

INTERNSHIP REPORT

On

Enhancing Customer Experience and Sales in the Travel Industry:

A Study on Sinbad Tours and Travels.

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A Study on Sinbad Tours and Travels.

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Submitted to:

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Dhaka, Bangladesh

LETTER OF TRANSMITTAL

Date: September 3, 2025

To
Mahbub Parvez
Associate Professor
Department of Tourism and Hospitality Management
Faculty of Business & Entrepreneurship
Daffodil International University

Subject: Submission of Internship Report.

Dear Sir,

I am glad to submit my internship report titled “Enhancing Customer Experience and Sales in the Travel Industry: A Study on Sinbad Tours and Travels.” This report was done for the Bachelor of Tourism and Hospitality Management program. The report is based on things learned during the internship, and the regular work of the agency. The study looks at how sales, customer service, and daily work affect customer satisfaction and the agency’s work.

The support during the internship at Sinbad Tours and Travels is noted. It is hoped this report meets the academic requirement, and any feedback or suggestions are welcome.

Sincerely,



MUAHIDA JAHIN ALAM
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Bachelor of Tourism and Hospitality Management
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Certificate of Approval

This is to certify that the internship report titled “Enhancing Customer Experience and Sales in the Travel Industry: A Study on Sinbad Tours & Travels” has been prepared by Muahida Jahin Alam, ID: 203-43-137, as a partial requirement for the Bachelor of Tourism and Hospitality Management program at Daffodil International University.

The report is based on the student’s internship experience at Sinbad Tours and Travels. It has been submitted under my supervision and is approved for submission.

Signature



Mahbub Parvez
Associate Professor
Department of Tourism and Hospitality Management
Faculty of Business and Entrepreneurship
Daffodil International University

Executive Summary

Founded in 2018, Sinbad Tours and Travels is one of the popular travel agencies in Bangladesh. It provides air ticketing, holiday packages, hotel booking, car rental services, visa support, and event management services. Being an IATA-approved travel agency, it has built customer trust by providing the best services.

This report is part of the Bachelor of Tourism and Hospitality Management program and focuses on understanding how customer experience affects sales growth in the travel industry, with Sinbad Tours and Travels taken as the case organization. The report is based on observations during the internship, discussions with staff, and the day-to-day operational practices of the agency. The purpose is to examine how sales tactics, customer support, and operations influence customer satisfaction and business performance.

The result of the study shows that timely and helpful service to customers, along with personalized services and digital methods, improves customer satisfaction. These practices promote loyalty, bring repeat bookings, and directly support sales growth. The study also shows that focusing on customers is the path to staying competitive and keeping an advantage in the travel industry.

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Chapter 1:

INTRODUCTION

1.1 Overview of the Report

This internship report has been prepared as part of the Bachelor of Tourism and Hospitality Management program at Daffodil International University. The study is based on practical experiences gathered from Sinbad Tours and Travels, a travel agency located in Dhaka.

The internship period mainly involved observing customer interactions and understanding how service quality influences overall sales performance. Although the agency provides a wide range of services, including air ticketing and visa support, special attention was given to tour packages—how they are designed, presented, and promoted to potential clients.

The report highlights the connection between customer satisfaction and sales outcomes, with a focus on the role of service quality and communication. Information has been collected from daily office activities and client handling processes. In addition to meeting academic requirements, the report reflects practical insights and learning outcomes gained from the internship experience at Sinbad Tours and Travels.

1.2 Background of the Study

The tourism and travel sector in Bangladesh has grown a lot in the past few years, and competition among agencies has also increased. Travelers now expect more than just ticket booking or hotel reservations. Most of them look for full support, starting from reliable trip information to proper guidance and smooth arrangements.

Sinbad Tours and Travels is an example of how service quality shapes customer decisions. The company receives a variety of requests, ranging from domestic tours to international packages. In handling these, clear communication and timely support are very important. Customers who receive straightforward explanations, reasonable options, and quick responses often feel assured to confirm bookings and recommend the agency to others.

Improving customer experience therefore helps not only to increase sales in the short term but also to build lasting trust and repeat business for the future.

1.3 Objectives of the Study

The main aim of this study is to gain an understanding of customer satisfaction and sales improvement in the travel sector, based on the case of Sinbad Tours and Travels.

Specific Objectives:

1. To examine how sales practices influence customer experience.
2. To identify strategies that enhance customer satisfaction.
3. To measure customer satisfaction with the quality of services.
4. To explore how customer feedback can be used to improve services and sales.

1.3 Methodology

This report was prepared in a descriptive way, using observations from the internship period. The focus was on how customer questions were managed and how travel packages were explained to clients.

Type of Report:

The report is descriptive and based on practical experience from the workplace.

Data Sources:

- Primary data: Gathered through direct interactions with clients, observation of sales practices, and feedback analysis.
- Secondary data: Collected from company brochures, websites, and service-related documents.

Data Collection Methods:

- Client communication: Conversations with customers, supervisors, and colleagues provided insights into service quality and sales approaches.
- Feedback review: Analysis of client feedback identified satisfaction levels and areas needing improvement.

- Document review: Tour brochures, digital materials, and package details were examined.

1.4 Data Analysis & Report Writing

The collected data was reviewed to assess service performance, efficiency, and client satisfaction. This analysis guided the preparation of a structured report aimed at enhancing service quality and customer experience.

1.5 Limitations of the Study

- Limited access to internal data restricted detailed analysis of operations.
- Observations were mostly from routine client interactions, which may not reflect all client experiences.
- Most information came from observation and conversations.
- Some clients were unavailable for detailed feedback, constraining understanding of their expectations.

Chapter 2:

ORGANIZATIONAL PROFILE

2.1 History of Sinbad Tours and Travels

Sinbad Tours and Travels started its journey in 2018 as a proud concern of the Sinbad Group, with a vision of making travel services more convenient, affordable, and accessible to people across Bangladesh. The company established its headquarters in Dakshin Khan, Uttara, Dhaka, from where it gradually expanded its operations and developed into a recognized brand within the tourism and travel industry.

In its early stage, Sinbad Tours and Travels primarily focused on domestic tourism, offering carefully designed packages to some of the most attractive tourist destinations in Bangladesh, including Cox's Bazar, Saint Martin's Island, and Sajek Valley. Many travelers liked these tours because the services were dependable and within their budget.

Later, the company also started offering trips to Malaysia, India, the Middle East and some other countries. To meet the needs of different types of customers, it also added services like air ticketing, hotel booking, visa processing and religious trips including Hajj and Umrah. With these added services, customers could arrange different parts of their trip from the same company.

At present, Sinbad Tours and Travels is known for paying attention to customer needs, giving dependable service and making regular improvements in the way it operates. The use of modern tools, 24/7 support and focus on customer trust has helped the company build a steady reputation in both local and international markets in Bangladesh.

2.2 Vision, Mission, and Goals

Vision:

The company's vision is to make travel affordable and enjoyable for everyone and to be known as a trusted travel service provider in Bangladesh by keeping trip planning simple.

Mission:

The mission is to provide reliable travel services with the help of digital tools, clear guidance, and responsive support. Services cover leisure, business and religious trips, while keeping work timely and trustworthy.

Goals:

- Keep customers satisfied by offering dependable and easy-to-use services.
- Expand tour packages to new travel places and attract both domestic and overseas travelers..
- Build a strong reputation for transparency, punctuality, and quality service.
- Promote responsible tourism while contributing to the sustainable growth of Bangladesh's travel industry.

2.3 Philosophy of Sinbad Tours and Travels

Sinbad Tours and Travels operates with a “customer-first” philosophy, valuing honesty, trust, and transparency in all services. The company views travel not only as transportation but as an opportunity to create memorable experiences. Its approach emphasizes client comfort, safety, and long-term relationships over short-term gains.

The company also focuses on continuous improvement by welcoming client feedback and updating service practices regularly. By combining modern technologies with personal attention, Sinbad ensures travelers enjoy reliable and stress-free journeys.

2.4 Key Organizers of Sinbad Tours and Travels

The management team at Sinbad Tours and Travels includes:

- CEO (Mr. Ashraful Alam): Oversees company strategy and long-term growth.
- COO (Mr. Asduzaman Khan Masum): Manages daily operations and interdepartmental coordination.

- Senior General Manager (Mr. Mainuddin): Supervises service delivery.
- General Manager (Mr. Md. Tanbirul Alam Khan): Ensures internal communication and service quality.
- Deputy General Manager (Mr. Saidul Islam): Supports operational planning.
- Mr. Shariful Islam Anik: Specializes in package design and customization.

2.5 Departments of Sinbad Tours and Travels

Sinbad Tours and Travels has a structured framework with specialized departments, including:

- Management – Strategic planning and decision-making.
- Sales and Customer Support – Handling inquiries, bookings, and client communication.
- Ticketing and Reservation – Managing domestic and international bookings.
- Visa and Documentation – Assisting with visa applications and required documents.
- Tour Operations – Planning and organizing packages.
- Marketing and Promotion – Branding, advertising, and digital engagement.
- Accounts and Finance – Managing financial records and transactions.

2.6 Products and Services of Sinbad Tours and Travels

The company provides a wide range of services designed for different traveler needs:

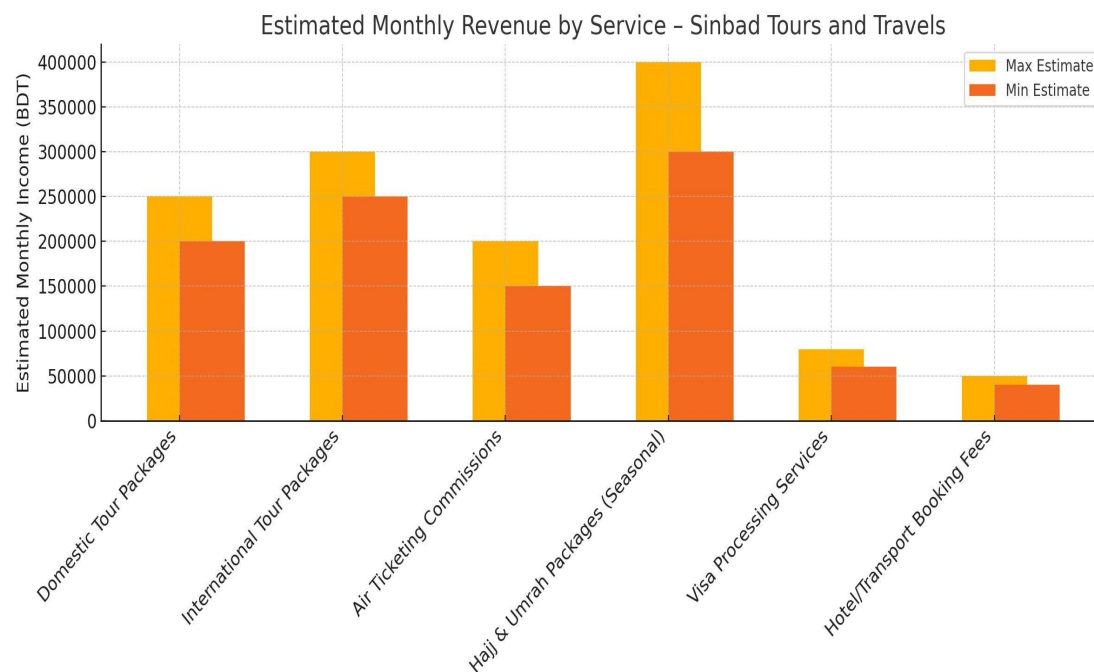
1. Domestic and international tour packages.
2. Air ticketing for both local and international flights.
3. Hotel reservations tailored to customer budgets.
4. Visa processing support for tourism, business, and pilgrimage.
5. Hajj and Umrah packages, including complete travel arrangements.
6. Transportation and vehicle rental services.
7. Travel consultancy and itinerary planning.

2.7 Financial Highlights of Sinbad Tours and Travels (Estimated)

As financial documents were not provided during the internship, the following highlights are based on general industry observations and typical income levels for travel agencies in Bangladesh.

Key Financial Insights:

- Sinbad Tours and Travels earns an estimated monthly revenue of BDT 10 to 12 lakh, depending on the travel season.
- Higher income is observed during peak travel periods such as Eid, winter holidays, and school vacations.
- The company benefits from multiple income streams, ensuring business stability and sustainable operations.



2.8 SWOT Analysis of Sinbad Tours and Travels

A SWOT analysis helps evaluate the company's internal strengths and weaknesses along with external opportunities and threats. During my internship, I observed the following aspects:

Strengths	Weaknesses
- Diverse travel services (tour, visa, air ticketing, etc.) - Strong customer support and 24/7 service - Experienced management team - Good online presence	- Limited international recognition - Seasonal revenue dependency - Semi-digital internal processes
Opportunities	Threats
- Growing domestic travel demand - Partnership potential with airlines/hotels - Scope for digital expansion (apps, e-booking)	- Heavy market competition - Economic and political risks - Global crises affecting tourism

Chapter 3:
Enhancing Customer Experience & Sales
at Sinbad Tours and Travels

3.1 Work Process and Procedures

Sinbad Tours and Travels follows a well-organized workflow to manage client inquiries, tour package handling, and interdepartmental coordination efficiently. Each stage ensures that clients receive accurate, timely, and high-quality service while internal operations remain smooth.

1. Client Inquiry Handling

Customer inquiries were received through walk-ins, phone calls, email, and social media platforms. Information such as destination, travel dates, budget, and group size was collected and recorded properly. This ensured that customer needs were clearly understood and that communication remained smooth and professional.

2. Tour Package Explanation and Promotion

Clients were provided with clear details of tour packages, including itineraries, accommodation, transportation, sightseeing, and pricing. Promotional materials such as brochures and online content were also used to highlight package features.

3. Communication with Management for Customization

When clients asked for changes in packages, staff contacted management for approval. This way, client requests were handled properly and followed company rules.

4. Follow-Up with Clients

Clients who showed interest in packages were later contacted through phone or email. This kept customers interested and pushed them to complete their bookings.

5. Handling Customer Feedback During Sales

Feedback from clients during package discussion or booking was collected and reviewed. This process made it easier to solve problems fast and improve the way customers were handled during sales.

3.2 Impact of Sales Practices on Customer Experience

1. Building Customer Confidence

Giving customers clear details about packages and prices made them more confident in their choices. This reduced doubts and helped them trust the company.

2. Supporting Quick Decision-Making

Quick replies to questions cut down delays and made it easier for customers to continue with their travel plans. Less waiting time also made the service quicker and simpler for them.

3. Stronger Sense of Value

Paying attention to customer needs, such as their budgets and preferences, helped them feel noticed and respected, which made them more satisfied.

4. Higher Service Expectations

Consistent follow-ups raised customer expectations for responsiveness. While this increased satisfaction when delivered, it also meant that any delay could negatively affect perceptions of service quality.

5. Mixed Impact of Digital Platforms

Social media activity created awareness and initial interest, but most clients still relied on direct communication for final decisions. This shows that digital engagement complemented, rather than replaced, traditional sales practices.

Overall Analysis

The observed sales practices created positive impressions through responsiveness, clarity, and personalization . At the same time, reliance on traditional methods and limited use of structured digital tools indicated areas where the customer experience could be further strengthened.

3.3 Strategies to Enhance Customer Experience

Key Strategies for Enhancing Customer Experience and Sales

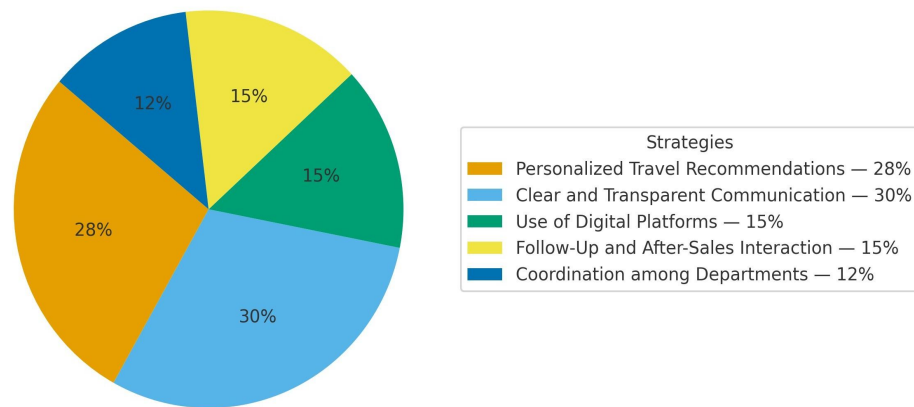


Figure 3.3 shows The relative importance of strategies for enhancing customer experience and sales.

1. Personalized Travel Recommendations

Packages were tailored to customer preferences, group size, and budget. This was one of the most frequently used strategies and strongly influenced booking decisions.

2. Clear and Transparent Communication

Customers were consistently provided with detailed information on itineraries, pricing, and policies. This was a critical strategy, applied in almost every interaction, and played a major role in building customer trust.

3. Use of Digital Platforms

Social media platforms such as Facebook and Instagram were used for promotional activities and responding to inquiries. While less frequent than direct communication, this strategy expanded outreach and attracted new customers.

4. Follow-Up and After-Sales Interaction

Clients who had not confirmed bookings were followed up with, and post-tour feedback was collected from those who completed their trips. This strategy was moderately applied but proved highly effective in creating loyalty and repeat customers.

5. Coordination among Departments

Collaboration between Sales, Ticketing, Visa, and Management supported timely service delivery. Though less visible to clients, this strategy was applied regularly and reduced errors in operations.

3.4 Customer Satisfaction Measurement

Customer satisfaction at Sinbad Tours and Travels is systematically measured using structured questionnaires distributed to clients at the end of each tour. The questionnaires include both quantitative and qualitative indicators, such as:

- Overall satisfaction with the tour (rated 1–5)
- Satisfaction with accommodation quality (1–5)
- Satisfaction with transportation services (1–5)
- Staff responsiveness (1–5)
- Likelihood to recommend the company (1–5)
- Open-ended suggestions for improvement

During the study period, 120 completed questionnaires were collected from domestic and international clients. Quantitative analysis revealed the following average scores:

- Overall satisfaction: 4.6/5
- Accommodation quality: 4.5/5
- Transportation services: 4.3/5
- Staff responsiveness: 4.7/5
- Likelihood to recommend: 4.6/5

By systematically measuring satisfaction, Sinbad Tours and Travels ensures evidence-based decisions for enhancing service quality, strengthening client relationships, and maintaining its reputation as a reliable travel service providers.

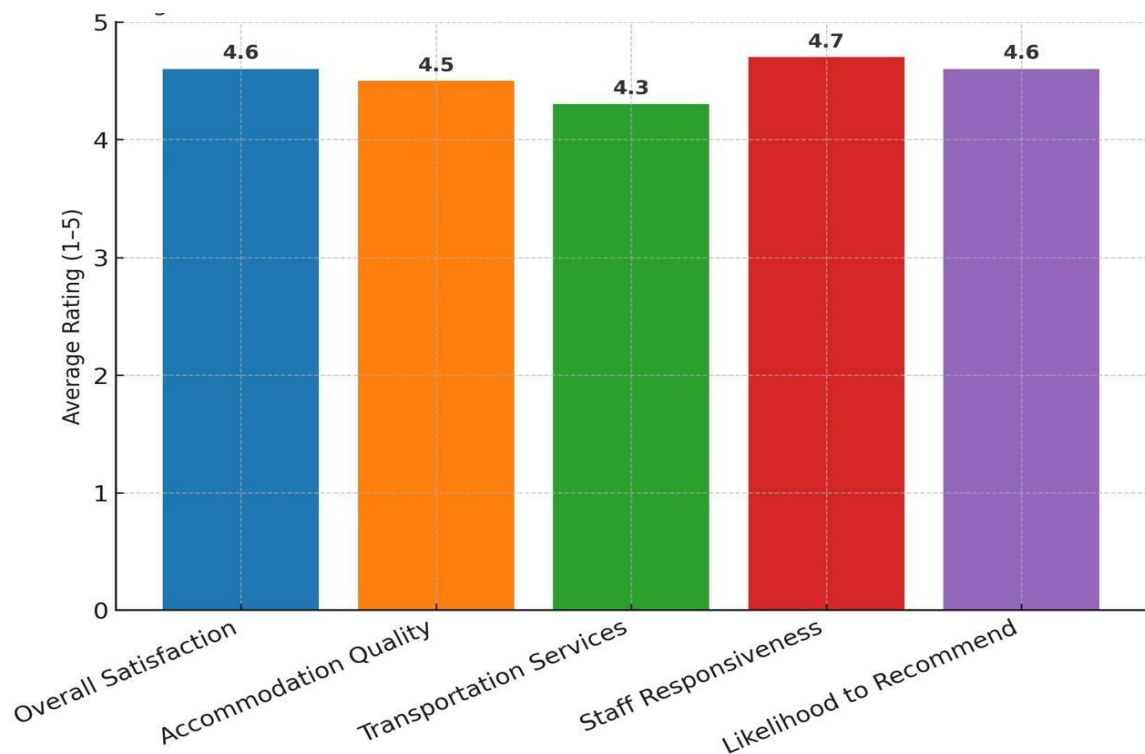


Figure 3.4 shows the customer satisfaction scores across different service areas.

These results indicate high client satisfaction, especially regarding staff responsiveness and overall travel experience. Lower scores in transportation highlighted areas for operational improvement, such as enhanced vehicle scheduling and comfort. Open-ended feedback provided insights into potential new destinations, amenities, and service enhancements, guiding continuous improvement.

3.5 Role of Customer Feedback in Service Improvement

1. Service Quality Adjustments

Clients often raised points about transport comfort, hotel standards, and punctuality. These comments served as useful indicators of where service delivery could be improved to meet expectations.

2. Communication Improvements

Several clients mentioned the need for clearer explanations of package inclusions, pricing details, and policies. This emphasized how feedback can guide the development of more transparent and customer-friendly communication materials.

3. Building Trust and Loyalty

Clients who felt their opinions were valued expressed greater confidence in the company. Acknowledging and acting on feedback helped to build long-term trust, which can encourage repeat bookings and positive referrals.

4. Innovation in Customer Handling

Feedback often included requests for quicker responses, more flexible payment options, and better use of online communication. These insights pointed to new ways of handling customer interactions, such as using instant messaging, automated reminders, and user-friendly booking processes.

5. Refining Sales Approaches

Observations from clients on what influenced their decisions—such as personalized recommendations or timely follow-ups—helped to refine how information was presented. This showed that feedback directly supports the development of more effective sales practices.

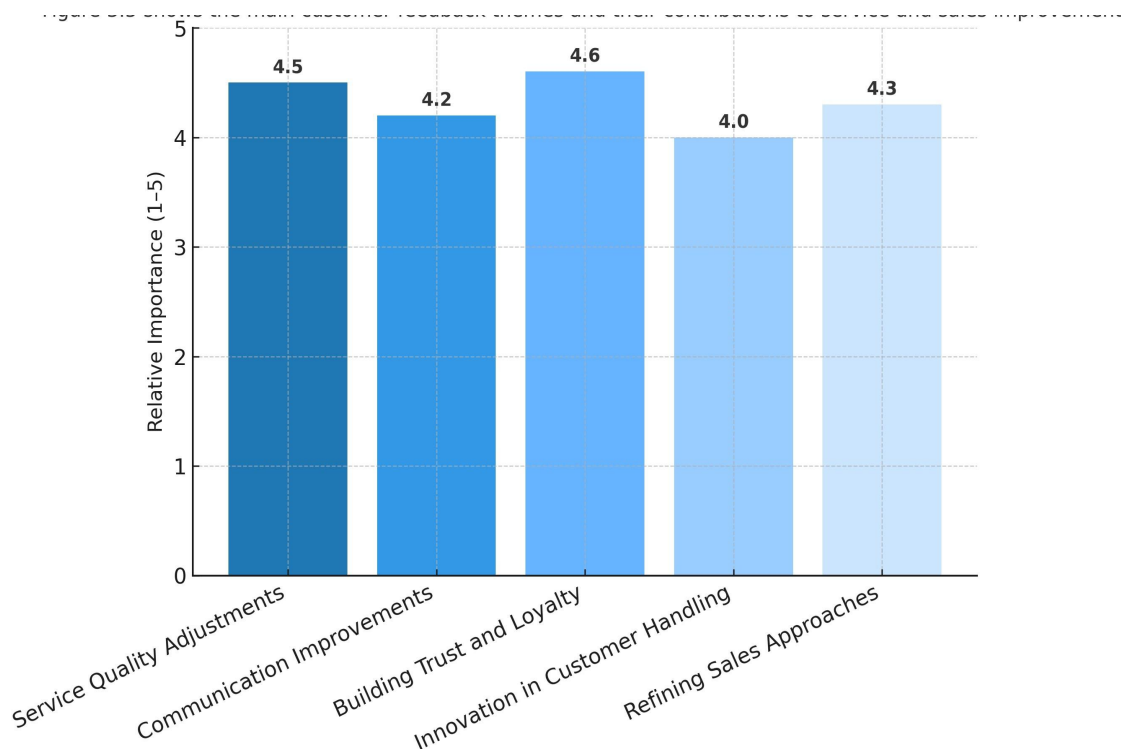


Figure 3.5 shows the main customer feedback themes and their contributions to service and sales improvement.

Chapter 4:
FINDINGS, RECOMMENDATIONS
AND CONCLUSION

4.1 Findings

1. Customers reported that the local transport facility was not up to the mark.
2. Sales strategies such as follow-ups, personalized recommendations, and clear communication motivated customers to engage with Sinbad.
3. Personalized communication and quick responses influenced customer decisions and increased booking confidence.
4. Feedback showed that positive experiences contributed to customer loyalty and referrals.
5. Coordination among sales, ticketing, visa, and management reduced delays and improved service quality

4.2 Recommendations

1. Sinbad should collaborate with reliable local transport providers to improve travel convenience for customers.
2. Automated follow-up reminders and personalized digital brochures can be introduced to maintain client engagement.
3. Short training modules on customer psychology and communication skills will enable staff to respond more effectively.
4. A feedback dashboard and simple loyalty programs should be developed to strengthen customer retention and referrals.
5. An internal coordination platform or structured cross-department meetings can reduce delays and ensure seamless service delivery.

4.3 Conclusion

The internship at Sinbad Tours and Travels provided valuable exposure to customer service and sales practices in the travel industry. The study demonstrated how satisfaction levels, sales strategies, communication, and feedback all play an important role in enhancing service delivery and driving business growth.

The experience confirmed that the objectives of the study were achieved through practical observations, analysis of customer satisfaction, and the identification of strategies for improving both customer experience and sales performance. The internship also strengthened professional skills and created confidence to apply these learning's in future roles within the travel and hospitality sector.

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