



Internship Report on : Public relations and
marketing activities at Finger Flights Travel
Agency

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Submitted to

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Submitted by

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Letter of Transmittal

Mr.Indrajit Mallick
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Daffodil International University

Subject: Submission of the Internship Report

Dear Sir,

I am pleased to submit my internship report titled “public relations and marketing activities at Finger Flights Travel Agency as part of the requirements for my bachelor's degree in Tourism and Hospitality Management. My internship at Finger Flights, spanning from November 1, 2024, to April 30, 2025, provided me with hands-on experience in client handling, airline ticketing, and reservation management.

This report highlights the skills and knowledge I acquired, particularly in reservation systems, air ticketing procedures, and customer service. The findings and recommendations aim to benefit both academic research and the travel industry. I appreciate this valuable opportunity and hope the report meets the program's expectations.

Sincerely,



.....
Md. Tanvir Hasan

ID: 211-43-154

Program: Bachelor of Tourism and Hospitality Management

Daffodil International University

Certificate of Approval

This document certifies that **Md. Tanvir Hasan** Student ID : 211-43-154, has successfully completed his internship at **Finger Flights** as a **Trainee in the Reservation and Air Ticketing Department**. Under my guidance, he diligently prepared his internship report, demonstrating professionalism through punctuality, dedication, and consistency throughout his training period.

Upon reviewing the report, as the **Course Coordinator of the Tourism and Hospitality Management (BTHM) program**, I affirm its high quality and thorough research. I extend my heartfelt wishes for his continued health, happiness, and success in all future endeavors.

May his career be marked by prosperity and achievement.



.....
Dr. Indrajeet Mallick

Assistant Professor

Department of Tourism & Hospitality Management

DECLARATION

I, Md Tanvir Hasan (ID: 211-43-154), a student of Tourism and Hospitality Management at Daffodil International University, hereby declare that this report is the result of my own original work. Any external ideas or information used in this paper have been properly acknowledged and cited to their respective sources. I have upheld the principles of academic integrity by avoiding falsification, plagiarism, or misrepresentation of facts.

I also acknowledge that the University reserves the right to take disciplinary action if any violation of these standards is identified.



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Acknowledgement

First and foremost, I would like to express my sincere gratitude to my respected supervisor and instructor, Mr. Indrajit Mallick, Assistant Professor, Department of Tourism and Hospitality Management, at **Daffodil International University**, for his constant encouragement, valuable suggestions, and insightful feedback throughout the preparation of this report. His support played a significant role in the successful completion of my internship experience and this academic document.

I am also appreciative of the Finger Flights Travel Agency team, particularly the Chief Executive Officer, for their collaboration, encouragement, and provision of a friendly learning atmosphere throughout my internship.

Lastly, I would like to thank Daffodil International University on giving me this invaluable opportunity to undergo practical training, which has therefore helped me immensely in my personal and professional life.



Md Tanvir Hasan

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Abstract

This internship report is an analytical examination of the public relations (PR) and marketing efforts of a rapidly growing travel services provider in Bangladesh Finger Flights Travel Agency. The main objective of the report is to determine the role of PR and marketing strategies in the competitive advantage of the agency in the travelling industry, customer relationship and positioning of the brand. Existing theoretical framework, including the RACE Model (Research, Action, Communication, Evaluation), is used as the guide in the study. A qualitative and exploratory approach involved using secondary data of online travel agencies websites and social media posts, customer reviews and promotional materials. The analysis involved customer feedback, competitive benchmarking, SWOT analysis, stakeholder perception mapping, content and media strategies. The findings indicate that Finger Flights has utilized the influencers and digital platforms in a good way. The findings demonstrate that Finger Flights has been able to raise brand visibility and strengthen consumer confidence using influencer marketing, online resources, and feedback mechanisms. Competitiveness was enhanced by experience marketing campaigns, loyalty plans and seasonal promotions. However, the following weaknesses have been identified, including overreliance in internet travel agencies, the absence of CRM system and little reliance on traditional public relations channels. Among the conclusions of the report are the recommendations of reducing dependence on external platforms, increasing the traditional PR opportunities, using CRM software to engage with customers on an individual level, and developing combined marketing communication strategies. Community involvement, as well as staff training, is also highly encouraged to ensure that long-term growth and sustainability is achieved. Altogether, the given study can provide valuable knowledge about the evolving role of marketing and PR in the travel agency market, demonstrating how Finger Flights will be able to enhance its positions in the market and adapt to the challenges of the post-pandemic travel situation.

Table of Contents

Internship Report on : Public relations and marketing activities at Finger Flights Travel Agency.....	ii
Letter of Transmittal	iii
Certificate of Approval.....	iv
DECLARATION	v
Acknowledgement	vi
Abstract.....	vii
Table of Contents	viii
Chapter 1- Introduction	1
1.1. Introduction	2
1.2. Background of the Study	3
1.3. Scope of the Study.....	3
1.4. Objectives of the Study.....	4
1.5. Methodology	4
Chapter 2 – Theoretical Framework.....	6
2. Theoretical Background	7
2.1. Public Relations as a Strategic Tool.....	7
2.2. PR Planning Models and Strategic Frameworks	8
2.3. Integration of PR with Marketing and Destination Branding	8
2.4. Conceptual Framework of the Study (Subtopic of the theoretical background)	9
Chapter 3- Organizational Profile of Finger Flight.....	12
3.1 Company Introduction	13
3.2 Mission & Vision Statement	13

3.3 Organizational Structure.....	13
3.4 Product and Service offered by Finger Flights.....	14
Chapter 4- Research Method & Analytical Approach	17
4.1 Methodology	18
4.2 . Analysis Components	19
4.2.1. Media and Content Strategy Evaluation.....	19
4.2.2. Customer Feedback and Sentiment Review.....	20
4.2.3 Competitor Benchmarking	20
4.2.4 SWOT Analysis (PR and Marketing-Focused)	21
4.2.5 Stakeholder Perception Mapping	22
4.2.6. Research Tools and Techniques	22
Chapter 5- Discussion & Conclusion	24
Findings and Discussion	25
5.1 Finding.....	25
a. Strategic Use of Digital Platforms for Visibility	25
b. Stakeholder Engagement and Feedback Mechanisms.....	25
c. Impact of Influencer and Experiential Marketing	26
d. Competitive Pricing and Promotional Efforts.....	26
5.2. Professional Challenges and Learning Outcomes	26
5.3. Recommendation	28
5.4. Limitation of the study	28
Chapter 6 - Reference	30

Chapter 1- Introduction

1.1. Introduction

In tourism, public relations and marketing are fundamental to building a positive brand image and earning customer confidence, which is the key to lasting client relationships. The modern travel agent has shed the old image of being a simple booking intermediary. Instead, they are strategic service brands that must proactively promote their unique value, credibility, and high level of customer service to succeed. For Finger Flights Travel Agency, this broader view of PR includes—but is not limited to—traditional press coverage and advertisements. At Finger Flights Travel Agency, we truly believe that our greatest asset is the strong relationships we cultivate. We work hand-in-hand with clients, airlines, tour operators, and industry leaders to establish our brand as not just dependable, but also genuinely innovative and focused on our customers. We recognize that today's travelers are more swayed by authentic stories than by conventional advertising. Our public relations team creates stories which demonstrate trustworthiness and convenience alongside authentic travel experiences. The company builds unmatched credibility through its combination of customer feedback and travel blog content and influencer collaborations and media coverage achievements. Our main goal is to develop lasting customer loyalty that transforms initial customers into long-term supporters. Our company conducts specific digital marketing campaigns and holiday campaigns and loyalty reward systems to reach our target market environment driven by digital transformation and post-pandemic customer expectations to unite our audience. Our marketing initiatives enable us to lead the competition while maintaining customer awareness throughout market fluctuations. The PR and marketing operations at an unprecedented level. Our marketing strategies serve two purposes by generating bookings while expressing the essential values that contemporary travelers seek including safety measures and transparent operations and adaptable solutions. Finger Flights Travel Agency uses integrated PR and marketing strategies to build lasting success according to this document.

1.2. Background of the Study

The internship took place at Finger Flights Travel Agency which operates as a fast-paced customer-oriented travel agency. The company provides airline ticket booking services together with domestic and international tour packages and visa support and hotel booking and multiple customized travel solutions. The growing tourism industry in Bangladesh faces three main challenges for its travel agencies which include competitive pricing and digital platform dependence and changing customer preferences. Finger Flights implements strategic PR and marketing approaches through online reputation management and social media client interaction and airline and tourism board collaborations to achieve market success.

1.3. Scope of the Study

The scope has been restricted up to the public relations and marketing activities performed by Finger Flights Travel Agency. It analyzes:

- PR practices, such as media relations, influencer collaborations, customer engagement, and event promotions.
- Marketing strategies, including digital campaigns, seasonal offers, loyalty programs, and competitive positioning.
- Client relationship management, reputation building, and communication methods.
- The use of social media platforms and online travel communities to enhance brand visibility.

While the study focuses specifically on Finger Flights, the insights gained can be applied to other travel agencies operating in similar contexts in Bangladesh.

1.4. Objectives of the Study

The major goal of this study is to assess and analyze the public relations and marketing strategies of Finger Flights Travel Agency, relating them to growth and competitiveness. Some specific objectives are as follows:

1. To identify the PR practices that strengthen the agency's reputation and client relationships.
2. To evaluate the marketing campaigns used to attract and retain customers.
3. To analyze how Finger Flights uses digital platforms and influencer marketing to enhance visibility.
4. To conduct a SWOT analysis of PR and marketing practices at the agency.
5. To recommend strategies for improving integrated PR and marketing communication.

1.5. Methodology

This study adopts a qualitative, exploratory research design using secondary data sources. The research focuses on developing a conceptual understanding of how PR and marketing practices are executed at Finger Flights and how they align with industry best practices.

Data Sources:

- Academic Journals & Books: Literature on tourism marketing, PR strategies, and travel agency management.
- Industry Reports: Travel and tourism market analyses in Bangladesh.
- Finger Flights' Website & Social Media: Official Facebook, Instagram, and promotional content.
- Customer Reviews: Feedback from clients through Google Reviews and online travel platforms.
- Competitor Analysis: Benchmarking with other travel agencies in Bangladesh.

This paper will use models, primarily the RACE Model (Research, Action, Communication, Evaluation), and Grunig and Hunt's Two-Way Symmetrical Model of Public Relations, thus ensuring findings remain grounded within academic theory while being pragmatic within an industry-led approach.

Chapter 2 – Theoretical Framework

2. Theoretical Background

The field of public relations (PR) has evolved into a strategic discipline that has evolved beyond mere promotional work and is an essential contributor to business success in service-based businesses such as tourism and travel. With the combined nature of the travel and tourism sector being an increasingly competitive industry, PR should be a fundamental part of how companies maintain and nurture their reputations with stakeholders while delivering long-term growth. Public relations is the driving force that travel agents use to shape public opinion, market and establish.

2.1. Public Relations as a Strategic Tool

In tourism and travel services, public relations goes beyond simple product promotion – it provides a structured communication system that manages relationships between different stakeholders. For travel companies, this means not only engaging with clients but connecting with airlines, hotels, tourism boards, government agencies and local communities. As the travel industry is highly dependent on clients' trust, strong public relations strategies are essential to convey reliability, service quality and customer-centric values, which ultimately build long-term relationships. Studies indicate that PR-based communication – particularly through storytelling and emotional involvement – has a stronger impact on consumer travel choices than conventional advertising (Sawyer et al., 2024). To leverage this, travel companies focus on creating authentic narratives, providing timely travel updates, collaborating with influencers and maintaining transparency in areas such as visa assistance and travel protection. Finger Flights Travel Agency implements these PR methods to increase its credibility and reinforce its reputation as a reliable travel service provider.

2.2. PR Planning Models and Strategic Frameworks

The PR practices at Finger Flights operate based on proven theoretical models which establish both organizational structure and strategic guidance.

The RACE Model (Marston, 1963) serves as a method to execute PR work through its systematic approach. The model consists of four consecutive steps which start with Research to determine client preferences and travel patterns and competitor plans followed by Action to create promotional plans and then Communication to distribute messages through social media and press releases and events and finally Evaluation to measure customer feedback and track booking numbers and brand exposure. The model enables organizations to maintain a continuous process of planning followed by execution and assessment which supports data-based decision making.

The Four-Phase Model developed by Cutlip and Center requires organizations to conduct situational analysis and create strategies before distributing messages and evaluating feedback. The model follows a cyclical pattern which helps organizations adapt their PR strategies based on outcome analysis making it optimal for tourism markets with their fast-changing nature.

The Two-Way Symmetrical Model by Grunig and Hunt (2000) focuses on stakeholder dialogue as its core communication principle. Finger Flights implements this model through review systems, survey programs and social media platforms that allow customers to share their feedback while the company uses this feedback to improve their services. The combination of these models enables Finger Flights to maintain a structured PR approach that provides stakeholder-focused and responsive communication.

2.3. Integration of PR with Marketing and Destination Branding

The travel agency industry depends on PR and marketing to work together because they create a shared impact on how customers view the brand and how they acquire new clients. The main responsibility of marketing involves generating sales and customer outreach but PR functions to build trust and maintain a strong reputation. Finger Flights demonstrates this integration through various strategies which work together to achieve their goals.

- Digital Campaigns: Combining social media advertising with PR-driven storytelling to engage audiences and build brand affinity.
- Influencer Collaborations: Partnering with travel bloggers and vloggers to extend reach and credibility.
- Event Marketing: Participating in tourism exhibitions and travel fairs to enhance visibility and stakeholder engagement.
- Crisis Communication: Managing disruptions such as flight cancellations, visa delays, or global travel restrictions with transparency and timely updates.

This strategic synergy enables Finger Flights to differentiate itself in a competitive market, positioning the agency as a customer-focused provider of reliable travel solutions. By leveraging both PR and marketing functions cohesively, the agency strengthens its brand, fosters customer loyalty, and enhances its overall competitiveness.

2.4. Conceptual Framework of the Study (Subtopic of the theoretical background)

The conceptual framework serves as the theoretical and analytical foundation of this study, providing a structured lens through which the public relations and marketing strategies of Finger Flights Travel Agency can be examined. In designing this framework, two well-established public relations models have been integrated: the RACE Model (Marston, 1963) and Grunig and Hunt's Two-Way Symmetrical Model (2000). The research design uses multiple models to establish academic foundations while maintaining practical industry value for assessing the agency's communication methods and their effect on business expansion and market competitiveness. The RACE Model provides a structured method to analyze PR operations through its Research and Action and Communication and Evaluation stages. The Research stage

of the RACE Model helps organizations understand customer requirements and monitor travel industry patterns. With this, the action stage is about designing an appropriate campaign through different PR strategies and ad messages targeting the audience. The communication stage, on the other hand, considers the channel by which organizations implement their campaigns, including social media platforms, online advertisements, and press releases and events. The assessment phase begins with identifying the success of the campaign considering client feedback, bookings volume, customer activity information, and also the brand visibility reports. The model makes a brilliant lens for scrutinizing the public relations plan and ensuing operational band because it lines up each communication phase to corresponding measurable outcomes. The common interest model, as advocated by Grunig and Hunt, centers on dialogue between the organization and the various stakeholder groups. The model portrays the role of organizations in the shared interest development of understanding and feedback from users instead of the one-way communication and persuasive ways. The fulfillment of the organization's growth and competitive strategy is chiefly dependent on exceptional clientele satisfaction and active engagement. The model enables organizations to evaluate their stakeholder relationships through assessment of communication quality and relationship-based trust development. The research combines the RACE Model with the Two-Way ACE Model provides a method to evaluate campaign planning and execution while the Two-Way Symmetrical Model focuses Symmetrical Model to create a framework which connects strategic process evaluation to stakeholder-focused analysis. Public relations is about building relationships and understanding stakeholders' ideas in public relations. The combined framework enables researchers to evaluate both the implementation of public relations and marketing strategies and the perceptions of partners and their impact on client engagement and agency growth and market positioning. The agency can track stakeholder perceptions through online reviews and surveys and social media interactions to deliver effective responses.

This can be analyzed through online reviews and surveys, social media conversation tracking, to design corrective approaches. Aside from this paradigm, this will be the basis of media and content analysis. Furthermore, competitors' reaction, strength, weakness, opportunity, and threat, and other stakeholders, concepts will be mapped out. It may lead to science-poetry-based methodology that contributes to the growing

literature of theoretical and methodological studies and is properly applied in the data collection, analysis, and interpretation aligned with the objectives and the actual market practices of the internship.

Chapter 3- Organizational Profile of Finger Flight

3.1 Company Introduction

Finger Flights Travel Agency is a well-known name in the travel and tourism market of Bangladesh, offering high-quality travel-related services including air tickets, customized tour packages, hotel bookings, and consulting. It has developed an approach that puts customers at the center and strives to make travel easier without compromising on their diverse needs. Finger Flights has its corporate office in Uttara, Dhaka very close to the airline office and various transport conglomerates which help to provide services to local and foreign clients in a relaxed manner. The company has also got a valid license from International Air Transport Agency IATA and is a member of all related organizations like Association of Travel Agents of Bangladesh ATAB. It comes with a mission to make traveling simple, comfortable, and fun; with a vision in the long run to create an innovative trustworthy travel brand.

3.2 Mission & Vision Statement

Mission: To inspire people to journey with ease by providing easy, low-cost, and reachable travel options.

Vision: To be seen as the top travel agency in Bangladesh for its great customer care, creative travel plans, and memorable journeys while making strong client bonds.

3.3 Organizational Structure

The organizational structure of Finger Flights Travel Agency maintains clarity to handle service delivery from various departments effectively. The organization operates with four main positions.

1. The CEO leads the agency through strategic direction while maintaining partnerships and ensuring the organization stays true to its mission and vision.
2. The Operations Manager oversees daily ticketing and tour planning activities and supervises teams to maintain smooth operations.

3. The Sales & Marketing Team works to promote services through marketing campaigns while understanding client preferences for booking completion.
4. The travel consultants assist clients with trip planning while providing guidance for tour package development and ticket reservation services.
5. The Customer service team resolves all booking problems and cancellation requests and rescheduling needs to provide complete satisfaction to clients.
6. The Finance & accounts team manages budgeting and payment processing and invoicing while maintaining financial regulatory compliance.

3.4 Product and Service offered by Finger Flights

Finger Flights provides a range of services tailored to the varying needs of travelers. These include:

1. Air Ticketing

The agency offers competitive pricing for domestic and international flights through partnerships with major airlines and use of GDS (Global Distribution System) software.

Examples include:

- **India:** Round-trip fares between BDT 10,000–40,000
- **Thailand:** Round-trip fares between BDT 25,000–45,000
- **Saudi Arabia:** One-way fares around BDT 50,000–85,000
- **Dubai:** Round-trip fares from BDT 45,000–135,000



2. Tour Packages

Finger Flights designs customizable travel packages based on customer preferences—ranging from budget to luxury. These include transportation, hotel stays, activities, and guided tours. Sample packages include:

- **India (Cultural Tour):** BDT 20,000–50,000
- **Thailand (Beach & Shopping):** BDT 30,000–70,000
- **Nepal (Trekking):** BDT 25,000–50,000
- **Dubai (Luxury):** BDT 50,000–100,000
- **Sri Lanka (Scenic Honeymoon):** BDT 35,000–70,000



Finger Flights arranges hotel bookings across various budgets, ensuring comfort, safety, and convenience. **Examples include:**

- **India:** Mid-range hotels for BDT 3,000–10,000 per night
- **Thailand:** Beach resorts for BDT 4,000–15,000 per night
- **Saudi Arabia:** Hotels near Masjid al-Haram for BDT 7,000–18,000

- **Dubai:** Luxury hotels for business travelers starting at BDT 8,000 per night



3. Visa Processing Support

The agency helps clients with visa applications by guiding them through document preparation and submission.

Success Rates:

- **India (Medical/Tourist):** 95%
- **Thailand (Tourist):** 92%
- **Singapore (Invitation & Transportation) :** 85%
- **Vietnam (Solo Travel):** 90%

Chapter 4- Research Method & Analytical Approach

4.1 Methodology

The report uses PR models such as the RACE Model (Research, Action, Communication, Evaluation) and Grunig and Hunt's Two-Way Symmetrical Model, ensuring that findings are grounded in both academic theory and practical industry practices. The selection of the RACE Model (Marston, 1963) as part of the conceptual framework is particularly relevant to this study because it provides a systematic and action-oriented approach to analyzing public relations and marketing practices. The RACE Model contains four stages which correspond to Finger Flights Travel Agency's communication activity development process. The research stage demonstrates the necessity of understanding customer requirements and market patterns and competitor approaches because these elements help identify profitable opportunities in the competitive travel industry. The action and communication stages of the model follow a systematic approach to evaluate campaign planning and delivery methods while the evaluation stage directly supports the internship goal of assessing business growth and competitiveness from these efforts. The RACE Model serves both academic and practical purposes because it helps assess Finger Flights' PR strategy performance in actual business environments. The TwoWay Symmetrical Model by Grunig and Hunt (2000) remains vital because it stresses the importance of stakeholder dialogue and feedback and organizational relationship development. Finger Flights depends on both promotional activities and client trust maintenance and loyalty development to achieve growth and competitiveness as a service-based business.

The model serves as a theoretical framework to study how Finger Flights interacts with its stakeholders through review platforms and social media engagement and survey responses and personal client outreach.

The Two-Way Symmetrical Model demonstrates how customer perceptions form and affect agency reputation and market position through mutual understanding instead of one-sided persuasion. The RACE model and the two-way symmetrical model work together to create a complete system that links strategic implementation with stakeholder relationship management. The RACE model enables researchers to monitor communication strategy development and evaluation through a systematic

approach, while the two-way symmetry model helps assess the quality and effectiveness of stakeholder engagement. This combined approach is essential to this research because it enables the researcher to track agency PR practices while assessing their impact on business expansion and market competition. This study establishes academic credibility based on established models that provide both theoretical strength and practical value for analyzing the success of Finger Flights travel agency's PR and marketing efforts.

4.2 . Analysis Components

4.2.1. Media and Content Strategy Evaluation

In the first part of the analysis, I will be trying to examine what range of services renders Finger Flights characteristic as a brand, wherever it is launched on the media. Nowadays, the travel industry uses all the facilities of media exposure to create consumer awareness that drives buying behavior, so this is a significant sector to be examined. The Finger Flights analysis was conducted through the examination of social media presence on Facebook, Instagram, and YouTube, and website content, online advertising, press releases, and even news stories. The analysis incorporates a series of critical factors that allow the organization to determine how well each process is operating. The review examines the brand consistency to see (omit) if there is a consistent identity of the company across the different communication platforms that the company utilizes. The review checks the branding consistency to find out if the company has any definite identity that differs from one communication platform to the other. The analysis assesses the narrative strategy that employs client narratives and tour narratives to establish the extent to which the organization grows the affective involvement of its audience. The excessive competition within the travel business makes promotional tourism design and visual appeal of the major determinants of consumer engagement because both are inherently crucial in the decision-making process. The monitoring of communications effectiveness is done by watching engagement metrics: comments, likes, shares, and client inquiries. Media and content

strategy is also important as it helps us know how well Finger Flights tries to communicate its goals and vision to the audience.

4.2.2. Customer Feedback and Sentiment Review

The its reputation through its actual communications and the way clients understand and react to its service delivery. The research second component focuses on customer perception which stands as a vital factor for public relations success. The agency builds uses various customer feedback sources which include Google Reviews and social media platform comments and direct feedback obtained throughout the internship period to assess this dimension. The research organizes client feedback into three sentiment categories to detect major patterns between positive and neutral and negative responses. Beyond classification, the study also explores recurring themes such as efficiency in ticketing services, reliability of visa processing, and the overall quality of customer care. By uncovering these patterns, the analysis highlights the areas where Finger Flights excels and where improvements may be necessary. Importantly, this stage of the methodology corresponds to the evaluation phase of the RACE Model and reflects the operation of the feedback loop in Grunig and Hunt's Two- Way Symmetrical Model. Together, these models frame the study's examination of how customer feedback influences the agency's reputation and competitiveness.

4.2.3 Competitor Benchmarking

To The third component involves competitor benchmarking, which situates Finger Flights within the wider landscape of the Bangladeshi travel industry. Given the highly competitive nature of this market, understanding how rival agencies operate provides a useful reference point for evaluating Finger Flights' strengths and weaknesses. For this purpose, the study considers three key competitors: Galaxy Travel International, ShareTrip, and GoZayaan. The benchmarking activity rates the agencies on several parameters most relevant to public relations and marketing. They include their degree of social media activity and presence, use of influencer collaboration and attendance at events, diversity of their travel package and offers, and level of satisfaction of clients as reflected in online feedback. This comparative study determines the areas where

Finger Flights enjoys competitive edge and the areas where it is set to lag behind the competition. In doing so, it provides a contextualized assessment of the agency's market position and the effectiveness of its communication.

4.2.4 SWOT Analysis (PR and Marketing-Focused)

A further dimension of the analysis is provided through a SWOT framework, which synthesizes the insights gathered from earlier components. This structured approach allows the study to summarize Finger Flights' internal capabilities as well as the external opportunities and threats that influence its communication strategies. The SWOT analysis focuses specifically on aspects of public relations and marketing, offering a concise overview of the agency's positioning.

SWOT analysis:

Strengths	Weaknesses
Strong social media presence.	Heavy reliance on third-party platforms.
Affordable and customized travel packages.	Limited use of CRM systems for personalized marketing
High customer trust and positive feedback.	Underdeveloped traditional PR outreach (e.g., newspapers, TV).
Opportunities	Threats
Growing interest in domestic tourism in Bangladesh	Price competition from online booking platforms.
Expansion into corporate travel management.	Seasonal fluctuations in travel demand.

The SWOT framework demonstrates that while Finger Flights has cultivated strengths in affordability, customization, and digital presence, it faces challenges in diversifying

its outreach and maintaining competitiveness against emerging digital platforms. This balanced view provides a foundation for formulating recommendations aimed at enhancing both growth and resilience.

4.2.5 Stakeholder Perception Mapping

Yet an equally important part of the analysis is a stakeholders' concept map that compares the agency's brand to the market. Finger Flights is another inexpensive way to trust a travel service provider: reliable, cheap, consumer-friendly. However, according to what your customers say, there is more to the story. Although the agency is praised for its affordability and convenience, there are some clients who express their concern about delays in visa and documentation services. This discrepancy between intended and perceived experience is relevant, as it points out where communication or operational procedures must be improved. In noting such imbalances, the research illustrates how different stakeholder perceptions lead to volatility in the market value of the agency. Targeted PR tactics can improve credibility and actualize alignment with them.

4.2.6. Research Tools and Techniques

To ensure reliability and theoretical validity, the study employs a set of analytical tools that support systematic evaluation of communication strategies. These tools are carefully selected to align with the internship context, balancing academic rigor with practical feasibility.

Tool	Purpose
Content Analysis Grid	To evaluate branding, messaging, and consistency in media.
Sentiment Coding Matrix	To categorize customer reviews and identify themes.
Competitive Audit Table	To benchmark against other travel agencies.
SWOT Framework	To summarize strengths, weaknesses, opportunities, and threats.

Each tool serves a specific function within the analysis. The content analysis grid ensures systematic evaluation of media and branding, while the sentiment coding matrix enables a structured assessment of customer feedback. The competitive audit provides context by situating Finger Flights alongside its competitors, and the SWOT framework consolidates the findings into a comprehensive overview. Together, these tools enhance the reliability of the study and strengthen its contribution to both theory and practice.

Chapter 5- Discussion & Conclusion

Findings and Discussion

In this chapter, the overriding outcomes of the evaluation of Impulse Finger Flights PR and marketing implications are narrated using the combination of RACE model as well as Grunig & Hunt's Two-Way Symmetrical Communication theory. Every finding is analyzed both in the framework of our theoretical system and on the practical side regarding how it affects the branding of the hotel and its positioning on the market.

5.1 Finding

a. Strategic Use of Digital Platforms for Visibility

Finger Flights has effectively leveraged digital platforms, including Facebook, Instagram, and YouTube, to enhance brand visibility and engage potential clients. The agency regularly posts promotional offers, client testimonials, travel updates, and influencer-led travel stories. Engagement metrics indicate meaningful interaction with content through comments, shares, and direct inquiries. Seasonal promotions like international flight discounts and domestic holiday packages have generated positive client response.

It demonstrates the practical application of the RACE model's communication and evaluation phase, where planned campaigns are disseminated and their impact evaluated. Social media use is consistent with research that suggests PR-driven digital visibility significantly influences consumer travel decisions (Kim et al., 2017).

b. Stakeholder Engagement and Feedback Mechanisms

The company adopted a two-way approach in communication with clients, implementing the principles of the Two-Way Symmetrical Model. Customers frequently provide feedback on Google Reviews, social media comments, and messaging apps like Facebook Messenger and WhatsApp. Finger Flights responds promptly to questions and complaints, demonstrating responsiveness and building trust. This approach ensures that feedback from customers drives service

improvements, emphasizing the Evaluation stage of the RACE Model and capitalizing on the agency's image as a customer-focused and reliable travel service business .

c. Impact of Influencer and Experiential Marketing

Finger Flights partner with travel bloggers and social media influencers to showcase travel destinations and packages. Influencers create travel vlogs, reviews and travel diaries, which increase brand credibility, especially among younger audiences who rely on peer recommendations. The strategy integrates public relations with storytelling and authentic experiences, strengthening the agency's brand position as a trusted travel partner. It exemplifies the action and communication layers of the RACE model and helps to construct relationships according to the two-way symmetrical model.

d. Competitive Pricing and Promotional Efforts

The agency maintains competitiveness through loyalty discounts, group package deals, and seasonal campaigns such as “Eid Holiday Offers” and “Winter Tour Packages.” This strategic pricing adds value and differentiates Finger Flights from competitors such as GoZayaan and ShareTrip. Such initiatives reflect careful planning in the Action phase and consistent delivery in the Communication phase of the RACE Model, demonstrating how PR and marketing efforts are designed to attract clients and reinforce market positioning.

5.2. Professional Challenges and Learning Outcomes

During my internship, I was trained on the job to learn how PR/marketing were conducted in a travel agency. Key learning experiences included:

- 1. Responding to changing market conditions:** Unexpected flight schedules, client requests, and government responses underscore the need for responsive

communication. It emphasizes the importance of maintaining public relations and brand trust during a crisis.

2. Understanding the client base: From business travelers looking for efficiency to families looking for a personalized package. Effective communication requires segmentation and customization, which illustrates the link between targeted public relations campaigns and customer satisfaction.

3. Client Grievance Management: Dealing with its traditional operations along with public relations grievances such as visa delays, ticket errors, air fare change rescue. Even negative comments can be turned into positives for client retention if dealt with with honesty, compassion.

4. Systems and technical skills development: Renewals in booking systems, CRM packages and social media schedules have ensured the growing importance of digital literacy in PR and marketing.

5. Time Management and Multitasking: Coordination of client inquiries, campaign execution and internal communication is the key part.

6. Interdepartmental Collaboration: Coordinating marketing efforts with operations, ticketing and visa teams is highly required.

7. Contribution to Marketing Campaigns: Participation in campaign design and execution emphasizes alignment of PR-driven identity with marketing materials, which reinforces the agency's brand commitment.

8. Protecting brand integrity: Ensuring consistency of all communications across platforms reinforces the critical role PR plays in long-term brand management.

5.3. Recommendation

Step up the market position of Finger Flight with the following step:

1. Reduce Start breaking away from intermediaries by setting up an hotel booking system that will work in conjunction with loyalty programs and direct booking incentives
2. Create a CRM platform to monitor customer relationships, develop personalized strategies, and conduct post-experience communication for better engagement
3. Adopt the practices of media PR in old-school media forms such as print media, TV shows, and the attendance of tourism expos to communicate with customers who are not much online.
4. Create an integrated marketing communications (IMC) strategy by combining channel-specific campaigns for consistency and a compelling brand presence.
5. Develop the competencies of the team using intense workshops dedicated to customer service, crisis management, and digital communication, which practically improve the ability of frontline staff
6. Engage the community and CSR more by instigating viable tourism projects as well as supporting the student trips and establishing associations with organizations striving to make a difference on a global scale and keep the company in good standing

5.4. Limitation of the study

Apart from an internship as a study-based research on the PR and marketing of Finger Flights Travel Agency, a need to note the limitations, like the absence of primary data sources, that were used in the study itself. The study was mostly based on secondary sources such as customer reviews, social media content, promotion campaigns, and industry statistics. Furthermore, the examination of the sources did provide useful data only on the strategic objectives but did not analyze in-the-breakdown and budgeting decisions even up to the operational effectiveness. Access to confidential company data, including sales performance and client conversion rates, would have allowed for

a more comprehensive and quantitative analysis. Another limitation was the restricted access to internal stakeholders. Due to time constraints and confidentiality considerations, formal interviews with senior managers or staff were not conducted. As a result, some insights into strategic planning, resource allocation, and behind-the-scenes decision-making were not available, limiting the ability to link external observations with internal practices. Additionally, the study focused exclusively on Finger Flights Travel Agency as a single case. While this allowed for an in-depth evaluation, the findings cannot be generalized to the broader travel industry in Bangladesh or elsewhere, as each agency differs in size, market positioning, resources, and customer base. The absence of formal primary data collection from customers also posed a limitation. Although online reviews and feedback were analyzed, no structured surveys, interviews, or focus groups were conducted. Consequently, the study could not capture detailed insights into customer perceptions, motivations, or loyalty drivers, which would have strengthened the link between PR strategies and client satisfaction outcomes. Furthermore, the timing of the internship introduced potential seasonal and contextual bias. This study coincided with the travel season and the post-pandemic recovery phase, which may have exaggerated the visibility and effectiveness of public relations and marketing campaigns and may not have reflected general activities throughout the year. The study also did not include the views of external partners such as airlines, hotels, tourism boards or government agencies, which are important stakeholders in the travel ecosystem. Their inclusion would have provided a more holistic understanding of the public relations and marketing implications of the finger flight. Finally, cultural and linguistic nuances in customers' responses created analytical challenges. Many reviews were written in informal English or Bengali and could be misinterpreted as polite or indirect criticism, affecting the accuracy of sentiment analysis. Combined with the relatively short duration of the internship, these limitations limit the observation of long-term results of public relations and marketing initiatives, such as brand-building campaigns or loyalty programs, which are usually published over a long period of time. Despite these limitations, the study provides valuable insights into organizations' public relations and marketing strategies, their management and growth, and their contribution to competition, providing a solid foundation for future research and organizational improvement.

Chapter 6 - Reference

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