

Internship Report

On

Managing a Travel Agency: An Analysis on the Dried Star Tours and Travels

Submitted to

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Submitted By

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Date of Submission: 16/01/2020



Daffodil
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Letter of Transmittal

09/01/ 2020

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Subject: Submission of the Internship Report

Dear Mam, with due respect and humble submission to state that I am **Md Foysal Sarker**, is submitting my Internship Report on “**Managing a Travel Agency: An Analysis on the Dried Star Tours and Travels**”. For your kind consideration as part of requirement in completing my BTHM program. The report contains general information about how to manage a Travel Agency.

I would like to express my heartiest gratitude for your kind cooperation and guidance in making this report informative and time oriented. There may have some unintentional mistakes and lapses. You are requested to consider those as excuses.

Thank You Sincerely Yours,

.....

Md Foysal Sarker

ID: 152-43-174

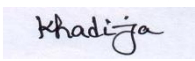
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CERTIFICATE OF APPROVAL

This is to certify that the Internship report “**Managing a Travel Agency: An Analysis on the Dried Star Dried Star Tours and Travels**” is prepared by **Md Foysal Sarker**, ID: 152-43-174 as a partial fulfillment of requirements of bachelor of Tourism & Hospitality Management (BTHM) at **Daffodil International University**.

The internship report has been carried out under my guidance and is a record of the bona fide work carried out successfully.

I wish all his success in life

..... 

Mst. Khadijatul Kobra

Assistant Professor

Department of Tourism and Hospitality Management
Faculty of Business and Entrepreneurship
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DECLARATION

I herewith do earnestly declare that the extension bestowed in this Internship Report has been accomplished by me and has not been formerly submitted to any other University for an academic certificate.

There is no copyright leak in the presentation I presented.

I further commit to reimburse the University facing any loss or wreckage arising my cleft of the above obligation. Yours earnestly,

.....

Md Foysal Sarker

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Acknowledgement

I With due respect and earnest regard I would like to thank my esteemed teacher and supervisor Mst. Khadijatul Kobra, Assistant Professor, of Department of Tourism and Hospitality Management, Daffodil International University for his continual direction, encouragement, beneficial guidance, helpful comment during the course of study. I would also like to show my gratefulness to the people of Dried Star Tour and Travels, who help and cooperate with me, specially the employees and the Employee and the Chief executive officer of The Dried Star Tour and Travels. And last but not the list, my heartiest thanks and affectionate love to my family members for their support, patience, sacrifice they showed to me during my study term.

.....

Md Foysal Sarker

ID: 152-43-174

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ABSTRACT

Dried Star is a Tours and Travels Agency. The Dried Star is newly up growing Travels Agency in Saidpur city. The main objective of this study is how to managing a travel agency, how to promote travel agency business, think to get right when opening a travel agency. Main idea was to show others how a businessman can excel in the travel agency sector. My primary motto is the satisfaction of customers. In my paper, I show the certain missions of the company that were taken up for the company's greater success. I also showed how the company plans to spread its venture nationally. I have focused on all aspects of marketing that would attract more customers to the company. Customer feedback is always taken in consideration. I have collected primary information through interaction and interview with Local people, and other officials. Primary information collected from internet, books and others.

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Chapter 1: Introduction

1.1 Origin of the Report:

As a bachelor of tourism and hospitality management (BTHM) each student must conduct a practical approach to an organization to meet the requirements of the 6 month internship program. The main objective of the program is to introduce students from the real corporate world. My place of internship is ‘‘Dried Star Tours and Travels in Saidpur’’ I am working from 3 month in the managing division 1.11.2019 to till present I prepared this report to finish my birth program at Daffodil International University’s school of Tourism and Hospitality Management. I hope my Report contains all the necessary information indeed to complete a successful internship report.

1.2 Objective of the Report:

Broad Objective

The broad objective of this report is to highlight the managerial issues of a travel agency.

Specific Objective: The specific of proposed study would be determining the performance of business like as followings:

1. Observe the problems of travels business and make solution of those problems.
2. To learn about the real world travel business knowledge.
3. Promote the travel business in easy way.
4. Ensure the mutual benefits between of customers and Travel

business.

5. Market value Analysis

6. SWOT analysis

1.3 Study Methodology: For the preparation of my internship report on “**Managing a Travel Agency: An Analysis on the Dried Star Tours and Travels**” I followed some strategies for collecting data:

Primary data:

1. I gathered greatest data from my own understanding.
2. I talked with some frequent Customers, oldest agencies and some experts whose are belonging in these industries from long time.
3. I collected some data by up close and personal exchange with the specialist.
4. I talked with my 2 friends; they have already established travel agency in city’s they provides me starts to finish level data.

Secondary data:

1. I collected some of information from Internet.
2. Some of information gathered from some agencies Facebook page and website.
3. I collected little information from learning book.
4. I collected some data from university courses.

Chapter-2: Travel Agency

2.1 About travel agency

A travel agency is profitable organization which provides a to z transport service to his customer during travel a place to another place. Sometimes it could arrange tour on request of its client or customer.

2.2 History of the travel agency

Thomas Cook is the man who first time established the world first travel agency by his name on November in 1841. In 1877 Bronwell travels take the first 10 guest to Switzerland on archeological tour.

During the world war2 began, it insures the industry would take a big hit. During that time people weren't thinking a holiday, and the industry took a big dive. After the world war2 peoples were wanted refreshment and started travel gradually and after few time more agencies grown up and noticed by people. They offered a affordable packages to people with good quality holidays. British were searching sunny beaches and hot destination and this become vastly popular and profitable business industry in United Kingdom.

2.3 Types of travel agency

Independent travel agent: The agents who work by own self for his agency is known as independent travel agent. These agents are affiliate with host agency that helps independent business. As a result they both develop their skill, business planning and can earn revenue.

Online travel agent: An OTA is known as online travel agency. Basically the agency runs their business through website. They can sell their Variety of products like as car rental, hotel booking, and flight ticket selling excreta. Almost time online travel agency has some terms and condition that need to fulfill by customer. Example: room rent none refundable.

Inbound tour agent: The operator who generally make tour plan for local area or inside of a country term as a inbound tour agent. Example: if a tour operator only provides services in Bangladesh is called inbound tour agent.

Outbound tour agent: When an agency provides services in outside of his own country that's known as an outbound tour agency. Example: suppose Dried Star tour and travels giving accommodation facility in India it can be term as outbound tourism.

Commission tour agent: There is also some agency that is actually worked as a third party between Main Agency and customer. They take customer order plan and refer to a host customer instead of some profit. They called commission tour agent. Example: When I got an international ticketing I took the order and refer to it on Biman holidays instead that I got total 4% commission.

Chapter-3: Organizational part

3.1 About Dried Star Tours and Travel agency

Dried star is a unique travel agency in Saidpur city located on Kamarpukur Union. Everyday total 14 domestic flights are takeoff and landing on Saidpur airport. This airport is going to be international airport. So the future condition the dried star is so bright.

Fpounded	11.11.2019
Founder	Md Foysal Sarker
CEO	Md Foysal Sarker
Product	Biman Bangladesh, US-Bangla, Novo air-Airline's Ticket.

3.2 Mission Statement

Dried star will always give priority to his customer and client.

It will insure all customer rights and make easy way to customer for purchasing their service.

We must look after about customer benefit and our own business benefit too.

3.3 SWOT analysis of Dried Star

Strength:

1. Unique Idea
2. Location
3. Personal Network
4. Easy accessibility

Weakness:

1. New in Market
2. Limited Airlines
3. Capital shortage

Opportunities:

1. Airport turning domestic to international
2. Business city
3. Banks and insurance companies

Threats:

1. More than 100 agencies
2. Cheap rates

3.4 life cycle



Dried star is standing on introduction level. The reason is dried star is a startup project. The expense is having more than

revenue. Structural cost is taking so much high. Customers are coming eagerly but few of them are taking air ticket.

3.5 Target customer of Dried Star

1. Corporate people
2. Local people of Saidpur
3. Nearby city- Rangpur, Nilphamary, Dinajpur
4. Dhaka city's people

3.6 Which strategy follows dried star to promote its business:

1. made own Facebook page
2. Published billboard.
3. SMS marketing
4. Facebook marketing
5. Word of mouth

3.7 capital, sell and Cost

To opening my agency I arrange 40,000 tk and invest it totally on take a shop and office equipment.

Sell

I am selling totally 2-3 ticket weekly. Monthly average selling is 12-15 ticket.

Cost

Office cost	2500
-------------	------

Maintenance cost	1300
Others cost	1000

3.8 Marketing mix

Product: Basically Airlines and their Tickets are our main product at present. We are trying to increase our products and soon in future there will be hopefully more product of us.

Price: This is a big matter to all customers so why we are providing low and cheap price tickets to all for affordable journey.

Place: Place always impact on business. So from that side we are in center of city and this is a great advantage of us. Every day total 14 flight take-off and landing in Saidpur, so it's helping to grown up us.

Promotion: The big weapon is that how easy way we implement our promotion tactics to achieve our business target. We are using most popular and affordable promotional tool to expand our business.

3.9 Future target of dried star

we will provides tour package with reasonable price in near future. In the starting point its quiet difficult to operate both things selling ticket and function tour. But after a certain time we will be make our self-capable to operate both operations. We want to grab all over country's Customer through online marketing so that we can sell our tickets and packages over the country.

Goal: To get 50 thousand like on our Facebook is our goal.

Because we will operate our business through online in near future.

Mission: we want to sell international ticket from our own agency in next 2 years.

Vision: it's a big challenge to get every vision but not impossible so we set our mind that we will do business out of our border in next 10 years.

Chapter-4: information of travel agency business.

4.1 things to get right when opening a travel agency

- ❖ Target Market
- ❖ Location
- ❖ Policies and procedures
- ❖ Pricing
- ❖ Customer satisfaction
- ❖ Insurance and license
- ❖ Capital
- ❖ Manpower
- ❖ Technology

4.2 Things needed to open a Travel Agency

- Trade License
- A shop
- Agent ship from airlines
- Skill man power

4.3 Managing a travel Agency

1. Skill man power is first priority for efficiently organize a travel agency. Because a travel Agency run by technology and many types of software.
2. Proper communication with customer and client.
3. Need always to make happy all customers.
4. Manage market competition
5. To make sure organization's safety and security use cctv camera to protect from unwanted situation
6. Need weekly meeting to know about organizational overview and

give the right way to employee that can help organization improve performance.

7. Attend all business events so that personal network can be increase.

4.4 promoting travel agency business

1. Create a Facebook page
2. Sms marketing
3. Personal communication
4. Word of mouth
5. Bilboard
6. Dicounts and coupons

Chapter-5: Learning part

5.1 Operate a travel agency

At present I already learn to operate travel agency in efficient way. I know the procedures to how to open a travel agency.

5.2 Service standards

1. Customer priority first: Customers have all ethical right that they can use. So we always have to lesson customer's complain and as soon as possible solve the regarding problems.

2. Warm welcome: we always treat our all customer in same way. Because potential customer turn on be one day a loyal customer. Loyal customer is a great asset for a business organization.

3. Training session: every month we arrange a training day for technological updates and new upcoming technology.

Chapter-6: The Foundation of Entrepreneurship

6.1 About entrepreneurship

When a person try to setup a business and for that he take all kind of financial risk instead of hoping for profit is known as entrepreneurship. The person is also called entrepreneur.

6.2 Characteristic of entrepreneur

- 1. Self-motivated:** An entrepreneur is a self-motivated person. He always motivated by him himself for any kind of situation.
- 2. Take Risks:** All kind of risks he takes willingly because to success his business.
- 3. High level of energetic:** An entrepreneur is a super energetic person. He never gets tiredness like ordinary person.
- 4. Future oriented:** The person always think deeply about future. He always predicts what can be happened next.
- 5. Challenger:** An entrepreneur loves to take challenge and give challenge.

6.3 Benefits of entrepreneurship

- 1. Opportunity to create own destiny:** A business person is the man who create his own destiny by himself. Business gives chance to entrepreneur independence and opportunity what he really likes.
- 2. Opportunity to be rich:** Business is the way to be rich by hard work and with honesty.
- 3. Use potentiality:** By doing a business we can properly use our potentiality that we what love to do.

6.4 The potential drawback of entrepreneurship

1. Uncertainty of income: It's seems there is no guaranty that you can we can earn enough in start point on a business. It's difficult to survive in start of business period.

2. Risk to lost full capital: It could be that we can lose our entire capital by investing money in a business.

3. Hard work: Business is not just a word it's a hard working field. There is no time working schedule in the business.

Chapter-7: Findings recommendation's and conclusions.

7.1 Findings

About a travel agency

A travel agency is profitable organization which provides a to z transport service to his customer during travel a place to another place. Sometimes it could arrange tour on request of its client or customer.

Advantage of travel agency:

social-service: By owning a travel agency we can serve the society. Giving the tickets to a customer is a great help during crisis of ticket.

Personal benefits: When we have a personal travel agency we don't need to go to others for ticketing. Sometimes we can get ticket in home delivery. There else we get ticket in lower price than others.

Disadvantage of Travel agency:

High price: Sometimes some agencies take too much money than other agency. They make fool customers by taking more money than original ticket price.

Limitation: By taking service from an agency it limits to a customer choice. Customer can't fix any hotel or room in a travel.

Untrusted: Sometimes some agency runs away with customer money

Expensive: It happened that some travel agencies are more expensive because of their brand name.

7.2 Recommendation

The Dried Star tours and travels is becoming more known to people day by day. Because the office is on the main roadside in the city. Though there are many competitors in market we are covering our market with unique strategy. The Dried star has several drawbacks and problems that they need to recover and solve as soon as possible with success. Some suggestions and recommendations are given below that they can follow for the betterment of my travel agency:

1. I am hiring employee from tourism and hospitality management background so that they can give better service.
2. Top management will be must experience in my agency.
3. Office will be very friendly for all.

7.3 Conclusion

Dried Star is a new travel agency in Saidpur city. It's already runs almost 3month with successfully. Dried star is located in city's main commercial road. During my opening period at dried star, I faced with lot of problems but also learned lot of things which is sharing followed dissertation. Finally I can say that a dissertation is very helpful to fulfill the academic requirements and professional life.

7.4 Acronyms

1. OTA= Online Travel Agent
- 2.BTHM= Bachelor of Tourism and Hospitality Management
- 3.SWOT= Strength, Weakness, Opportunities, Threats
- 4.GDS= Global Distribution System
- 5.CRM= Customer Relation Management
- 6.ARC= Airlines Reporting Corporation
- 7.FIT= Foreign Independent Tour
- 8.FAM= Familiarization Tour

7.5 Bibliography

Data and Information:

1. Internet
2. Some data from university course's
3. Travel Agency

7.6 Business tools and attachments:

Business Tools:

1. Travel Agent Account: Dried Star Tour and Travels

2. Facebook Page: Dried Star tour And Travels-

<https://www.facebook.com/DriedStartourandTravel/>

3. Bulk Sms bd : 01777600012

Attachments:

1.

MY TRAVEL SHOP | ROUND TRIP | ECONOMY | DAC → SPD | DEPARTURE: Mar 04 WEDNESDAY | RETURN: Mar 18 WEDNESDAY | ADULT: 1 | CHILD: 0 | INFANT: 0 | [Modify](#)

FILTER BY

- Airline
 - US-BANGLA AIRLINES (16)
 - BIMAN BANGLADESH AIRLINES (1)
- Stops: +
- Price: +
- Brands: +
- Times: +

1 FLIGHT FOUND | AIRLINES: BG

Depart	Duration	Arrival	Airlines	Price
04:45 PM Mar 04, 2020 Hazret Shahjalel I...	0h 55m Non-Stop DAC→SPD	05:40 PM Mar 04, 2020 Saidpur Airport	BG Biman Ban... BG-495	5,909.48 1 ADT GROSS 6,200.00 9 Seats Left
06:05 PM Mar 18, 2020 Saidpur Airport	0h 55m Non-Stop SPD→DAC	07:00 PM Mar 18, 2020 Hazret Shahjalel I...	BG Biman Ban... BG-496	

Flight Details | Baggage Information | Fare Rules | Fare Details

DHAKA TO SAIDPUR | DIRECT FLIGHT

BG Biman Bangladesh ...
Cabin Class- G
Wed 04 Mar 2020
Hazret Shahjalel International...
0h 55m
BG-495
Wed 04 Mar 2020
Saidpur Airport

SAIDPUR TO DHAKA | DIRECT FLIGHT

BG Biman Bangladesh ...
Cabin Class- G
Wed 18 Mar 2020
Saidpur Airport
0h 55m
BG-496
Wed 18 Mar 2020
Hazret Shahjalel International...

2.

MY TRAVEL SHOP **DRIED STAR TOUR AND TRAVELS**
 Logged in as admin

Dashboard
 Welcome to Dried Star Tour and Travels

THIS MONTH FLIGHTS
 0 CONFIRMED

THIS MONTH HOTELS
 0 CONFIRMED

All Days | December | 2019

1.0
0.8
0.6
0.4
0.2

3.

Page | Inbox | Manage Jobs | Notifications | Insights | Publishing Tools | More | Edit Page Info | Settings | Help

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Suggested Groups
 প্রতিদিনের-চাকার-খবর
 13K Members • 10+ posts a day
 Join

BULKSMSBD

RELIABLE MESSAGING SOLUTION

Dashboard Send SMS Group SMS SMS Log Manage Group Setting Open Ticket

Logout



Quick SMS



SMS Campaign



Campaign Log



CSV to SMS



Dynamic SMS



API



Send Group SMS



AddressBook



SMS Rates



Buy SMS



Payment List



Masking Request



Change Sender



SMS Templates



SMS Summary



Welcome : Guitar Shop BD

Balance:	65.80 ট
Available SMS:	329
Package/SenderID	Multiple
Account Create:	26-Dec-2018
Service Provider	BULKSMSBD.COM
login IP:	103.76.46.40
Expiry Date	2021-01-23

Last update : 2019-10-26 20:27:28

প্রিয় গ্রাহক | Group SMS option

4.