies, visa regulations, and refund policies. This will decrease customer misconception as well as promote transparency in the sales process.

7. Enhanced Coordination Between Departments

The speed and accuracy of the services can be increased by enhancing better coordination of the sales, visa processing, accounts and operations departments. Internal meetings, and effective communication channels will be used on a regular basis to streamline departmental operations to organizational objectives.

8. Appointment-Based Customer Handling During Peak Seasons

These issues may be addressed by the introduction of appointment-based customer handling in the organization to cope with the workload pressure during peak seasons of travel. This system is capable of enhancing time management, minimization of service delays, and customer satisfaction

5.5 Conclusions

Conclusively, it has been empirically demonstrated that Fly Sky Air Travels has developed a customer-focused and diversified sales structure that has enabled the company to grow business as well as increase customer satisfaction. Competitive advantage in the organization is emphasized by its integrated service offering, a very competent sales force and well coordinated coordination between domestic and international subsidiaries.

However, the organization faces some severe obstacles, such as severe competition on the market, dependence on manual work, and insufficient digitalization, all of which outline the areas where improvements can be made. With the implementation of modern sales technologies, a more active development of digital marketing methods, and investing in the development of employees, Fly Sky Air Travels will be able to increase sales effectiveness and maintain its competitive stance in the travel market. The suggestions outlined in this paper are a realistic system of optimizing the sales processes and creating sustainable organizational development.

Chapter 6 :

Abbreviations

List of Abbreviations

Abbreviation	Full Form
FAA	Federal Aviation Administration
ICAO	International Civil Aviation Organization
IATA	International Air Transport Association
ATM	Air Traffic Management
CSR	Corporate Social Responsibility
KPI	Key Performance Indicator
FBO	Fixed Base Operator
LCC	Low-Cost Carrier
PAX	Passengers
SOP	Standard Operating Procedure
CRM	Customer Relationship Management
RPK	Revenue Passenger Kilometers
ASK	Available Seat Kilometers
MRO	Maintenance, Repair, and Overhaul
OTA	Online Travel Agency
SWOT	Strengths, Weaknesses, Opportunities, Threats
CEO	Chief Executive Officer
COO	Chief Operating Officer
ROI	Return on Investment

Chapter 07:

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