

**Internship
Report
On
"Role of a Travel Consultant in
Upselling and Cross-Selling of Tour Services
Process"**

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Submitted by:

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Submission Date: December 2025

Letter of Transmittal

Date: December 1, 2025

Mr. Mohammad Nurul Afchar

Senior Lecturer

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Subject: Submission of the Internship Report

Dear Sir,

This internship report - called 'The Role of a Travel Consultant in Upselling and Cross-Selling Tour Services Process' - comes with sincere submission for review. It meets one key condition for finishing the BTHM course while also showing how advisory selling works at Hing Ting Chot Tours.

Thanks a lot for helping out steadily plus giving solid advice during this report's setup - made it finish on time and actually learn stuff. In case any lapses occur unintentionally, I hope you will count them as just in light of the tight situation with the internship assignment.

Yours Sincerely,

Ahammad Ullah Raskih

ID: 211-43-160

Department of Tourism and Hospitality Management

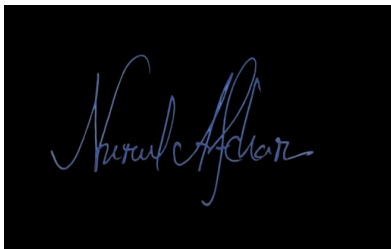
Daffodil International University

Certificate of Approval

This letter attests to the fact that Ahammad Raskih, ID: 211-43-160, also completed an internship in Hing Ting Chot Tours as a trainee. The report was prepared under the guidance of Mr. Mohammad Nurul Afchar, effort and focus were used in the preparation of the report. During its preparation, the concentration remained the same; it was completed after being reviewed.

At the stage of assessment, the intern arrived punctually without being distracted by assigned responsibilities. Having analyzed this paper, its content meets the requirements of the standard level and completeness required to complete the BTHM course.

The trainee is supposed to make progress, hopefully, in coming efforts, but to plan on the progress of the past by the continuous, not the intermittent, effort.

A black and white image of a handwritten signature in cursive script, which appears to read 'Nurul Afchar'.

Mr. Mohammad Nurul Afchar
Senior Lecturer
Department of Tourism and Hospitality Management
Faculty of Business and Entrepreneurship
Daffodil International University

STUDENT DECLARATION

I would like to sincerely thank all my mentors and colleagues who supported me throughout my internship at Hing Ting Chot Tours. It has been a great privilege to work and learn in such a prestigious tour and travel service agency.

I Ahammad Ullah Raskih ID: 211-43-160, a student of Tourism and Hospitality Management at Daffodil International University, hereby declare that this report 'The Role of a Travel Consultant in Upselling and Cross-Selling Tour Services Process' has been prepared solely to meet the requirements of my internship course.

This report is an outcome of my own performance during the internship and represents my original work. Reproduction or use of this report without my prior permission is strictly prohibited.



.....
Ahammad Ullah Raskih
ID: 211-43-160
Department of Tourism and Hospitality Management
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Acknowledgement

I would like to express all praise to Allah the most merciful, most graceful for enabling me to complete this internship report "The Role of a Travel Consultant in Upselling and Cross-Selling Tour Services Process," successfully. Then, I thankfully extend a tribute of respect from the deepest heart to my supervisor, Mr. Mohammad Nurul Afchar, Senior Lecturer, Department of Tourism and Hospitality Management, Daffodil International University for his valuable guidance, intellectual discussion, inspirational teaching methods, continuous supervision, and encouragement throughout my internship period and report writing.

I am thankful to the management and team members of Hing Ting Chot Tours for their kind support, cooperation, and for providing me the opportunity to gain hands-on experience in the travel and tourism industry.

Finally, I obviously illustrate my all-heartfelt emotions and feelings to my family because of their great dedication and supreme effort and also friends for their help effectively and efficiently.

Executive Summary

The given internship report analyses the application of consultative selling by Hing Ting Chot Tours, a full-service travel agency which is based in Dhaka, to enhance upselling and cross-selling of tour services and ancillary product within a competitive travel market in Bangladesh. The paper is a synthesis of the theoretical literature and six months of practical cases as a Travel Consultant intern to learn how revenue can be maximized by focusing the sales process on customers without compromising the ethical code and relationships.

The report gives a summary of Hing Ting Chot Tours that focuses on offering personalized quality travel experiences based on the tailored program, tour packages, ticketing, hotel booking and other supplementary services such as transfers, activities, and travel insurance. In an organization analysis, the critical position of travel consultants is emphasized with well-developed hierarchy and the new use of CRM and digital tools, which facilitates the provision of these services and sales performance.

The theoretical framework describes the consultative approach as a need based, trust based selling model where the consultant operates as an advisor and not a salesperson especially in the tour services whose decisions are emotional, high-value and experience based. Some of the core values are actively listening, helpful questioning, knowledge of the destination, emotional intelligence and ethical practice, which are interconnected with structured processes of needs assessment, formulation of tailored itinerary and presentation of tiering Standard, Premium and Luxury. The report describes the integration of upselling and cross-selling into this consultative journey, and the examples of the BDT-based value communication messages to the various customer segments are presented.

The empirical examination of the internship experience demonstrates that customers can be more responsive to the situation when the consultants initially gain knowledge of the needs and budgets and clearly explain itemized options, which makes higher price levels and bundles more accepted. The results have shown that product awareness, tiered packages, and breakdowns in local currency led to trust, whereas moral conduct, like the discouragement of unnecessary services, enhances loyalty and referrals. Meanwhile, the paper has found the following challenges: irregularity of application of consultative approach among consultants, deficient training, little use of performance measures, commission-based structure that can lead to pressure to over sell, and little use of CRM data in personalization and follow-up.

The report suggests that to fill these loopholes, formal consultative selling training program should be employed, question flows and multi-level package structure should be standardized, performance indicators to upsell and cross-sell conversion should be enforced, and CRM use should be disciplined. It claims that enhanced training, more definite structures, and information-driven management will contribute to making ethical consultative selling institutional and enhance consistency among employees as well as customer experience and financial performance.

The report concludes that consultative selling will be the most appropriate and sustainable method Hing Ting Chot Tours should use to increase its revenue through upselling and cross-selling and retain customer trust in the Bangladeshi travel situation. With complete implementation of the structured, ethical, and data-supported consultative approaches, the agency has a realistic chance to attain the increased average transaction values, improved utilization of other services, and growth in revenues by 15 to 25 percent, along with the enhanced loyalty and repeat business. The internship experience proves that professional knowledge, clear pricing, and sincere interest of a customer in the interests of the organization make the travel consultants trusted advisers, and both clients and the organization gain in the long run.

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Chapter 1: Introduction

1.1 Introduction

Travel and tourism industry is one of the most rapidly developing parts of the global economy with high competition among travel agencies, which strive to earn the maximum profit and retain the highest level of customer satisfaction. The travel agencies have to use the advanced selling strategies to be competitive and sustainable in this dynamic market environment. Hing Ting Chot Tours, a full-service travel agency in Dhaka, Bangladesh, demonstrates the contemporary travel industry requiring strategic sales and customer-based business operations.

The major requirement as a Travel Consultant intern at the Hing Ting Chot Tours was to generate and implement sophisticated sales strategies to improve customer contact, satisfaction, and eventually maximize the revenue generated through the tactical upselling and cross-selling programs. The profession of travel consulting demands an advanced, customer-focused model, which goes way beyond the process of transactions to develop a high level of meaningful and long-term client relationship to achieve the business growth sustainability.

1.2 Background of the Study

Travel services in Bangladesh have undergone massive expansion in the last ten years and more and more domestic and international tourists are seeking professional services of travel consultancy. Hing Ting Chot Tours is a company that is in this growing market and it deals with customers in different segments such as leisure tourists, companies, adventure tourists, and even families who plan their vacations.

Consultative selling is a radical change in the conventional transactional sales strategies. Consultative selling is about not merely marketing pre-established packages or focusing on product functionality, but rather by noting the unique needs, preferences, constraints and goals of each customer and suggesting solutions that are actually more in line with the requirements of the customer. This strategy is especially useful in the setting of traveling, as the choice of the traveling destination is very subjective, and the level of financial commitment is high, and the difference in customer satisfaction and experience in life is substantial.

The overlap of consultative selling within the contexts of upselling and cross-selling approaches have been both opportunities and challenges to the travel agencies. Although these sales strategies are effective in boosting revenue per customer, it should be applied in an ethical manner and work in the best interest of the customer in order to foster trust and create long-term relationships.

1.3 Scope of the Report

This is internship report focuses on how the principles of consultative selling apply and work in upselling and cross-selling of travel services and ancillary products in Hing Ting Chot Tours. The internship period will include July to December 2025 this analysis will look at:

- Theoretical background of consultative selling techniques utilized in the tour services.
- Consultative selling as it is practiced in the travel agency setting.
- Upselling products towards higher quality tour package and services.
- Mult selling of travel insurance, activities, transfer, and ancillary products in the Bangladeshi market situation.
- Technology systems that provide an efficient consultative sale.
- Implication of ethics and customer relationship.
- Roles and organization structure in support of these initiatives.

The report relies on theoretical research as well as practical observations made during internship period, combining the sources of secondary data with the experience received in the Hing Ting Chot Tours.

1.4 Objectives of the Study

Broad Objective

To evaluate how the principles of consultative selling are applied to upselling and cross-selling travel services in Hing Ting Chot Tours with the aim of giving evidence-based advice on how to maximize sales and retain customers.

Specific Objectives

- i) To understand up and cross selling process at HTC.
- ii) To identify the role of Travel Consultant in up and cross selling at HTC.
- iii) To observe the challenge in up and cross selling process at HTC.
- iv) To provide suggestion or recommendation based on problem faced at HTC.

1.5 Methodology

The approach to this internship report is the descriptive methods approach that makes use of the secondary data.

Secondary Data Sources

The theoretical and conceptual framework is formed based on in-depth analysis of the secondary data sources such as:

- Consultative selling, sales strategies and relationship marketing literature in academia and practice.
- Statistics across travel industry literature and practitioner literature.
- Company records such as internship appointment letter and company records.
- Web material on the websites of reputable sources and professional bodies with up-to-date information on practices in the travel industry.

Data Collection Methods

1. **Literature Review:** Systematic review of theoretical material on consultative selling, upselling and cross-selling, and the sales practice in the travel industry.
2. **Observational Research:** First hand observation of the consultative selling behaviors during periods of internship including customer consultation.
3. **Company Documentation Analysis:** Accident review of the organizational structure, service offerings and processes.
4. **Industry Research:** Internet searches and industry sources covering up-to-date data on the trends in the travel industry in Bangladesh and South Asia and best practices.

Data Analysis Approach

The data obtained is discussed using thematic analysis of theoretical concepts and their practical implementation, the best practices comparative analysis, the synthesis of theoretical concepts and findings of observational research, and the integration of BDT-based pricing strategy applicable to the Bangladeshi market.

1.6 Limitations of the Study

There are a number of limitations to this internship report:

1. **Single Organization Focus:** Results obtained are through experience with a single travel agency and might not apply to all travel agencies.
2. **Time-Limited Time Frame:** The internship lasted six months, which did not give much time to learn long-term outcomes of sales tactics.
3. **Limitations in the Quantitative Data:** Systematically available quantitative data was not available on the effects of revenues and detailed performance measures throughout the internship.
4. **Dependence on Secondary Data:** A significant part of the theoretical framework uses the secondary sources that might create the possible bias.
5. **Observational Bias:** Since there are observations as an intern participant, there can be observer bias.
6. **Generalization Constraints:** The recommendations made in the context of Hing Ting Chot Tours are not that likely to be immediately generalized to other travel agencies operating in other geographical markets.
7. **Restriction on confidentiality:** There are certain internal organizational information and specific customer data that may not be reported based on the issue of confidentiality.

Nevertheless, the report is otherwise insightful in regard to application of consultative selling in the travel sector in Bangladesh.

Chapter 2: Organizational Overview of Hing Ting Chot Tours

2.1 Introduction

Hing Ting Chot Tours stands out as a company that provides tailor made tours that are in fact, the way people prefer to travel. The difference between them lies in full-service luxury vacations - imagine custom-made trip plans, air travel arrangements, hotel arrangements, and tips of savvy travelers. They are making all their plans with what the traveler truly desires with a no-fuss booking approach that is fast-adaptable. Being near major transportation centers and airport locations would assist them to serve locals and international visitors without delays. The company belongs to major trade associations - demonstrating that the company adheres to the regulations and remains on the par with norms. It also targets innovative approach and collaborates with experts hence it is the one that can change when the market demands vary.

2.2 Mission Statement

Mission: To deliver quality, unique travelling experiences through excellent customer service, professional travel guidance, creative tour options, and full package offerings that truly meet the various needs and interests of our customers, in order to create memorable trips that surpass expectation and create relationships that are long lasting.

The mission demonstrates the customer-centricity, professionalism, and the development of meaningful travel experiences that the customers will remember and appreciate at Hing Ting Chot Tours. Instead of being a mere bookings processing agency, the agency positions itself as a customer-focused adviser that cares about customer success and customer satisfaction.

2.3 Vision Statement

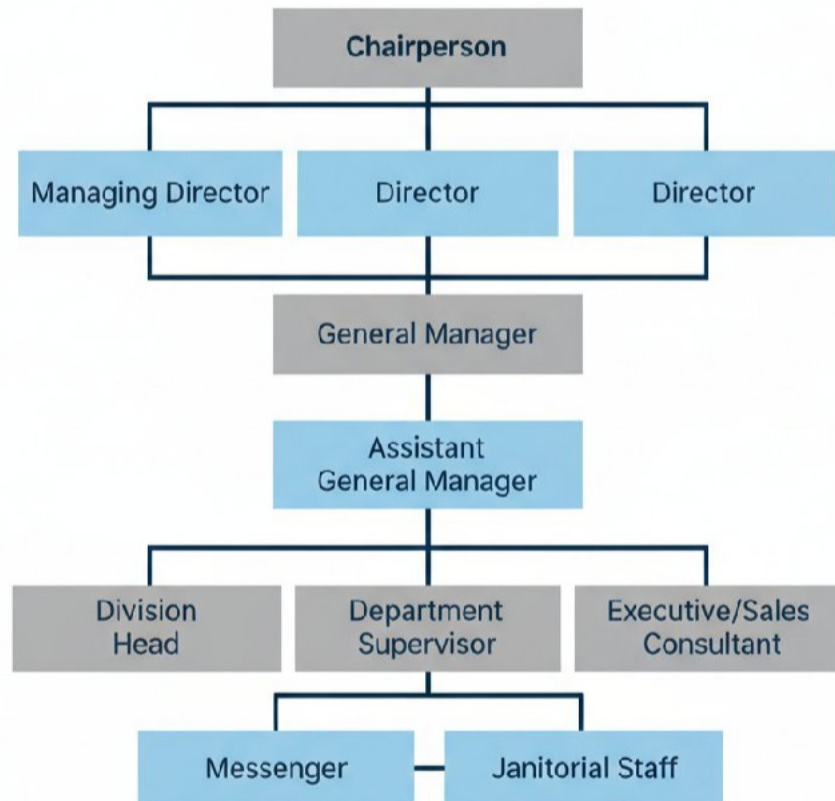
Vision: To be the most preferred, most trusted travel consultancy in Bangladesh and the South Asian region, known by our adherence to the highest customer satisfaction, sustainable tourism, innovative travel solutions, professional integrity, and our capacity to deliver transformational travel experience in a manner that has a positive influence on our clients lives and the communities that we serve.

The vision statement states the aspirational positioning of the agency that is the market leader with a good reputation, trust, quality standards, and positive influence.

2.4 Organizational Structure

The setup at Hing Ting Chot Tours keeps things moving smoothly, makes it obvious who's responsible for what, also helps deliver solid results - especially by backing up the travel consultants who bring in most of the income.

Figure 2: Organizational Structure of Hing Ting Chot Tours



✧ Top Leadership (The Board)

Chairperson

Leads the Board of Directors - handles how the agency is run, shapes future plans, also manages financial supervision. Runs board gatherings.

Managing Director

Runs the whole show – like a CEO. Managing the big picture planning and keeping the departments running. Develops deep partnerships with the most significant ones. Drives expansion by concentrating on value-based results.

Directors

Top executives manage important components such as finances, day-to-day work, or peddling commodities. Since they receive what the boss desires, they establish actual steps to achieve it.

Senior Management General

Manager

Manages daily operations on the major sections of the agency. Ensures that teams are coordinated to work together when driving projects; this is done by communicating clearly and following up consistently

Assistant General Manager

Ensures the day-to-day work of the manager is not a pain. Takes on big tasks occasionally - or fills the gaps in between departments when there is a rush.

Division Head

Runs a big part of the company, like tours in Asia. In charge of how well it does, its money plan, also handles team members.

Operational Management & Staff

Department Supervisor

Manages a small focused group within a department - such as ticketing lead. Monitors the daily output and assists the staff in developing their skills, reporting to the top manager on a frequent basis.

Executive/Sales Consultant

Dealing with physical contact with customers. Responsible to make sales, advice on holiday plans, confirm reservations, and also maintain service quick and easy.

Messenger

Pays to send papers within or without the office. Transfers files, packages and letters where necessary. Receives goods punctually without any damage. Works in teams or individually when dropping off documents. Ensure that you do not lose anything along the way.

Janitorial Staff

Cleaning the office and maintains - makes sure that everyone can find the room in the house in a clean and secure condition. Picks up her day-to-day chores as well as mending minor problems before they escalate. Does the right thing unnoticed, but each day. Makes sure there is no trash, floors are clean, that no one ever switches off lights. No flash, it is all plain hard work that holds.

2.5 Products and Services of Hing Ting Chot Tours

Hing Ting Chot Tours enjoys good profits due to a combination of various products - each core service will provide an option of revenue increase, either through an upgrading proposal or an added value. They do not simply sell one product - they take a foundation of the existing customer interests and lead people to the corresponding extensions. That is, buying one becomes easy, and the other, without being a strain or without any form of embarrassment.

1. Tour Packages (Upselling Focus)

The main part of what HCT provides is comprised of tour deals which vary in terms of taste - some being cheap, others fancy and complete. They do not have a one-size-fits-all approach but create individual plans that include stays, activities, rides as well as tour guides. The bundles are important since they provide opportunities to sell more. Basic, Mid, or top-tier levels are used by staff which makes guests frequently choose an option that is more suitable than initially intended.

An average India Culture Trip would cost between 20,000 and 50,000 BDT per person; though the consultants may be tempted to sell an expensive package - such as 65,000 BDT - which includes services like guides, 4-star hotels or a nicer ride, and then the additional cost will be justified by the comfort and experience. To top it all, the Dubai Deluxe Plan which costs between 50,000 to 100,000 BDT per person will attract rich individuals who do not care about spending extra money as the strategy is based on glimmering pictures and a feeling of exclusiveness.

2. Ancillary Services (Cross-selling Focus).

These extras complement the primary purchase, which then assist in capturing a bigger portion of customer expenditure. The sales of them together with increasing profit - as they tend to generate larger profits - make shopping easier. Travel insurance is one of the main accessory products, which are promoted in various places, such as immediately after you book the trip. It protects the travelers and provides the agencies with stable income.

Airport taxi or car rental: Less hassle and tranquility will come with getting an airport ride that is booked - such as in Bangkok. It comes in handy particularly with parents taking children or business people on the move.

Local activities: It is suitable to add something unique, such as city tours, flight view, or photo walks, to the travel plan. The more the journeys become personalized, the more an income is generated. This is a differentiating strategy - effort is low.

3. Hotel Reservation and Air Ticketing.

These roles, though included in the daily work, improve the sales targets in the following major ways. When making bookings, agents attempt to upgrade customers out of the Economy sector to Premium or Business and/or add additional services such as extra luggage area or seating with travel systems which display real-time pricing and selections. Hotels are giving an opportunity to upgrade guests to better rooms, provide meals, or have resort credit at a small additional cost, owing to direct deals, which also come with benefits like earlier check-in time or free breakfast.

Chapter 3: Theoretical Background of Consultative Selling in Tour Services

3.1 Definition and Core Concept of Consultative Selling in Tour Services

Consultative selling is a customer-based selling approach which focuses on comprehending and meeting the distinct needs, obstacles, interests, and goals of every customer as opposed to essentially concentrating on the product characteristics or intensive sales strategies. Consultative selling unlike the traditional transactional selling techniques, which focus on closing sales fast makes the sales professional more of a trusted advisor, who is really interested in learning about client needs and proposing solutions that are in line with their particular needs.

Consultative selling in the context of the tour services implies that travel consultants treat every client as an individual who will have a specific travel preference, budget, time and expectation. Instead of suggesting the destination package that offers the highest price, consultative sellers take time to know what is really important to the client, which could be cultural experience, rest, adventure, family time, spiritual enhancement, and propose the tour packages that offer genuine value in accordance to customer priorities.

3.2 Historical Development and Evolution in Tourism

The concept of consultative selling is a sales approach that came into existence in the late 20 th century when markets grew very competitive and customers became more sophisticated in their buying decisions. The development of selling strategies is associated with the overall change of the business philosophy:

- **Transaction-Oriented Selling (1950s-1980s):** Rapid sale and large volume transactions, lack of customer knowledge.
- **Solution Selling (1980s-1990s):** Started solving customer issues with products and services, more attention paid to challenges of customers.
- **Consultative Selling (1990s-Present):** The development of partnerships and offering strategic guidance based on the targets of customers, this is where the sales professionals are introduced as advisors.

Consultative selling is especially useful in the travel industry since choices regarding tours are highly personal and require a substantial investment (usually ₳50,000-₳500,000+ in Bangladesh) and could slightly influence customer satisfaction and the experiences of their life. Consumers are demanding more professionals who can comprehend their needs and not salesmen thrusting ready-made packages.

3.3 Core Principles of Consultative Selling for Tour Services

Customer-Centric Focus: Consultative selling is based on the overall needs of the customer and the objectives and his success. This involves the real concern in learning.

customer situations, take the initiative to suggest what is really in the best interest of the customer and yet it leads to less revenue in the short run, and understanding that customer retention is a source of repeat business and referrals. In the case of tour services, this is actually finding out whether a customer requires a resort experience that is relaxing, an adventure filled trekking trip, or a cultural heritage tour.

Active Listening and Empathy: Effective consultative selling must entail great listening skills and true empathy. These involve paying the full attention to customer communication nonverbal and verbal, truly trying to comprehend the customer and his or her viewpoints and emotional needs, and ensuring that the message is understood by paraphrasing what was heard. With close listening, a consultant may realize that the budget that a customer has claimed is \$100,000 but is negotiable should the tour be what he or she is truly passionate about, which is wildlife photography.

Detailed Research and Preparation: Consultative sellers put large amounts of money into getting to know the context of their clients during and before selling by conducting research about customer interests before meetings, knowing the traveling history and past experience, and extensive knowledge on tour destinations and services, and relying on customer information to guide recommendations. This could be by researching on whether a customer has travelled to those destinations in the past and what he/she liked or did not like.

Problem Identification and Solution Development: In contrast to foisting ready-made tour packages, consultative sellers collaborate with customers by involving them in open-ended questioning to find out the travel objectives, systematic identification of customer needs and limitations (budget, time, physical capacity, travel companions) and the creation of customized tour suggestions that specifically target the needs identified. This strategy will change the sales dialogue to include not Here are 5 standard packages but According to your needs and restraints, here are the best possible tour experiences you can have.

Trust Building and Professional Advocacy: Consultative selling also makes the sales professional an advocate of the customer by revealing what the tours are capable and incapable of providing, professional honesty in denying inappropriate packages, regular follow-up on promises, and relationship building beyond the specific transaction. A consultant may suggest a cheaper tour in cases where it really benefits the customer more than the high-end tour and not to press-sell the high-end tour.

3.4 The Consultative Selling Process for Tour Services

The process of consultative selling of tour services has a systematic value that includes 6 major steps.

Step 1 is to research customer background, know their travel profile, prepare tour options they need to see, set objectives of consultation, and find out destination information at existing prices.

Step 2 is oriented on culture of rapport establishment due to the sincere interest, personal connection, showing that you know what interests the customer, and creating the comfortable atmosphere to discuss.

The 3rd step will involve open ended questions regarding travel objectives, active listening to the needs mentioned and not mentioned, accommodation level and activity level preferences, budget limits and time constraints, and group make-up and special needs.

Step 4 is to synthesize collected data, create 2-3 individualized tour plans at various prices, make recommendations with clear justifications in relation to customer needs stated, clarify specific matters and advantages, and talk about where there are concerns see-thoroughly.

Step 5 is concerned with the questions or concerns that might have been left, decision-making is facilitated, a commitment is made, and payment options and timeframe are discussed.

The last step, Step 6, secures a smooth itinerary implementation, as well as guarantees communication prior to and throughout tour, manages logistics in a professional way, and provides outstanding quality of service.

3.5 Relevance to Tour Services and Tour Packages

Consultative selling is also useful in the field of tour services since tour decisions are highly personal in nature and have a significant emotional appeal and need to be made with an understanding of what the customer wants and anticipates. Thousands of different combinations of destinations, accommodations and activities allow the customers to be guided professionally in the choice of tours that perfectly fit their interests. Tour purchases represent substantial financial commitments making customers value professional advice; different customer segments have fundamentally different tour priorities and constraints—adventure seekers have different needs than cultural enthusiasts, which differ from beach relaxation seekers; the success of tour experiences depends on meeting customer expectations established during pre-purchase consultation; and tour agencies can create loyal repeat customers by demonstrating genuine concern for customer satisfaction.

The stakes in tour services are particularly high because unlike material purchases, tour experiences are intangible until consumed, customers invest emotional energy in anticipating the experience, and poor tour experiences create significant disappointment for significant financial investment.

3.6 Key Skills for Consultative Selling in Tour Services

Active Listening Skills - Completely focusing on communication with the customer and not planning how to respond, paying attention to nonverbal and emotional undertones, clarifying questions to verifying, listening to both the verbal stated needs such as budget, schedule and the un-spoken ones such as want to go to the real places, comfort zone, physical abilities.

Questioning Techniques - Open Question that involves getting depth answers, clarifying questions to seek specificity, probing questions to reveal latent concerns and confirming questions to confirm comprehension Question: What does your ideal vacation look like? Response: 7 days in \$200,000 budget Answer: That sounds like a great vacation, do you want me to take you on an adventure?

Emotional Intelligence - Becoming aware of own emotional triggers and biases, truly empathizing with customer emotions and customer issues, applying emotional insights to develop closer relationships, realizing that travel decisions are usually emotionally based.

Destination Knowledge - Thorough knowledge of the tour destinations available in Bangladesh and abroad, the seasonal differences and best time to visit a specific place, knowledge of the accommodation facilities and the standard of accommodation, knowledge of activities and attractions at different places, and knowledge about logistics and practical traveling factors.

Communication Skills - Use of clear and understandable language and language depending on the target audience. Customer preferences some want to see details, others would like to see summary, by using stories and examples to explain tour experiences, and displaying information in logical steps of understanding.

Cultural Awareness - Knowing the various customer backgrounds and its impact on the travel preferences, cultural implications to the level of comfort in various destinations, showing appreciation of the different styles of travel and its underlying purpose.

3.7 Upselling Tour Services: Strategies and Applications

Upselling in a tour context implies discussion of higher-value options of a tour upon realizing that the needs and preferences of the customer fit higher-value solutions. This comprises of premium accommodation upgrades (replacement of 3-star hotels with 4-star hotels), better classes of transportation (replacement of shared vehicle transfers with the use of personal vehicles), all-inclusive tour services, premium experience extensions (special activities, personal guides), lengthening of the duration, and specialized guide services.

The strategic upselling program of the tour services would start with a detailed needs analysis to establish the travel purpose, budget constraint, travel schedule preferences, the number of people, traveling style preferences, physical ability level, and special interest of the customer. The consultant then offers the three different tiers of the tours at different prices and levels of amenities.

Standard Tier: No frills-oriented choice that addresses the basic needs with the transparent pricing, simple accommodation (3-star hotels), collective transportation, group activities, and common meals.

Premium Tier: Premium version with significant upgrades, which costs about 20-30% more, includes 4-star hotels, car selections, special activities, and better meals.

Luxury Tier: This is an excellent choice of the best experience at a 50-100% more expensive price, including 5-star hotels, personal guides, exclusive activities, high-quality restaurants, and custom-made plans.

The consultant relates the premium features with the needs which were defined by the customers: "You said that you want to have genuine cultural experiences and comfort as a need. Our luxury level also covers accommodation in the classic houses within the traditional villages, which is an original cultural experience without sacrificing the comfort level that you desire.

In offering options of premium tours, the consultant demonstrates precise price variations, elaborates on what extra investment includes, whether premium fits in the budget of the customer, and honors the wishes of the customer in a non-negative, non-pressurizing manner.

Example Tour Upselling for Domestic Package (Cox's Bazar)

Component	Standard Package	Premium Package	Luxury Package
Duration	3 Days / 2 Nights	4 Days / 3 Nights	5 Days / 4 Nights
Accommodation	3-Star Hotel	4-Star Resort	5-Star Beach Resort
Price per person	₳18,500	₳26,000	₳38,500
Transportation	Shared Coach	Private Car	Private Car + Driver
Activities	Standard Beach Tours	Private Beach + Water Sports	Beach + Island Cruise + Spa
Meals	Breakfast + Dinner	Full Board (3 meals)	Full Board + Special Dining
Guide	Group Guide (Shared)	Private Guide Available	Dedicated Private Guide
Special Features	Basic Itinerary	Sunset Cruise Add-on	Luxury Spa + Exclusive Activities

Table Source: Manning, G. L., Ahearne, M., & Reece, B. L. (2017). Selling Today: Partnering to Create Value (14th ed.). Pearson.

Upselling Presentation Strategy:

In offering higher-end options, the consultant must: (1) Ask clarifying questions about what the customer wants to do, the quality of accommodation, and the level of experience; (2) Relate premium features to stated preferences, i.e., since you said you liked water sports, our premium package will include exclusive jet ski and parasailing options); (3) Present tiered options with distinctly differentiated benefits; (4) Explain value in relation to investment i.e., the premium package will add 7,500 per person, which will mean 4-star accommodation rather than 3.

3.8 Cross-Selling Ancillary Services in Tour Packages

Cross-selling means the suggestions of the complementary products and services that increase the customer experience in the core tour package and focus on the real needs. Such ancillary products as travel insurance, airport transfers, visa assistance, local excursions and activities, special arrangements dietary accommodations, adventure equipment renting and travel preparation services may be listed as ancillary products in the case of tour services.

The strategic cross-selling model of tours starts in the needs assessment where identification of the opportunities is done depending on the type of trip, the nature of the destination, group composition, and special circumstance. The consultant evaluates service authenticity to the customer and its potential to better the customer experience before recommending.

Travel Insurance Cross-Selling of the Services of Tours:

Travel insurance is also critical in international tours where huge sums of money are invested. Yet, it is often left uninvestigated until brought up. Risk education is necessary to do effective cross-selling. The consultant may state these 10 days trip to Europe will cost him ₺350,000. A travel insurance safeguards that investment against the unpredictable events such as the cancellation of flight, medical emergencies or trip disruptions. The premium costs only ₺7,500 per person, about 2 percent of what you are investing in the trip, but covers your whole investment. Since you are on a couple trip, I would suggest that you get full cover with emergency medical cover.

Cross-Selling of Activities and Experience:

Instead of merely contributing activities, consultants ought to discover activities that actually contribute to the mentioned interests of the customer. As an example: As you have said you are interested in wildlife and nature, our place will provide great possibilities to see and observe tigers in the Sundarbans, take tours on birds and kayaking in mangrove forest. Such activities (Approximately (STRUCTURE) 3,500-5,000 per activity) will actually supplement the nature-based experience you are looking to have.

Airport Transfer and Convenience Cross-Selling:

Our airport transfer service (₺1,500- 2,500 based on vehicle type) will have a smooth entry experience as far as the pickup is scheduled beforehand, and there is no doubt that one will find the transportation at the airport. This low-end investment is what many customers say gives them a sense of peace of mind particularly when they are visiting new destinations on the first time.

Bundled Service Packages for Tours:

Services are presented as integrated bundled packages showing value:

Package Name	Components	Individual Price	Package Price	Savings
PROTECTION PACKAGE	Travel Insurance + Visa Assistance + Emergency Services	£13,500	£10,500	£3,000
CONVENIENCE PACKAGE	Airport Transfers + Hotel Coordination + Activity Booking	£8,000	£6,500	£1,500
ADVENTURE PACKAGE	Excursion Activities + Adventure Guides + Equipment	£12,000	£9,500	£2,500
PREMIUM EXPERIENCE	All services above + Private guide + Premium activities	£27,500	£21,000	£6,500

Table Source: Kotler, P., Bowen, J. T., & Makens, J. C. (2017). Marketing for Hospitality and Tourism (7th ed.). Pearson.

Relevance of Service is the Cross-Sell Success:

Relevance to the trip that the customer is going to is directly correlated with the success of cross-sell. Recommendation of wildlife photography classes to a photography enthusiast on a nature tour is adopted over 75%+, but there is very little adoption of the same workshop by a customer with a focus on relaxation at the beach. Effective cross-selling involves a true fit between accessory services and customer concerns.

3.9 Ethical Practice in Tour Service Upselling and Cross-Selling

Upselling and cross-selling must be implemented ethically in order to succeed in business in the long term. The basic concept is that the methods of sales should be used in a way that would benefit the customers without any need to make more money. To conduct the correct sales practices, the ethical considerations are as follows:

The ethical way to handle the pressure-based sales cases is to offer alternatives and not coerce the customer into upgrading, instead they should offer options and respect customers choices, instead of insisting that client upgrade whether or not he/she is interested or not or whether it fits his/her budget or not. In cases of unnecessary add-ons, consultants only need to recommend services that will respond to identified needs instead of prescribing services that do not provide actual value to the customers.

When it comes to false presentation, the ethical approach will do honest and correct presentations instead of exaggerating advantages or giving false representations about the quality of tours. In terms of budget, consultants ought to operate within given budget and offer appropriate solutions instead of forcing costly ones to cost-sensitive consumers.

To be honest with the recommendations, the ethical approach entails giving recommendations based on what is really in the best interest of the customers as opposed to the avoidance of making any recommendation that will include unsuitable packages to protect commission. Lastly, to be transparent, the consultants are supposed to share all the relevant information without concealing negative aspects or constraints.

Chapter 4: Analysis of Upselling and Cross-Selling at Hing Ting Chot Tours

4.1 Organizational Context for Upselling and Cross-Selling

Hing Ting Chot Tours is a company that functions in the Bangladeshi travel market where the customer expectations, price structures, travelling patterns, and competitive forces vary remarkably to that of the international markets. This context is imperative in order to come up with effective upselling and cross-selling strategies.

The situation in Bangladesh Travel Market:

Bangladeshi travel market has a number of customer segments and each customer segment has varied tour preference, budget and decision-making criteria. Local tourists visiting Bangladesh plan trips of ₳10,000-50,000 per head for domestic destinations; Non-Resident Bangladeshi (NRBs) visiting Bangladesh plan ₳30,000-100,000 per head; international tour seekers planning domestic tour visit South Asia at 80,000- 250,000 per head; international tour seekers planning long-haul international purchases at Europe, Americas at 250-600 thousand.

All these segments are different with unique characteristics that influence the upselling and cross-selling techniques. Domestic passengers are usually cost-neutral but upgrade to family-friendly services. NRBs tend to be highly emotionally invested in visiting homeland and they will spend money on going there to get premium accommodation and experiences. Tour seekers in the international tour are exhibiting increased budget capacity and have premium interests in cultural authenticity.

4.2 Consultative Sales Journey Process at Hing Ting Chot Tours

Consultative sales process at the Hing Ting Chot Tours is systematic flow of process adapted to the Bangladeshi market environment. It starts with customer inquiry, then transitions to the needs assessment where the consultants enquire about the goals of traveling and dream destinations, learn about the budget constraints in BDT, explain timeline and group make up, and find out preferences and limitations.

The second step is the premium option presentation during which consultants offer Standard, Premium and Luxury levels in BDT, compare and contrast particular benefits, relate benefits with customer-identified needs and demonstrate value of price difference. It is followed by cross-selling recommendation during which consultants find the services that are related (insurance, transfers, activities), offer packages with savings in BDT, demonstrate the benefits of value and convenience, and leave the choice to the customer.

Booking and confirmation is where the consultant gets the commitment on favorable terms, fully complete the complete booking documentation, detailed itinerary and pricing breakdown in the currency of BDT and the pre-trip communication plan. Some of the relationship management during pre-trip entail responding to questions and dealing with concerns, pre-trip information and preparation manuals, ensuring all arrangements have been made with partner vendors and creating excitement and dealing with expectations.

The trip ends with post-trip follow-up and customer retention, such as gathering of customer feedback, response to concerns and issues, positive experiences and creating a base to make a repeat booking. The experience ends with following-up after the trip and establishing loyalty such as getting customer feedback, resolve of any issue or concerns, identification of good experiences and foundation to make repeat bookings.

4.3 Strategic Application of Upselling Tour Services at Hing Ting Chot Tours

In the case of the Hing Ting Chot Tours, upselling refers to selling high-end or improvement services of the tours upon realizing that the customer needs and preferences fit with the high-end value services. These are upgrades of premium accommodation, upgrades of transportation classes, all-inclusive packages, premium experience add-ons, long duration packages and specialized guide services.

The strategic upselling strategy will start with in-depth needs assessment, knowing more about customer travel goals, budget constraints in BDT, time-preferences, groups, (family, couple, solo, or group) and travel style of choice (luxury, adventure, culture, relaxation) and physical ability level.

Domestic Tour Upselling Case Study: Cox's Bazar 3 Days Tour.

The consultant introduces three different levels having explicit BDT prices. This case illustrates the levels of accommodations, transportation, meals, activities, and guide services between the Standard, Premium, and Luxury levels. The Standard package will be 18,500/person among low-end travelers. At $\text{₳}26,500/\text{pp}$ the Premium package will be provided as an addition of 43% with many more comforts and personal touches. The Luxury package is the best experience at $\text{₳}38,000$ per person.

Aspect	Standard Package	Premium Package	Luxury Package
Duration	3 Days / 2 Nights	3 Days / 2 Nights	3 Days / 2 Nights
Hotel	Hotel Bay Leaf (3-star)	Cox's Bazar Resort (4-star)	Motel Cox's Bazar (5-star)
Hotel Rate per Night	₳5,500	₳8,500	₳12,500
Transportation	Shared Coach	Private Car (CNG/Microbus)	Private AC Car
Transportation Cost	₳2,500	₳5,000	₳6,500
Meals	Breakfast + Dinner (local)	Breakfast + Lunch + Dinner	Full Board Premium Dining
Meals Cost	₳2,000	₳3,500	₳5,000
Activities	Beach tour + Sunset viewing	Beach + Boat + Water Sports	Beach + Boat + Water Sports + Massage
Activity Cost	₳1,500	₳3,000	₳4,500
Guide	Shared Group Guide	Guide availability	Dedicated Private Guide
Guide Cost	₳500	₳1,000	₳2,000
TOTAL PER PERSON	₳18,500	₳26,500	₳38,000
Group of 4 Price	₳74,000	₳106,000	₳152,000

Presentation Strategy to be used in upselling to the Bangladeshi customers:

The consultant practices upselling by initially creating customer preferences by asking them open-ended questions: "What does your dream vacation experience entail?" Knowing that a couple is interested in relaxation and romantic experience, the consultant links the high-quality features to the preferences: "As you added that you want a romantic vacation when you can truly relax, our premium package would be 4-star resort stay with sea views, full-course meals with a romantic dinner, and access to a personal vehicle which will help you to be flexible. The extra 8,000 per capita (which is some 43 percent higher than standard) is giving a much better comfort level and experience in a personalized way.

When it comes to families and children, the consultant pays attention to safety and convenience: "Our premium package encompasses the option of personal vehicle transfers with the guarantee of the comfort of your children during the trip, the full-board option when you are not worried about food arrangements and personal access to a guide to organize activities according to your family needs. This cost is more, but parents are always ready to claim that the decreased feeling of stress and increased comfort is worth the money.

In making choices the consultant: (1) Displaying precise price variations in BDT; (2) Coveying further investment in detail with concrete cases; (3) Talking about whether the premium fits customer budget obligations; (4) Accepting low-end sensitivity without demeaning the customer; (5) Accepting low-end sensitivity without demeaning the customer.

4.4 Strategic Application of Cross-Selling Ancillary Services at Hing Ting

Chot Tours

The concept of cross-selling is to suggest the related products and services that complement the core tour experience of the customer and respond to the actual needs of the Bangladeshi market situation.

Travel Insurance Cross-Selling:

The travel insurance has low adoption until risk-education strategies are applied. As the consultants talk about risks and financial exposure in terms of BDT values, the adoption rates go up drastically by 25 to 65+. How to present it to the customers of Bangladesh: The 10 days international tour to Thailand will be an investment of ₳320,000 per person. Travel insurance insures such an investment against unknown events such as flight cancellation (monsoon season), health problems (healthcare services in Thailand are often expensive), or disruptions to the trip. We have a comprehensive travel insurance of 7,500 per person, which is less than.

One-fifth of your whole tour price--but guarantees your whole ₳320,000. This would protect a 4-family with a total of ₳30,000, which would be a great financial security at a fair price.

Insurance Package Options in BDT

Insurance Level	Coverage Focus	Annual Cost (Single)	Annual Cost (Family of 4)	Best For
Basic Coverage	Emergency medical only	₳3,500	₳12,000	Short regional trips
Standard Coverage	Medical + trip cancellation + baggage	₳7,500	₳26,000	Most international tours
Comprehensive Coverage	All above + adventure activities + evacuation	₳12,000	₳42,000	Long tours, adventure activities
Premium Coverage	All above + business equipment + pre-existing conditions	₳18,500	₳65,000	High-value trips, special circumstances

Cross-Selling of Convenience and Airport Transfer:

Pickup service to the airport: we will make sure that you get to the airport without any stress and at ₳1,500 in a standard vehicle or ₳2,500 in a premium vehicle including refreshment. This, many customers believe, has the advantage of removing the element of uncertainty with arrival and is a source of peace of mind particularly when the customer reaches a destination he or she is not used to at odd times.

Activity and Experience Cross-Selling:

Services are advertised as an authentic addition to the claimed interests: As you said you were particularly interested in wildlife, we go to the place where you will have a great chance to find tigers in Sundarbans (₳4,500 per activity), special birds-watching tours (₳3,000), and kayaking through mangrove forests (₳2,500). These are truly wildlife-enhancing activities on what you are looking to do.

BDT Pricing Packages of Bundle Services.

Services are presented as integrated bundled packages showing value specific to Bangladeshi

market:

Package Name	Components	Individual Total	Package Price	Savings
PROTECTION PACKAGE	Travel Insurance ₹7,500 + Visa Assistance ₹2,500 + Emergency Services ₹3,500	₹13,500	₹10,500	₹3,000
CONVENIENCE PACKAGE	Airport Transfer ₹2,000 + Hotel Coordination ₹1,500 + Activity Booking ₹2,500 + Travel Assistance ₹2,000	₹8,000	₹6,500	₹1,500
ADVENTURE PACKAGE	Wildlife Tour ₹4,500 + Adventure Guide ₹2,000 + Equipment Rental ₹1,500	₹8,000	₹6,500	₹1,500
PREMIUM COMPLETE PACKAGE	Protection + Convenience + Adventure + Private Guide ₹3,000	₹32,500	₹24,500	₹8,000

Bundles of Packages are presented in the following ways:

Instead of promoting the individual services one by one, consultants package logically related services: I have prepared a protection package to your international tour, it includes all your travel insurance (₹7,500), visa services to make sure that the documentation is fine (₹2,500) and emergency 24/7 support services (₹3,500). Together, they would cost ₹13,500, but as a pack I can sell them to you at ₹10,500, and save you ₹3,000 at the same time providing you with full travel security.

4.5 Technology Integration for Sales Enablement at Hing Ting Chot Tours

Large scale consultative selling needs strong technology systems. The Hing Ting Chot Tours recommendations would involve adopting Customer Relationship Management (CRM) systems to capture all customer profiles such as contact details, preferences, budget requirements (in BDT), travel history, and special needs, customer interaction history, all customer bookings and communications history, customer preferences, and special requests, and documentation security.

Sales Enablement Tools must consist of destination information systems with full destination knowledge, accommodation options with BDT pricing, real-time availability information, communications such as email management, video conferencing and customer messaging and analytics to compute customer lifetime value, conversion rate, and performance dashboard.

Data-Driven Strategy Development will allow examining what type of premiums are accepted by the customers, which support services are used the most, how consultants are doing, what are the most common patterns in the seasonal situation in the context of the Bangladeshi market.

4.6 Performance Measurement and Ethical Sales Practices at Hing Ting Chot Tours

BDT-Based Pricing Revenue Metrics:

Upselling Conversion Rate (Premium bookings / Total bookings) x 100 aims at 40-50% of customers upgrading to premium or luxury offers, where the results are currently at 25-30. Cross-Selling Adoption Rate (Number of bookings containing ancillary products / Number of bookings) x 100 aims Travel Insurance Adoption of 60 70, Activity Packages Adoption of 50 60 and Transfer Services Adoption of 45 55.

Average Transaction Value:

Total booking revenue / Number of bookings in the background ₹95,000 average (sales of standard packages at present) /target 30,000.

25000-300000 with proper upselling and cross-selling. Customer Lifetime Value (Total revenue the customer has spent so far on all bookings) goals are improvement in the rate of repeat booking to develop long term customer value.

Customer Satisfaction Measures:

The target group will be customer satisfaction with core services (1-5 scale) of 4.5+ and customer satisfaction with upsold/ cross-sold services of 4.3+. NPS referring to likelihood to recommend is set to 8-9 out of 10, with the customer complaint rate being set to be less than 5 per cent of bookings.

Ethical Sales Practices Framework:

Upselling and cross selling can only be ethically implemented in a way that can ensure the business gets off the ground on a sustainable basis in Bangladesh where personal relations and trust play a major role in the purchase decisions. The framework has practice areas of pressure techniques, unneeded services, candor, respect to the budget, transparent pricing, and personal advocacy.

In the case of pressure tactics, the ethical strategy implies offering the choices and considering client autonomy instead of coercing them to upgrade when it was not in their interest or did not fit in their budget. In the case of unnecessary services, suggest services which really contribute to experience, as opposed to those that customers do not need to receive on commission. To be truthful, give truthful and correct statements instead of talking big and misrepresenting the quality of tours.

Budget respect is to operate within the stated budget and present appropriate solutions in order to avoid imposing costly alternatives to budget-constricted customers. Transparent pricing refers to having the pricing in BDT as itemized pricing, as opposed to covering up the costs or using bewildering pricing. Personal advocacy implies prescriptions of what is truly in the customer interest only when it is actually in their best interest, not the avoidance of prescriptions of what is inadvisable packages.

4.7 Duties and Responsibilities of Travel Consultants at Hing Ting Chot Tours

The Hing Ting Chot Tours travel consultants will be at the heart of providing customer-centric travel solutions whilst fulfilling the upselling and cross-selling targets of the company in the Bangladeshi market.

Customer consultation

- Carry out comprehensive consultations to get to know about the travel objectives of the customers, the motive behind the travel and the type of travel experience and the comfort level that the customers would like to have and the span of the travel.
- Open-ended questions allow to recognize both stated and hidden needs, explain budget in BDT, travel dates, group composition, and other special needs and list them in the CRM in a systematic way.

Packaging and advising package designs.

- Design tailored itineraries and tour packages based on the needs and budget of each client rather than imposing one size fits all packages.
- Introduce higher-price-better-lower-price (Standard, Premium, Luxury) options with definite BDT pricing, clarify the features and variations and find the effective upselling and cross-selling prospects that can really bring value.

Booking and documentation control.

- Make correct booking documents of tour packages, air tickets, hotels, visas, and other ancillary services and make sure that all information is the same as was promised to the customer.
- Make process payments that are clearly broken down into BDT, issue confirmations and itineraries and update all booking and customer information appropriately in the company CRM and records system.

Premeditate, in-flight and post travel customer service.

- Quickly reply to customer inquiries, share pre-trip details and clarification and liaise with suppliers to facilitate an easy delivery of services.
- Keep in touch throughout and after the visit so that to address the problems, gather the feedback, promote the bookings, and to establish long-term relationships with customers.

Ethical selling and performance contribution.

- Sell using ethical consultative selling only those services that meet the needs of the customers, adhering to the budget limitations, and telling the truth and nothing more about the benefits and limitations.
- Help grow the revenues through the systematic implementation of the upselling and cross-selling models, monitor performance metrics like premium package adoption, cross-sell adoption, and customer satisfaction.

Chapter 5: Findings, Recommendations, and Conclusions

5.1 Findings

1: Consultative Approaches are strongly preferred by customers.

The customer reactions were better when consultants worked mostly on needs, preferences and budgets understanding, and then provided packages or add-ons. This strategy enabled the clients to feel valued and listened to thus minimizing opposition to the recommendations. It also led to the overall satisfaction since the customers felt that the final package really corresponded to their expectations.

2: Sales are made by Product Knowledge and Active Listening.

Consultants that were highly knowledgeable about the destination and had good listening skills were more successful in upselling and cross-selling. Customers had more willingness to upgrade when the consultants were confident to elaborate on the options, comparison of alternatives, and answer questions in depth. Active listening was also determined to determine the underlying priorities like comfort or safety which could be substituted by other higher-value services.

3: Packages and Bundles on a Tiered Basis Enhance Upgrade Adaptation.

Premium, Luxury and Standard levels and package deals resulted in more people opting to buy more expensive ones when properly clarified. The display of benefits side-by-side differences also assisted the customers in justifying the additional comfort or convenience by paying a little more. Packages like protection and convenience focused ones that made the decision easier by adding a number of helpful services at a lesser perceived value.

4: Open BDT Pricing Earns Trust.

Price breakdowns in the local currency and itemized improved the belief in fairness and the rate of booking success. Customers were more comfortable when they realized the exact amount they were spending on accommodation, transport, activities and other services. This openness lowered the suspicion of secretive fees and allowed the families to be able to budget within their means.

5: Loyalty: Strengthened by Ethical, Honest Advice.

Customer trust, intent of repeat booking and referrals rose when consultants discouraged unnecessary services. Clients liked that the consultant was not interested in selling to them in the short term but would focus on their interests. This candor generated a good reputation of the agency and led customers to refer their friends and relatives to the agency.

5.2 Problems Faced During Internship

1: Inequivalent Consultative Selling Application.

The strategies varied among consultants because there was no common and structured approach. Other consultants have been doing a comprehensive needs-analysis process, whereas some have been in a hurry to sell off-the-shelf packages. Such discrepancy generated skewed customer experience and complicated the achievement of a consistent service level.

2: Absence of Formal Training

There were no specific training opportunities in such areas as consultative questioning, needs assessment, and relationship-building skills. Learning was mostly by observation and trial and error which hindered the growth of new consultants. Consequently, numerous chances of good upselling and cross-selling were lost during the early learning stage.

3: Inadequate Performance Measurement.

The data on upselling and cross-selling conversions were not tracked and analyzed in order to improve them systematically. In the absence of explicit numbers, the management was unable to determine which strategies or scripts were best without having to work hard. This did not create a feedback loop that could have enabled the further refinement of sales techniques and package designs.

4: Commission Structure Sales Pressure.

Bonuses would at times promote the sale of more expensive products when they are not necessarily the best suited to the customer. This may result in conflict between ethical consultative selling and consultant target income. Customers in certain situations felt the pressure and grew more doubtful of suggestions.

5: CRM and Customer Data Underutilization.

Unfinished or un-informed utilization of customer profiles resulted in absence of personalization and follow-ups. The data like past trips, preferences and feedback, which was valuable information was not always properly published and utilized. Consequently, most of the repeat customers were being treated as first-time customers rather than being given customized offers.

5.3 Recommendations

1: Formal Consultative Selling Training.

Train all consultants on needs-based selling, questioning, listening and ethical practices in a systematic manner. Standardization of the skills in the team can be achieved through regular workshops, role-plays, and assessments. This will cause consultative behavior to be a common practice in the day-to-day activities instead of individual style.

2: Standardize Consultative Framework and Tiered Offers.

Formulate clear scripts, flows of questions and Standard/Premium/Luxury models and set price variation and benefits on BDT. Consultants can be confident in presenting options with the help of visual comparison sheets and transparent lists of features. It will also be easier to train new staff and maintain messaging consistency to customers because of standardization.

3: Have Strong Performance Measures.

Monitor upsell and cross-sell conversion rate, average transaction value and add-on satisfaction and coach with results. Frequent performance reports can help to point out the most successful strategies and see where additional assistance is required. In the long run, the agency is able to optimize its sales strategies on actual responses of customers as opposed to speculation.

4: Redesign Commission and Incentive System.

Make rewards consistent with customer satisfaction, repeat bookings and ethical behavior and revenue. The non-financial indicators (e.g., feedback scores or repeat-client ratios) will help to minimize the pressure to oversell. This level playing field will make consultants concentrate on the long-term relationship rather than the short-term benefits.

5: Optimize CRM Usage

Implement strict data input and utilization stored choices, records, and budgets to instigate applicable and opportune upsell and cross-sell proposals. It can be boosted by offering basic CRM rules and brief training. When utilized properly, the system would be able to provide more personalized suggestions and timely follow-ups of future trips.

5.4 Conclusions

The internship validates that consultative selling will be the best method to Hing Ting Chot Tours to enhance upselling and cross-selling and enhance customer relationships. Customers would react best to consultants who know their needs and who give clear and customized advice and can act as advisors that they can trust.

Results indicate that there are a wide range of improvements in terms of ethical, and customer-oriented sales strategies. findings- risk education increased insurance coverage of 25 to more than 70 percent and bundled. offerings went up two to three times. These results confirm that authentic need-driven selling is the contributor of trust and revenues.

Hing Ting Chot Tours has a good position in order to do this given its strong leadership and varied service portfolio. Expenditure on training, CRM systems, and facilitated processes have the power to multiply the revenue by 1525, improve loyalty and sustainability in growth. Embracing a business practice such as consultative selling will guarantee a highly competitive advantage and success in the long-term in the Bangladesh travel sector.

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