

An Analysis
of
“Tour Itinerary Design: A Study on Sinbad Tours & Travels”

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Submitted on: September 03, 2025

Duration of Internship: October – May



Daffodil International University
Dhaka, Bangladesh

LETTER OF TRANSMITTAL

Date: September 3, 2025

To
Mahbub Parvez
Associate Professor
Department of Tourism and Hospitality Management
Daffodil International University

Subject: Submission of Internship Report on “An Analysis of Tour Itinerary Design: A Study on Sinbad Tours & Travels”

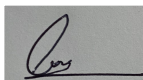
Dear Sir,

Here I submit my internship report titled “An Analysis of Tour Itinerary Design: A Study on Sinbad Tours & Travels.” This report is prepared to meet the requirement of the Bachelor of Tourism and Hospitality Management program.

The report is written from my internship at Sinbad Tours and Travels. It mainly shows what I observed in the office and what I learned about travel packages and client service. I tried to explain my experience in a simple way.

I thank you for giving me guidance during my internship and while preparing this report.

Sincerely,



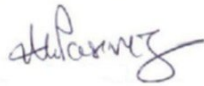
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Certificate of Approval

This is to certify that the internship report titled “An Analysis of Tour Itinerary Design: A Study on Sinbad Tours & Travels” has been prepared by M Saleh Mahamud, ID: 203-43-138, 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
Daffodil International University

Executive Summary

Sinbad Tours and Travels started in 2018. It is a travel agency in Bangladesh that sells tickets, packages, hotel booking, cars, and visa help. It also runs some event services. The agency is approved by IATA and is known for being simple and reliable.

This report is part of my Bachelor of Tourism and Hospitality Management degree. It comes from my internship at Sinbad Tours and Travels. I mostly wrote what I saw during office work and from talking with staff and clients. The main goal is to show how customer experience connects with sales.

Clients often cared about price, fast replies, and getting packages made for their needs. Many liked using WhatsApp for asking questions and getting answers quickly. Staff also used Canva, Excel, and Word to make designs, keep records, and write packages. These tools helped them manage work better.

I noticed that when clients got clear answers and good service, they were happy. Some came back again to book new trips. From this I learned that good customer care helps sales grow. That is the main lesson of my internship.

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Chapter 1:

Introduction

1.1 Overview / Formation and Purpose of the Report

The internship is an important part of the Bachelor of Tourism and Hospitality Management program at Daffodil International University. It gives students a chance to use classroom learning in real life. Through this, they can see how the tourism and hospitality industry works in practice.

For this requirement, the internship was completed at Sinbad Tours and Travels. The agency is known for working with different kinds of clients and handling many travel services. The internship created scope to observe its daily work, customer handling, and package design.

The main aim of this report is to show what was learned during the internship. It focuses on how customer experience connects with sales performance, using Sinbad Tours and Travels as the case study.

1.2 Rationale Behind Choosing the Study Topic:

As someone who has always been passionate about traveling, I found myself more drawn to the travel industry than the hotel sector, even though both options were available to me. The opportunity to work with Sinbad Tours and Travels, a well-reputed and client-focused agency, allowed me to feel personally connected to the work.

Through interviews with employees and the supportive interaction with the Managing Director, I discovered the importance of tour packaging as a core component of a travel agency's success.

Tour itineraries are not just about planning places to visit, they reflect the quality of the service, the understanding of traveler needs, pricing strategies, and overall experience delivery. Given the rising demand for customized, value-added travel, the study of itinerary creation is both relevant and significant for industry learners like me.

Since tour itineraries are essential in shaping a traveler's journey — combining planning, pricing, experience, and satisfaction — I found this area not only interesting but also vital to study in-depth.

1.3 Boundaries and Focus Areas of the Report

This study concentrates on the tour itinerary planning process at Sinbad Tours and Travels, covering both domestic and international travel packages. The focus areas include:

- Itinerary structure and planning strategy
- Client preferences and customization
- Pricing models and budgeting
- Communication with hotels, transport, and activity providers
- Customer satisfaction and feedback regarding itineraries
- Both domestic and international packages
- Customer involvement and experience in itinerary planning
- Pricing strategies, destination selection, and time management
- Communication with third-party providers such as hotels, transport, and cruise operators

Other functions of the agency, like visa processing or flight booking, are only mentioned briefly if they directly affect the itinerary process.

1.4 Objectives of the Study

Main Objective:

To explore the operational insights and decision-making process behind tour itinerary design at Sinbad Tours and Travels.

Specific Objectives:

- To understand how travel itineraries are constructed and customized
- To identify client expectations and how they influence itinerary planning
- To evaluate the effectiveness of the designed itineraries
- To explore the use of external coordination (hotels, ships, guides) in itinerary development

1.5 Methodology

1.5.1 Type of Report:

This report is descriptive and exploratory, based on practical internship experience.

1.5.2 Data Sources:

- **Primary Data:** Informal interviews and discussions with agency staff, hotel partners, and local transport providers.
- **Secondary Data:** Website content, existing travel packages, brochures, customer feedback, and internet-based research on competitive offerings.

1.5.3 Data Collection Methods:

- **Internet Research:** Studying trends, competitor packages, and destinations.
- **Field Interviews:** Conversations with hotel and cruise service providers.
- **Document Analysis:** Reviewing agency materials like, brochures, past client reviews, and sample itineraries.

1.5.4 Data Analysis and Report Writing:

Collected data was interpreted through a practical lens, comparing real-life practices with academic understanding of tour operations. Emphasis was given to the client-centered design and effectiveness of various package elements.

Data was carefully organized and analyzed to compare real-world practices with theoretical knowledge from coursework.

1.6 Challenges and Constraints Encountered

Despite the value of this internship, the study faced several limitations:

- The study focused only on select destinations and packages, primarily popular regions
- While access to internal resources was sufficient, detailed customer feedback and satisfaction metrics were not always available.
- External factors, like international travel restrictions or seasonal shifts, also impacted the ability to observe all types of tours.
- Access to long-term client feedback was not always available.
- External issues such as seasonality, market shifts, and travel restrictions impacted direct tour execution experience.

Chapter 2:

Organizational Profile

2.1 History

Sinbad Tours and Travels started its operations in 2018 with the aim of offering reliable and affordable travel services to customers in Bangladesh. Since its beginning, the agency has grown steadily by providing air tickets, holiday packages, hotel booking, transport rentals, and visa support.

Over time, it has also included event management and customized tours in its services. The agency has built a reputation for clear communication, fair pricing, and personal care, which helped it earn trust among travelers.

There are two branch of Sinbad T & T ,one is the head office in Uttara,another branch in Chattogram.

2.2 Vision, Mission and Goals (Expanded)

Vision:

From the perspective of the customer, Sinbad Tours and Travels aims to be recognized as the most reliable and customer-oriented travel agency in Bangladesh. Among the hallmarks on which the company operates are honest service, quality, and innovative ideas. It envisions an independent Bangladesh where its freedom-loving citizens can confidently undertake domestic and foreign travel for business, pleasure, study, and family purposes. Its vision is to make travel planning a button click away, so planning a tour should be just as easy.

Mission:

Mission statements include:

- 🚌 To provide safe, affordable, and enjoyable travel experiences for clients across all segments.
- 🚌 We aim to enhance our capabilities by collaborating with hotels, transportation providers, and airlines.
- 🚌 We inspire our customers for Bangladesh as a travel destination while facilitating international travel packages.

Their mission is about creating memories with journeys that matter to their clients rather than moving people from place to place.

Goals:

Some goals some of which are short and some long-term have been set by Sinbad Tours and Travels with the aim to realize its vision-

- International Expansion: Opening of offices and developing business in major foreign destinations such as Malaysia, India, Thailand, and Dubai.
- Complete Digital Platforms: Creating a mobile app, improving their website for fast bookings, and real-time package information.
- Brand Value: Will be among the most recommended agencies in Bangladesh for group tours, educational travels, and family packages.

2.3 Philosophy

Sinbad Tours and Travels follows a simple philosophy built on honesty, quality, and timely service. The company believes that travel should not be just a tour, but a complete experience designed around each customer's needs.

It maintains crystal clear pricing, determined schedules, and treats every client with sincerity.

2.4 Organizers

The company is led by Captain Ashraful Alam, who serves as both the CEO and Owner of Sinbad Tours and Travels. His leadership and experience in international navigation have added valuable insight into destination planning and client safety.

Other key team members include:

Asduzaman Khan Masum – Chief Operating Officer (COO)

Mainuddin- Senior General Manager (SGM)

Md. Tanbirul Alam Khan – General Manager (GM)

The work culture at Sinbad is both professional and friendly, making it an ideal learning environment for interns and a reliable destination for clients.

2.5 Departments

The agency is organized into several main operational departments, each contributing to different service areas:

- Air Ticketing Department – Handles domestic and international flight bookings
- Visa Processing Department – Manages visa documentation and embassy coordination
- Tour Packaging Department – Designs domestic and international tour itineraries
- Customer Service Unit – Provides before and after-sales support to clients
- Finance & Accounts – Manages budgeting, pricing, and payments

I worked specifically in the Tour Itinerary and Customer Service Department, where I participated in planning travel packages and assisting clients in customizing their trips.

2.6 Products and Services

Sinbad Tours and Travels offers a wide range of services, including:

- ✓ Domestic and International Tour Packages
- ✓ Air Ticket Booking (Domestic & International)
- ✓ Hotel Accommodation Services
- ✓ Vehicle Rental & Ground Transportation
- ✓ Visa Assistance & Consultation
- ✓ Sightseeing Tours & Travel Insurance
- ✓ Cruise & Ship Packages
- ✓ Educational and Religious Tours (e.g., Umrah)
- ✓ Event Management for Travel-Based Programs
- ✓ Online Booking Services

All packages are tailored to meet client expectations in terms of comfort, safety, time, and budget.

2.7 Financial Highlights

Sinbad Tours and Travels is currently experiencing steady growth in both service coverage and client volume. The most profitable areas include:

- Tour Packages (more profitable than air ticketing)
- Corporate Group Travel and Holiday Bundles
- Customized premium tours

The agency is also planning new investments in opening additional branches and expanding their digital presence through enhanced online marketing. These strategies are expected to further boost brand visibility and customer acquisition.

2.8 SWOT Analysis and CSR (Expanded)

SWOT Analysis

Strengths:

- ✓ Experienced leadership under Captain Ashraful Alam, who brings both travel knowledge and operational discipline.
- ✓ Dedicated team with skilled managers and trained staff who specialize in air ticketing, visa processing, and tour packaging.
- ✓ Flexible packages that can be customized based on client needs and budgets.
- ✓ Use of local guides and strong coordination with hotels, transport providers, and attractions.
- ✓ Online platform that provides real-time booking options with transparency

Weaknesses:

- Occasional system delays or errors in flight ticket bookings due to third-party software or high demand.
- Limited financial resources compared to large multinational travel agencies.
- Dependence on seasonality, as sales drop during off-peak travel months.

Opportunities:

- Rise in international student travel and medical tourism from Bangladesh.

- Ability to target corporate clients and educational institutions with tailored .tour plans.
- Expansion to eco-tourism and community-based travel, attracting a new type of traveler.
- Potential for government partnerships for tourism promotion and international tourism expos.

Threats:

- Political instability or global crises (like COVID-19) can lead to sudden cancellations or restrictions.
- Increasing competition from online-only platforms like Booking.com, Agoda, or travel apps.
- Visa policy changes by foreign embassies may affect demand for certain destinations.
- Fluctuation in fuel prices or currency rates, impacting tour cost estimation.

Corporate Social Responsibility (CSR)

Sinbad Tours and Travels believes that responsible travel can bring positive change to both travelers and local communities. Their CSR practices are based on community empowerment, ethical tourism, and sustainability.

Key CSR activities include:

- **Supporting Local Employment:** The agency hires local guides and transport operators during tours, helping boost local income.
- **Promoting Cultural Awareness:** Tourists are briefed on local customs and etiquette before trips, especially in heritage sites and rural areas.
- **Encouraging Eco-Friendly Travel:** Clients are advised to avoid littering, respect nature, and reduce plastic usage during tours.
- **Collaborations with Industry Groups:** Sinbad is a member of tourism associations, where it contributes to sector-wide improvement and ethical standard.
- **Discount Packages for Students or NGOs :** Occasionally, special discounts or budget trips are offered to students or social groups working for community benefit.

Although not a large corporation, Sinbad Tours and Travels maintains a sense of social responsibility and is committed to being a positive force in tourism, not just a commercial entity.

Chapter 3:

Internship Experience

3.1 Tour Itinerary Development Process

The development of tour itineraries is one of the most significant aspects of operations in a travel agency, as it directly determines the quality of the customer experience. During the internship at Sinbad Tours and Travels, this process involved a structured sequence of activities that linked customer requirements, service provider coordination, and post-travel evaluations into a coherent framework. The learning outcomes derived from this process can be categorized into three major areas: customization and construction of itineraries, understanding client expectations, and evaluation of effectiveness.

- Customization and Construction of Itineraries

One of the major insights gained was the importance of customization in itinerary design. A single, fixed model of travel planning does not suit every traveler. One of the major insights gained was in the crucial placement of customization during itinerary design. A single fixed model of travel-planning does not suit every kind of traveler. Customers are different in their destination choices, in budget availability, group-size, and even in the experiences that they want to go through. Younger adventurers, for instance, often preferred traveling activities; while families prioritized balanced programs with ample time for leisure.

Hence, the actual creation of an itinerary consisted of laying down day-wise programs, combining sightseeing with travel times and adequate rest periods, blended harmoniously. Particular thought was given to the sequence of destinations so as not to exhaust the traveler and to provide for easy flow during transit between the adopted destinations. The employment of digital tools like Canva then proceeded to make the itineraries appealing and easy to comprehend. This stage of the process made it evident that in the construction of itineraries, the elements of creativity, practicality, and attention to detail must come together to render something that is both attractive and workable.

- Understanding Clients' Expectations

An additional learning area had to do with the expectations clients held of a travel agency. Apart from considerations of affordability, other factors emphasized by clients are price transparency, trustworthiness in service delivery, and convenience while on the trip. Many clients also entertained something off the beaten tourist path on their itinerary to separate the package from others in the market.

Regular dealings with clients would highlight the very essence of listening and analyzing their needs prior to preparing any draft. It was proven through this process that customer satisfaction depends not only on the destinations included but also on how well the itinerary conforms with their preferences and style of travel. The reconciliation of expectations, reasonable possibilities, and limitations, be it budget or time, thus formed the crux of the learning exercise in itself.

Evaluation of Itinerary Effectiveness

The true value of an itinerary could only be judged after the trip. Customer feedback was the main way to measure effectiveness. Positive comments confirmed that the plan worked well, while complaints highlighted areas for change, such as avoiding crowded schedules or adding more free time.

This process made itinerary design more dynamic. Lessons from one client's trip were used to improve the next one, showing that the work of planning tours is always evolving.

- Learning

The overall learning from the tour itinerary development process revealed that successful itineraries are the outcome of three interconnected elements: customization, alignment with client expectations, and continuous evaluation of effectiveness. These insights demonstrated that itinerary design is not only a technical task but also a customer-oriented process that requires creativity, adaptability, and ongoing improvement.\

3.2 Customer Interaction and Requirement Analysis

Customer behavior is one of the key factors that shapes how travel packages are planned. During the internship at Sinbad Tours and Travels, different patterns in client choices and decision-making were observed.

Before designing or recommending a package, detailed information was gathered from clients including their preferred destination, travel dates, budget range, number of travelers, type of accommodation, transportation preference, and any special requests. This helped tailor the itinerary more effectively.

One of the most frequently asked questions by clients was related to hotel room quality, especially concerning security, cleanliness, and overall satisfaction.

It was also common for customers to change their preferences after the first draft was prepared. Some requested different hotels, others cut back on sightseeing to fit the budget, and a few even changed travel dates. This meant flexibility was very important in dealing with clients.

3.3 Use of Digital Tools and Documentation

During the internship, I saw that Sinbad Tours and Travels used different digital tools to run daily work. The most common were Canva, Facebook, WhatsApp, Microsoft Word, and Excel.

Canva was used to make simple designs for travel plans and flyers. These were shared with customers so the packages looked clear and easy to understand. Facebook was used to post offers and updates, which helped the agency reach more people.

Microsoft Word was used for writing package documents, and Excel was used to keep booking and payment records. These two tools helped the staff stay organized.

The use of these tools made daily work easier in many ways. WhatsApp helped with quick replies to clients and also kept contact with hotels and transport providers. Canva and Facebook were useful for showing offers and sharing package details in a clear way. Word and Excel were mostly used for keeping notes, writing packages, and recording payments. By depending on these tools, the staff could manage bookings, communicate faster, and avoid many mistakes.

These were the basic systems that the agency used every day to keep its work running smoothly.

3.4 Customer Behavior and Real Case Example

Common things was noticed that customers did not all act in the same way. Each person had different choices and expectations when planning a trip. Some cared most about the budget, while others looked for comfort and good hotels. Families usually wanted safe places with breakfast included, couples preferred privacy and a better hotel, and students mostly asked for cheaper trips with more activities.

Families prioritized safe and clean hotels with complimentary breakfast and family-friendly services. Honeymoon couples tended to prefer luxurious arrangements, such as private transfers and premium accommodation. Student groups usually emphasized budget-friendly packages and preferred adventure-oriented activities instead of costly services.

Last-minute changes were also common. Customers frequently revised hotel preferences, sightseeing activities, or even travel dates after the initial itinerary had been prepared. Such behaviors required frequent adjustments to packages while still maintaining balance between budget and quality. Customers also expected instant

communication through WhatsApp or direct phone calls, highlighting the importance of responsiveness.

Customer behavior showed three consistent patterns:

- (i) strong price sensitivity with requests for clear cost breakdowns;
- (ii) high risk-avoidance around hotel quality (security, cleanliness, location); and
- (iii) frequent last-minute changes (dates, rooming, activities), requiring rapid re-costing and expectation management.

Real Case Example – Nepal Package Structure

One of the most practical cases handled during the internship was the design of a 5 Days/4 Nights Nepal tour package (Kathmandu–Pokhara–Nagarkot). The client requested a cost-effective but comfortable arrangement with proper accommodation and sightseeing.

Inputs Provided:

- Proposed itinerary covering Kathmandu city tour, Pokhara sightseeing (Bindyabashini Temple, Gupteshwar Cave, Davis Fall, Phewa Lake), and Nagarkot sunset/sunrise views.
- Selection of 3★ and 4★ hotels with complimentary breakfast.
- Inclusion of transfers between cities by private/non-AC vehicle.
- Estimation of airfare and land package costs with detailed inclusions and exclusions.

Package Structure (Output):

What to Expect:

- Land Package Cost.

Minimum 2 Person Must (Adult).

Per Adult Price Price Based on Twin Bed Land Package Cost 18900.

Per Child Price 2 to below 12 years (Price Based on No Bed) Land Package Cost 14000.

- Air Ticket Price (Approx).

Round trip Air Ticket with all Taxes by Biman Bangladesh =32,000/- (Approx).

Air Ticket Price Can be Changed Any Time (Depend on Seat Availability), No Booking Has Made Yet, All Reservation, Seat & Fare are Subject to Availability on Booking Time.

Day 1 :

Day 1 Arr. Kathmandu

Arrival at Tribhuvan International Airport, Kathmandu and transfer to hotel.

Breakfast : No Lunch : No Dinner : No

Day 2 :

Day 2 Pokhara.

After breakfast, check out from hotel and drive to Pokhara. Pokhara is around 200 km, 6-7 hrs (Non A/C Bus), from Kathmandu. Reach Pokhara and check in to hotel. Breakfast : Yes Lunch : No Dinner : No

Day 3 :

Day 3 Pokhara

Early morning visit Sarangkot. Back to hotel for breakfast. After breakfast, leave for sightseeing tour to Pokhara city covering Bindyabashini Temple, Gupteshwar Cave, Seti River Gorge, Davis Fall and Phewa Lake.

Breakfast : Yes Lunch : No Dinner : No

Day 4 :

Day 4 Nagarkot

After breakfast, check out from hotel and drive to Nagarkot. Reach Nagarkot and check in to hotel. Evening – enjoy the sunset view from hotel premises.

Breakfast : Yes Lunch : No Dinner : No

Day 5 :

Day 5 Departure

Wake up early in the morning and enjoy the spectacular view of sunrise with eastern Himalayas. After breakfast, check out from hotel and drive to Kathmandu. Visit Bhaktapur on the way. Sightseeing tour to Kathmandu valley covering Swayambhunath Stupa, Pashupatinath Temple. And Drop to Airport.

Breakfast : Yes Lunch : No Dinner : No

Minimum 2 Person Must (Adult)

Price Includes

- Arrival and departure transfers.
- 1 Nights' accommodation in Kathmandu twin sharing basis.
- 2 Nights' accommodation in Pokhara twin sharing basis
- 1 Night accommodation in Nagarkot twin sharing basis.
- Every Day Hotel Breakfast .
- Sightseeing tour as per the itinerary.
- Kathmandu-Pokhara-Kathmandu Non A/c Bus
- All Applicable Hotel Taxes & service charges.
- All transportation with sightseeing tour by private Non-A/C vehicle.

Price Excludes

- Any Private Expenses
- Room Service Fees
- Visa & Border Cost
- Entrance fee & any Riding
- Any cost arising due to natural calamities like, landslides, road blockage, political disturbances,etc
- Early Check -in & late check-out.

While clients did not always provide formal written feedback, many offered verbal appreciation during calls or when they returned to book another package. Their repeat bookings reflected satisfaction with our services and tour quality.

Outputs Achieved:

- A well-structured itinerary combining city, nature, and cultural experiences.
- Cost-effective package balancing budget with quality accommodation.
- Smooth communication with hotels and transport providers.
- Customer satisfaction reflected through verbal appreciation and willingness to recommend the service.

3.5 Measuring Effectiveness of Designed Itineraries

Effectiveness of designed itineraries can be assessed through an input-process-output model. This model reflects the degree to which customer expectations are fulfilled while ensuring operational feasibility.

3.5.1 Input-Output Model of Effectiveness

Inputs:

- Customer requirements regarding destination, number of travelers, budget, accommodation type, and desired facilities.
- Vendor information, including hotel rates, transportation costs, and sightseeing options.
- Tools for communication and documentation such as WhatsApp, Canva, and MS Word.

Process:

- Collection and analysis of customer requirements.
- Drafting of itineraries with preliminary costing.
- Review and revision according to customer feedback.
- Confirmation of bookings and preparation of travel documents.
- Delivery of pre-departure instructions and follow-up support.

Outputs:

- Customized itineraries matching customer needs and financial limits.
- Confirmed bookings for accommodation, transport, and activities.
- Timely issuance of vouchers and related travel documents.
- Positive customer feedback and interest in repeat bookings.

This cycle illustrates the direct link between inputs and outputs, proving that properly structured itineraries can achieve efficiency and customer satisfaction.

3.5.2 Client Expectations

From overall observations, the most common expectations included:

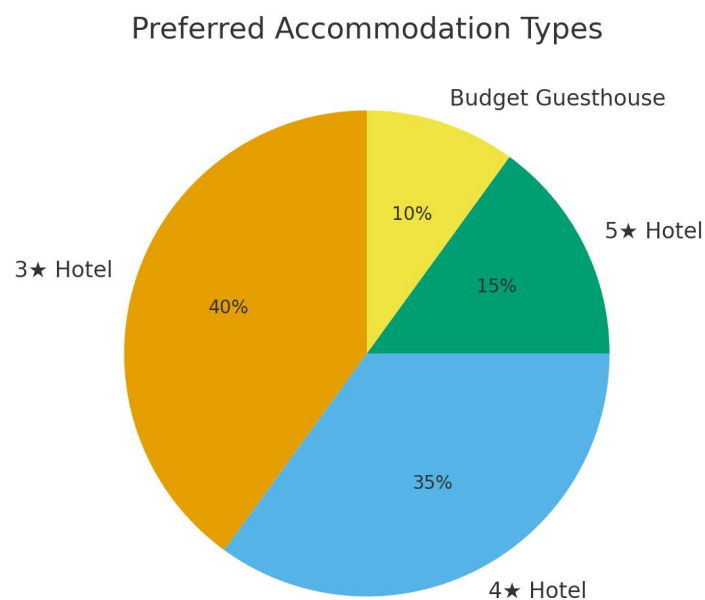
- Transparent pricing without hidden charges.
- Hotel assurance in terms of cleanliness, safety, and location.

- Convenience features such as airport transfers, early check-in, and quick communication.
- Balanced itineraries without overloading the schedule.
- Value-for-money arrangements, with 3★ or 4★ hotels including breakfast being the most popular choice.

3.5.3 Graphical Presentation of Customer Preferences

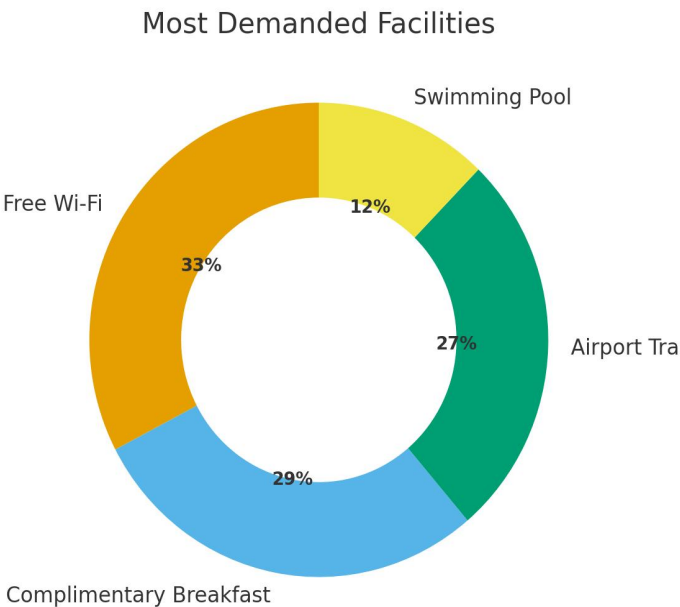
For clearer understanding, graphical presentations can be used to represent customer preferences. Examples include:

Figure 1.1 – Preferred Accommodation Types



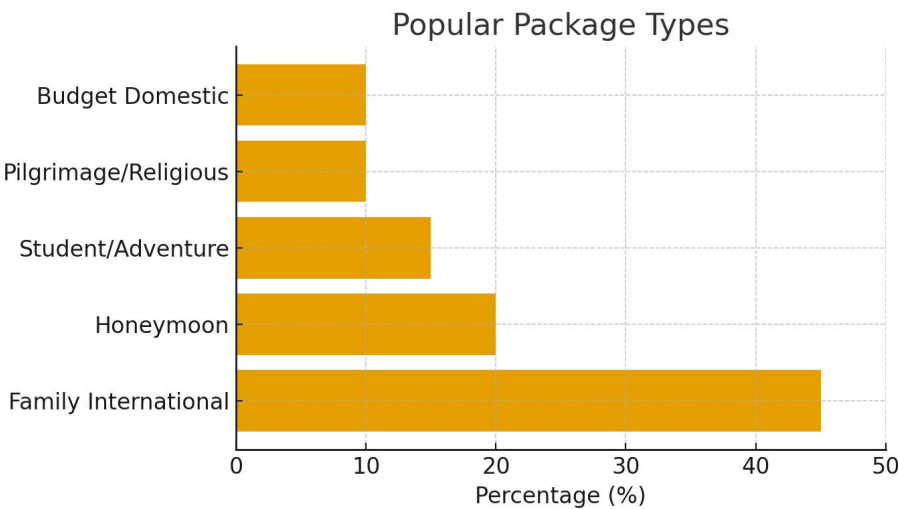
The chart shows that 3★ hotels (40%) and 4★ hotels (35%) were the most preferred accommodation categories among customers. A smaller portion selected 5★ hotels (15%), while budget guesthouses (10%) were the least chosen option'

Figure 1.2 – Most Demanded Facilities



The donut chart shows that Free Wi-Fi (33%) and Complimentary Breakfast (29%) were the most demanded facilities. Airport transfers (27%) were also important, while swimming pools (12%) were less frequently requested.

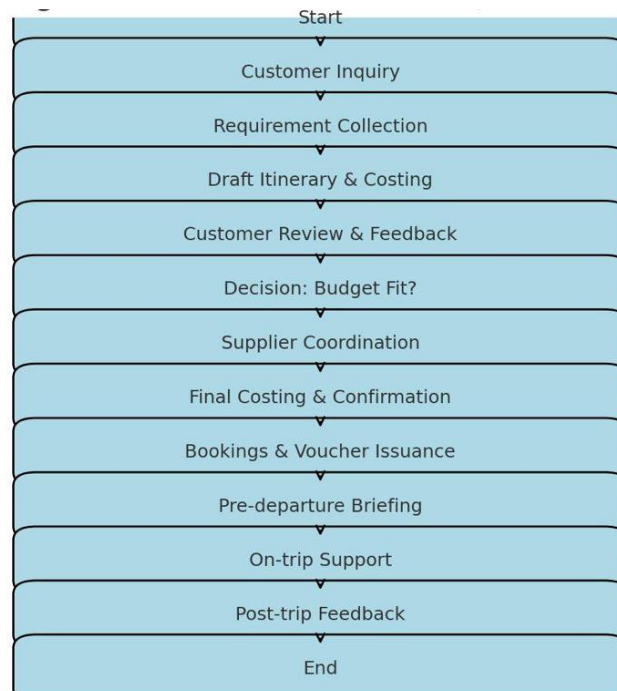
Figure 1.3: Popular Package Types



The horizontal bar chart indicates that Family International tours (45%) were the most popular package type, followed by Honeymoon packages (20%). Student/Adventure packages accounted for 15%, while Pilgrimage/Religious and Budget Domestic tours represented 10% each.

3.6 Coordination Process (Step by Step)

The development of itineraries relies on systematic coordination between clients, service providers, and the agency team. The following process outlines the framework in a box-to-box format:



The flowchart illustrates the systematic coordination process followed in itinerary development at Sinbad Tours and Travels. It begins with a customer inquiry and requirement collection, followed by the preparation of a draft itinerary with preliminary costing. After client review and feedback, a decision is made regarding budget suitability.

If the budget fits, the process continues with supplier coordination, final costing, bookings, pre-departure briefing, on-trip support, and post-trip feedback before ending successfully. If the budget does not fit, the itinerary is revised and returned for further review, ensuring clarity, accuracy, and customer satisfaction throughout the process.

3.7 Challenges and Problem-Solving

During the internship, several challenges were encountered in the process of itinerary preparation and customer handling.

These challenges can be grouped into three main categories:

1. Operational Challenges

Tight deadlines sometimes created pressure when preparing urgent tour packages for clients with fixed travel dates. In some cases, itineraries had to be drafted, revised, and finalized within very short time frames. The main thing was need that a Quick coordination with hotels and transport providers .

2. Customer-Related Challenges

Some clients wanted more services than their budget allowed. This made it hard to balance cost and quality. Last-minute changes in hotels or destinations also created extra work. A few even canceled after customized packages were made, which wasted time and effort.

3. Coordination Challenges

In the peak seasons, hotels and transport providers were often slow to reply. This delayed confirmations and made it difficult to finalize quotations on time.

Problem-Solving Approaches

- Advance payments were asked for custom packages to reduce cancellations.
- WhatsApp and Canva were used to make communication faster and clearer.
- Senior staff gave advice on how to manage difficult clients.

Learning from Challenges:

These challenges improved my skills in time management, communication, and negotiation. They also showed me that patience and flexibility are very important in the travel business.

Chapter 4:

Findings, Recommendations, and Conclusion

4.1 Findings

Based on the internship experience and in line with the specific objectives, the following findings were made:

1. Sinbad Tours and Travels stands out because it makes and adjusts itineraries based on what clients want.
2. Most clients cared about clear costs and fast replies. These two things often decided if they booked a trip.
3. The tour itineraries worked well since bookings were confirmed on time, vouchers were correct, and clients gave good feedback.
4. In the busy season, coordination with hotels and transport was sometimes slow because there were not enough staff.

4.2 Recommendations

1. The agency should keep ready package formats so changes can be done faster for different clients.
2. More focus should be given to fair prices and quick replies, since these matter most to customers.
3. Checking vouchers and confirmations carefully will make the service more effective.
4. Extra staff or stronger links with hotels and transport will help reduce delays in the busy season.

4.3 Conclusion

The internship at Sinbad Tours and Travels provided valuable practical experience in itinerary development and customer handling. The activities carried out during the placement confirmed that itineraries are best designed through a step-by-step process that includes requirement collection, customization, client review, and final confirmation. The case of the Nepal package demonstrated how adjustments in hotels and activities helped balance budget limits with customer expectations.

The study also highlighted that client preferences are central to every planning decision. Families, couples, and student groups showed different needs, and meeting these expectations was key to customer satisfaction. The effectiveness of designed itineraries was evident through timely confirmations, accurate travel documents, and repeat inquiries. In addition, the internship showed that smooth coordination with hotels, transport providers, and guides is essential for reliable service delivery.

Overall, the internship successfully met the objectives of the study by showing how itineraries are constructed and customized, how client expectations shape planning, how effectiveness can be evaluated, and how coordination ensures quality. The experience bridged classroom knowledge with industry practice, providing insights that will be useful for future professional growth in the field of tourism and hospitality.

Bibliography

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- Interviews and discussions with company management and team members
Observation and personal notes during internship (October – May).
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