



**Internship Report On**  
**Reservation & Ticketing Operations:**  
**R.N. Tours & Travels**

*An Internship Report Presented to the Faculty of Business and Entrepreneurship in Partial  
Fulfillment of the Requirements for the Degree of Bachelor of Tourism and Hospitality  
Management*

**Submitted to**

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**Date of Submission:** 13<sup>th</sup> December, 2022

## Letter of Transmittal

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### **Subject: Submission of Internship Report**

Dear Ma'am,

Providing the internship report completed on R.N. Tours & Travels gives me a great deal of pleasure, based on my internship experience with this prestigious organization. The requirements and instructions you provided were used to produce this report.

I did my very best to comprehend and adhere to your instructions as I planned and prepared this report. I want to express my gratitude for your assistance and support.

I hope that this report meets the standard of your expectations.

Sincerely yours,



---

Md Ali Ajgor  
ID: 181-43-317  
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## CERTIFICATE OF APPROVAL

This is to certify that Md Ali Ajgor, ID: 181-43-317, has finished his internship at "R.N. Tours & Travels as a Trainee under the section of Reservation and Ticketing Officer for "Tours & Travels." Under my guidance, he successfully finished his internship Report. Throughout my supervision, I observed him to be on time, diligent, and sincere.

I thusly announce that I have checked this report as I would like to think; this report is sufficient as far as quality and scope for the award of the Tourism and Hospitality Management (BTHM) program.

I wish him success and prosperity.



---

Mst. Khadijatul Kobra  
Assistant Professor  
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## DECLARATION

I am Md Ali Ajgor, bearing ID No: 181-43-317 an understudy of the Bachelor of Tourism and Hospitality Management (BTHM) program under the Tourism and Hospitality Management (THM) at Daffodil International University (DIU). This is to educate you that the report titled "**Reservation and Ticketing Operations: R.N. Tours & Travels**" has just been set up for halfway satisfaction of my Practicum just as for the prerequisite of Bachelor of Tourism and Hospitality Management degree and not for some other reason. This report contains the practicum works, which have been performed by me and this has not been submitted or replicated somewhere else for some other purposes. Henceforth, it is carefully precluded to duplicate, copy or use this report without earlier consent.

Yours Sincerely,



---

Md Ali Ajgor

ID: 181-43-317

Bachelor of Tourism & Hospitality Management  
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## **Acknowledgment**

This internship needed direction and a lot of help from many people connected to this company to be completed successfully. I had the good fortune to receive more assistance than was necessary to finish the internship from my respected supervisor and my other coworkers.

I would want to thank The Almighty Allah for providing me with sound health and his impeccable counsel. I appreciate my supervisor for providing the necessary direction and making it simple to prepare this report.

I also want to express my gratitude to Mr. Mohammad Nadim, the proprietor of R.N. Tours & Travels, for supporting me and giving me the chance to intern at his prestigious company. He has been very kind to give me enough time from his busy schedule to train me and explain the functionality to me.

Last but not least, I want to express my gratitude to my coworkers from other departments for your altruistic assistance in helping me find the information I needed to finish this report.

## Executive Summary

R.N. Tours & Travels is one of most renowned and prestigious names in the travel industry of Bangladesh founded by Mr. Mohammad Nadim, R.N. Tours & Travels has been able to earn customer loyalty by catering them with personalized travel related services. R.N. Tours & Travels is a new and emerging travel agency company in Bangladesh's aviation industry platform. The proprietor of the company Mr. Mohammad Nadim started his journey in 2017. Their motto is 'Solving the traveling problems in one step'. We try our best to satisfy our client's concerns efficiently. We provide both B2B & B2C travel systems. R.N. Tours & Travels is verified by **Civil Aviation Authority Bangladesh** and also certified by **IATA**, **TOEB**, and **ATAB** an agent. Our next step is to assign **HAAB** and all our employee's managerial-level officers, to try on it. Besides we are trying our best to overspread it all over the country. Travel agencies have some basic laws regarding a few conditions which assist the clients to complete their journey trouble-free, making them comfortable and joyful

The cause of this report is to show how it has acquired knowledge obtaining the fame to organize marketing and operational construction through R.N. Tours & Travels. Its SWOT analysis like strengths and weakness develops the expect it all over the travel market

The purpose of this study is to present the firm's strengths and weaknesses, market development and expansion tactics, and how they changed into what they are today, along with how the company gained its notoriety through organized marketing and operational structure. These finding has been found by me during my time in R.N. Tours & Travels with the help of fellow colleagues and management.

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# **Chapter 1**

# **Introduction**

## **1.0 Introduction to the report**

The travel agency sector is a significant and thriving one. A travel agency offers a wide variety of goods, services, and customers. The various departments of a travel agency do diverse tasks. This report will cover Bangladesh geographically and the travel sector industrially. However, the scope of the present study was restricted to a particular R.N Tours & Travels site. As a result, the main focus of this research is R.N. Tours & Travels business. This study only focuses on R.N. Tours & Travels sales and marketing division.

R.N. Tours & Travels is a new and emerging travel agency company in Bangladesh's aviation industry platform. The proprietor of the company Mr. Mohammad Nadim started his journey in 2017. Their motto is 'Solving the traveling problems in one step'. We try our best to satisfy our client's concerns efficiently. We provide both B2B & B2C travel systems. R.N. Tours & Travels is verified by CIVIL AVIATION AUTHORITY BANGLADESH and also certified by IATA, TOEB, and ATAB an agent. Our next step is to assign HAAB and all our employee's managerial-level officers, to try on it. Besides we are trying our best to overspread it all over the country. Travel agencies have some basic laws regarding a few conditions which assist the clients to complete their journey trouble-free, making them comfortable and joyful

The cause of this report is to show how it has acquired knowledge obtaining the fame to organize marketing and operational construction through R.N. Tours & Travels. Its SWOT analysis like strengths and weakness develops the expect it all over the travel market.

## **1.1 Origin of the report**

In every section of the study, a bachelor student must do with his practical career development in performing in a job field. He also takes over all the aspects of in his internship career duration in a 6 months program. The core objective of the program is that student practically leads his career in his real corporate world. R.N. Tours & Travels is the foremost travel agency in Bangladesh, and also my internship supporter. Beginning on September 1, 2021, I worked for a year in the reservation and ticketing department. I started working at R.N. Tours & Travels as a trainee, and on August 14th, 2022, I finished my internship.

## **1.2 Objective of the report**

The objective of this report is to provide an in-depth analysis of R.N. Tours & Travels marketing practices, accounting practices, and their strategy for growth. Overall, it will provide an overview of R.N. as a company in its respective industry.

**1.2.1 Broad Objective:** The purpose of this report is to obtain practical information about the reservation and ticketing process and to identify the elements that are advantageous to the agency and its ability to satisfy clients.

**1.2.2 Specific Objective:** The following are the report's specific goals in order to achieve the broad ones:

- To assess the current scenario of R.N. Tours & Travels reservation and ticketing process.
- To recognize departmental effectiveness.
- To identify problems and provide a remedy for each one.

### **1.3 Methodology**

The methodology of this study deviates greatly from that of traditional reports. Although some primary and secondary data may be needed for this report, I have concentrated on practical observation. Nevertheless, most of the work is devoted to my practical observations.

### **1.4 Data collection sources:**

#### **1.4.1 Primary Sources**

- Monitoring official actions.
- Discourse with my HR and other team members.
- What I learned from the internship

#### **1.4.2 Secondary Information Sources**

- Internet
- The website and other materials of R.N. Tours & Travels
- Company Profile of R.N. Tours & Travels

## **1.5 Limitations:**

There were a few limitations that I had to face while collecting information for this report. For example, some exercises were difficult to comprehend since they were not related to theoretical knowledge. Additionally, studying such a small timeframe has its limitations.

As a result, time is the biggest restriction. Due to the branch's heavy year-end workload, data needed for the analysis report authoring was sometimes unavailable. Lastly, the agency's policy prevents some data from being released due to confidentiality concerns.

# **Chapter-2**

# **Overview of**

# **the company**

## **2.0 Overview of the company**

R.N. Tours & Travels is an innovative travel agency that provides a variety of services related to travel. At the beginning of this sector, the proprietor, Mr. Mohammad Nadim, aimed to make traveling easier and hassle-free. There were not many agencies back then, so tourists had to handle many formalities on their own. Mr. Nadim created a number of regulations and techniques that allowed travelers to travel without needing to complete any complicated paperwork. The techniques and policies are still being used today. The company expanded swiftly and started to generate a sizable income among the largest carriers under the skillful management of Mr. Mushfiq Gauri (HR Manager), who has held his post to this day. Additionally, the company has earned a sizable customer over the years, as well as a healthy and secure financial position.

International and domestic tickets, visa processing, umrah services, hotel accommodations, tour packages, and B2B services are all offered at reasonable prices by R.N. Also R.N. Tours & Travels has partnered with the highest caliber of industry experts, giving it the ability and competence to organize any large organization on a local and international level.

## **2.1 Mission statement**

"To act as each client's personal travel agent and to offer a distinctive travel experience"

## **2.2 Vision**

“Enhance the comfort and affordability of travel”.

## **2.3 Core Values and Services:**

### **2.3.1 Communication**

R.N Tours & Travels has the vital ingredient of good communication. Customers communicate with them about what they want and require, and then R.N. deliver it. The R.N. travel agency is transparent and open with their customer and communicates to ensure customer expectations are fulfilled. R.N. will do its best to meet the client's needs.

### **2.3.2 Valuing Relationship**

R.N. Tours & Travels value their relationships in all aspects, including relationships with the customers, relationships with the partners and communities, relationships with each other, and their surroundings. The development of a sustainable company can only achieve through long-lasting relationships. R.N. believe that building an environment that values and nurtures these

relationships is crucial for the satisfaction of clients as well as the success of the company.

### 2.3.3 Excellent Service

R.N. strives to provide excellent service each time. This is the goal of R.N. the exact measure of success. It doesn't matter if it's helping plan the plan or responding to all the questions promptly and efficiently. They continuously review the efforts to make sure they are in line with the high expectations they set for themselves. Also, of course, the standards of excellence those customers expect of R.N. travel agency. They offer it to all travelers each time as an excellent service. As R.N. would expect from an established, professional company, they adhere to specific fundamental values at the core of all they do.

### 2.3.4 Products and Services

As R.N. has an IATA license, R.N. Tours & Travels sell all kinds of international and domestic air ticket at an affordable rate.

<b>Service</b>	<b>Description</b>
<b>Visa processing</b>	R.N. is an embassy-enlisted travel agency for Malaysia and Thailand. They provide both B2B and B2C visa services to these countries.
<b>Visa Consultancy</b>	R.N. also helps obtain visas from other countries like India, Singapore, the USA, etc. This service can be considered a consultancy as the customer must visit the embassy to get their visa. R.N. will provide consultancy regarding the requirements and what they are not.
<b>Hajj and Umrah</b>	R.N. is a licensed hajj and umrah, service provider. They provide affordable hajj and umrah packages, which their clients have reviewed very well.
<b>Hotel Accommodations</b>	R.N has its in-house software, which has more than 200000 hotels worldwide. As a

	result, consumers can quickly buy accommodation at a very reasonable price from their portal.
<b>Tour Package</b>	This is a complete solution for travelers who do not want to take any hassle. From airline tickets to hotel accommodations to transport, all will be covered. Even a guide will be provided if necessary.
<b>B2B Services</b>	Many travel agencies do not have IATA accreditation which makes them unable to purchase the ticket directly from the airlines. In this case, R.N. works as a wholesaler and supports those companies. There is a special B2B price for the companies to give them the opportunity to profit.
<b>Corporate Service</b>	R.N. is very experienced at providing Corporate service to many renowned corporate houses in Bangladesh. Moreover, they offer credit facilities to corporate clients and discounts to their corporate clients.

## 2.4 Management of R.N. Tours & Travels

The field of R.N. management specializes in managing corporate travel, tracking the various expenses associated with travel, and establishing an effective travel plan. As a field, it's designed to aid businesses and employees optimize their approach to their travel requirements. This is to ensure that everything is done promptly without causing any adverse effect on productivity or financial performance. The management of R.N. assists in continually improving the strategy by providing reports on customers' travel expenses for business and suggesting appropriate changes. The service could include the administration and booking of tickets for transport and searches for accommodation such as car rentals, hotels, etc.



## **2.5 Departments of R.N. Tours & Travels:**

### **2.5.1 Reservation and Ticketing Department**

The ticket reserving department is responsible for making and confirming travel arrangements for passengers using manuals and computers to establish timetables, taxes, and other data. Ticket sellers sell tickets as reservations departments use computers and manuals with scheduling, boarding, and rate information to design routes and estimate ticket prices. They can determine available seats, respond to customer queries regarding baggage checks, and direct passengers to the appropriate boarding areas.

### **2.5.2 Tour Operating Department**

Tour operations are engaged in planning, developing, promoting, administering, and implementing tourism products. They operate all the day-to-day tasks and also supervise, motivate and train staff. They work for resorts, attractions, or transportation and tour companies. They travel to proposed tour sites, check them out, and experience the services firsthand before assessing their tourism potential.

### **2.5.3 Education Consultant Department**

R.N. Consultancy provide services that are comparable to those provided by academic advisers and university counselors, but they are typically independent contractors or work for a larger educational institution. In addition to helping students and families get ready for campus visits, admissions exams, and interviews. They help students find universities that are a good fit for their needs. R.N. consultancy provide guidance and assistance during the admissions process.

### **2.5.4 Sales & Marketing Department**

- Their Motives.
- Awareness.
- Brand Image.
- Superior Product Quality.
- The best service.

Marketing and sales are the primary factors in the growth of the business. The department tries to bring in new and competent clients in addition to competitors' clients. As a result, this department can attract more customers for their tour & travel agency and expand its brand name to a greater number. Marketing and sales are among the most important departments in any agency and are essential to R.N Tours & Travels.

### 2.5.5 Accounts Department

Their accounting process is regular and automated thanks to the aid from the accounting program. They strive to make their accounting as transparent as they can. A step-by-step accounting process is described below.

Step 1	After the passenger confirm the ticket or product, a coupon or token is issued wherein the salesperson writes the payment details
Step 2	The accounts department can receive the sale token and charge it to the passenger's account. If the passenger doesn't understand, the bill is opened and assigned to the performance of the customer. In this way, an invoice is generated.
Step 3	Once invoices are created, the customer will be emailed an invoice or given a printed copy. Then the customer can able to pay the bills.
Step 4	Once the payment has been completed, the accounts department issue a cash receipt for the invoice and issues the customer a permit for money.
Step 5	The account Reconciliation officer will then reconcile the daily invoice and supplier reports to reconcile the tickets.

Corporate passengers' invoices are billed to the company's account when granted credit facilities, allowing them to pay their invoices before the deadline. After payment and billing, the sales report is prepared automatically and authorized by the respected Director on the following day.

# **Chapter-03**

# **Reservation &**

# **Ticketing**

# **Operations and**

# **Services**

### **3.0 Ticketing**

Ticket in GDS, or Global distribution system, is a software through which sales personnel book/issue/refund/cancel their tickets. GDS lets sales agents effectively manage ticketing activities. IATA-accredited agencies have the benefit of free accessibility to GDS. GDS to purchase tickets using it. There are three GDS available in Bangladesh. They comprise Amadeus, Sabre, and Travel port. Airlines allow these GDS to display the availability of seats and purchase authority. GDS has its obscure language that sales representatives must learn to start ticketing.

### **3.1 Create PNR**

The Passenger Name Record (PNR) is an electronic file containing details about a person or group of passengers traveling together and a ticket reservation. The information provided by travel acts to record the ticket reservation. It assists the customers in sharing information when the journey involves different travels. This way, it is a ticket that seals the agreement between the passenger and R.N. Travel agency. If a customer makes a ticket through the website of R.N. Tours & Travels or OTA, payment method, and ticket issues could appear by PNR. In that case, reservations made via R.N. travel agent or booking websites can be completed.

### **3.2 OTA Platform**

Online travel agencies allow users or customers to book tickets and related services. It also permits B2B agents to create and manage their services via the portal. This means that no workforce is required. This reduces costs and boosts sales more effectively. Initially, we wanted to establish our technical specialists who would develop and maintain our booking system. As time went by, we realized it would be prohibitively expensive and beyond our means. Then we decided to seek assistance from a third-party technology company. R.N. Tours & Travels wanted to be distinctive, stand out, and provide customers with a personalized online experience with a travel agent. R.N. also found that the after-sales services were inadequate, something he wanted to address.

To find out the ways R.N. will receive support from technology for its online booking engine flyrn.com

- Specific Goals

- The choice between our in-house team or third-party support
- Find the travel technology company
- Costs of the process

I employed secondary and primary data to locate the necessary information to meet the purpose.

**3.3 Principal Data Talking to experts:** I spoke to Mr. Shahadat Hossain, an OTA specialist who owns an online travel agency, about the technical aspects of an OTA. I also talked to the owner of various IT companies to learn more about the latest technology in travel. Additional data have read an article, browsed the web to learn more about the technology used in travel, and discovered the existence of numerous experts on the web regarding this issue. Also, I spoke to the company that offers travel technology, which I found on the internet for perspective.

A flexible thrive to open an OTA is a great thing, but it is also extremely risky. Even though they're working intensely to make this happen. I would like to add suggestions based on my experiences with R.N tour & Travels

- R.N. should hire an expert team to carry out this plan. This will help them reduce costs and time as well.
- They have to discuss the payment method, as the company requested 60% in advance before delivery, which I believe is absurd.
- After the implementation, R.N. must hire commercially competent and knowledgeable staff for its commercial wings.
- After launching the product, they should provide a substantial budget for marketing as it's a B2C service.
- Management should remain focused on their current business when creating this new one.
- R.N. should be a strict agreement, along with the points relating to compensation in case the situation goes wrong.

### **3.4 Concierge**

R.N. Tours & Travels offers full-scale management and services for the concierge. The clients enjoy exclusive and exclusive, authentic, and luxurious experiences that are carefully selected by our luxury travel experts. It's a unique service that makes traveling enjoyable and addicting. As a travel agency, R.N. is now gaining prominence in the hospitality industry as a source of information for the sophisticated lifestyle traveler. R.N services that are luxurious have increased in popularity over the years and are pushing travel agents into the margins of the travel industry.

The travel industry is open around the clock to ensure customers' convenience. As a result, R.N. employees spend time comprehending their clients on a deeper level. R.N provides knowledge of the customer guides services designed to ensure satisfaction and value for money and align with the client's needs.

Services are offered on a personal or corporate level, making the ability to personalize. The wealthy, time-conscious, and sophisticated customer is an ideal clientele for R.N travel. Hence, the superior services a luxurious travel consultant offers. Thus, the luxury service makes the most impossible services possible, which has boosted the industry's solving capabilities. The traditional travel agent, with weak links and limited support, is only a few alternatives.

### **3.5 Promotional Activity organized by R.N. Tours & Travels**

#### **3.5.1 Digital Marketing Fair**

R.N. digital marketing Fair is a great way to keep in touch and communicate with your Travel Agent clients. They communicate with clients via email to share information on digital marketing fairs. It also helps fill up the idle time between vacations. Another advantage to arranging digital fairs of R.N. Tours & Travels is the ability for you to reach them when they are looking at Travel Agents.

#### **3.5.2 Educational-care Seminar**

R.N. Travel agency uses another marketing strategy: they pay close attention to educational-care seminars to plan appropriate campaigns. The agency must understand how to motivate workers and what tools they can use to disseminate content.

## **3.6 Problems faced in R.N. Tours & Travels**

### **3.6.1 Lack of Professionals**

The correctly doing of digital marketing strategies will bring tangible results to tourism companies. However, professional assistance is highly recommended. R.N. travel agency isn't specialized in digital marketing. It focuses solely on the tourism market. A lack of marketing specialists can impact the positioning of R.N. and other travel agencies. This is why they have to hire an expert team. This will save them time. In addition, it will need to employ an expert and commercially sound team for its commercial wing.

### **3.6.2 Less Convenient Booking Procedures**

The diminished internet credibility I experienced was another of my main difficulties. The major concern is creating and maintaining a trustworthy web presence. Being noticed in such a brutal and difficult competitive environment requires more than just having a website. Everyone is aware that a website indicates an online presence, but without a responsive website that can effectively handle reservations and client inquiries, the business would not thrive as it should.

### **3.6.3 Reduced Online Credibility**

A travel agency might believe that calling and making reservations is simple, customers might not feel the same. People use smartphones for nearly everything in this mobile age, which is very convenient but also competitive. They must abandon the time-consuming and difficult traditional booking procedure. They must better switch to an improved booking method, and they also needed a smart booking dashboard to manage everything.

# **Chapter 04**

## **My Journey**

### **with R.N. Tours**

#### **& Travels**



## 4.0 My Contribution to R.N. Tours & Travels

I had no experience in this field, therefore it was challenging for me to comprehend how the business functioned. However, with the assistance of my management and coworkers, I was able to quickly grasp how the business functions. It impressed my management, and as a result, I received various tasks. I completed those jobs effectively, as stated in the job description, and received praise from my manager as a result.

I added a couple fresh tactics to the overall operation as well. I made the WhatsApp Business API compatible with CRM, enabling a direct connection between WhatsApp client queries and CRM. Through the CRM platform, sales agents can communicate with customers via WhatsApp.

After receiving permission from the management, I also put an advanced HR and payroll administration system from a third-party software business into use.

I also suggested that software be created to track customer visas as the visa area was already operating manually. In addition, I added Google Sheets to manage and monitor the processing of visas until the software was put in place.

Last but not least, I suggested a fresh, cutting-edge corporate gift to our esteemed clients in place of calendars and diaries, which was approved and is currently being put into practice.

The majority of people appreciated and praised my efforts to contribute as much as I could with fresh ideas and plans outside of my regular fixed tasks.

## 4.1 R.N. Tours & Travels Contribution in My Growth

I view my journey with R.N Tours & Travels as a blessing because they have provided me with a wealth of knowledge and incredible experiences. For me, R.N Tours & Travels served as a laboratory where I could test out different concepts. My management guided me while I investigated the market and demonstrated how fresh concepts might transform it.

I've discovered a lot of things that have given me more confidence than I've ever had. They are described below:

- **Dealing with Customers:** I had no concept how to interact with customers or how delicate the work was. I observed and learned from the salespeople how to deal with customers. I didn't chat on the phone with my senior marketing officer for the first month. But by the second month, I had gained confidence and had begun going to businesses by myself. In regards to this side, my supervisor gave me advice.
- **Maintaining good relationships with coworkers:** Fortunately, my coworkers were very amiable, so I did not have to exert extra effort to do so. But I also learned the proper dos and don'ts while interacting with my coworkers.

- **Presentation skills:** When I met reality, I finally realized how crucial it was that Daffodil University train students in these abilities. I had the good fortune to attend Daffodil University while I was a student, which gave me confidence while giving presentations, but R.N Tours & Travels was the place where I genuinely improved.
- **R.N Tours & Travels** was extremely severe when it came to time management and discipline. Bullying and harassment were not accepted. There was a fee for late entry. I became more punctual and disciplined as a result of this.
- **Corporate training:** Since one of my job duties included visiting corporate facilities, I got the chance to tour them and interact with a variety of people. I was able to learn a lot about corporate environments and other cultures as a result also using body language.

## 4.2 Difficulties I Faced During the Internship Period

During my time at R.N Tours & Travels, I didn't encounter any significant issues, although there are a few that deserve attention. Only a small percentage of staff was uncooperative and uninterested in working with me. They may have been suffering from a superiority complex because they tried to be domineering around me. Some of my coworkers were occasionally nasty to me. They had a problem with the fact that I was under the direct supervision of our Proprietor. It is an illustration of "business politics," in my opinion.

## 4.3 Recommendations

Allowing interns to first investigate the market, as I had the chance to do, would be my recommendation to the company regarding internships. They must to be knowledgeable about the field. The corporation should also boost the interns' remuneration because, in my opinion, it is now quite low.

They could invest more in organic State-owned Enterprise (SEO) and content marketing, as well as create a responsive website with a user-friendly UI and traveler-focused features. They need to collaborate with a rigorous IT service provider who has an effective mobile app and strong online presence.

They could partner with service providers who offer online booking features through apps or websites. They can also obtain specialized travel agency invoice software that can be linked into their booking portals based on agency demands. Customers should have access to a variety of options so they can select the one that best suits their needs.

# **Chapter 05**

## **Findings &**

# **Recommendation**

## **5.0 SWOT Analysis of R.N. Tours & Travels**

Every organization has its inherent strengths, weaknesses, and external opportunities and risks at different phases of its life. The sections below will provide with an overview of R.N Travels & Tours Limited's internal strengths as well as disadvantages, in addition to potential threats and opportunities externally.

### **5.0.1 Strengths**

- It provides high-quality services.
- Maintaining a good image.
- Providing excellent and timely services
- Traveling with ease and also affordable and comfortable.
- Services are based on the customer's needs.
- Good communication with employees and customers.
- Sharing a good bond with suppliers and vendors.
- Have different departments to provide better services.

### **5.0.2 Weakness**

- Technological advancements are insufficient
- Unaware of the latest market trends
- Have no official website
- An inability to compete.
- There is a very small service accessible via the internet.
- Poor customer database management system.

### **5.0.3 Opportunities**

- To create an online presence
- The industry of tourism is growing.
- Expanding cities across the country
- B2G stands for Business and Government (B2G)

- Creating more online platforms to connect
- Try to use more technology for the development
- Making use of different marketing tools to raise awareness

#### 5.0.4 Threat

- There is growing competition.
- Need expert and highly skilled workers.
- Instability in the political environment of Bangladesh.
- The greater competition in the market for beating the prices of the services available on the market.

### 5.1 Findings and Analysis:

#### 5.1.1 Selecting between an internal team and third party

We first had the plan to employ a technical team of experts who would be paid on a monthly basis to construct an entire online travel agency website and its engine. However, when we began to consult with developers and industry professionals, the monthly sum was far greater than our allotted budget. The fact that the local technology providers lacked expertise in travel technology was another crucial factor in our decision to use third-party tech support. They had a lot of talent, but Bangladesh is not well known for its travel technology, and many experts would demand excessive pay. Below are the differences between an internal team and a third party:

Internal Team	Third Party
Extremely pricey to implement	Reasonable and within the allotted budget.
Freedom module for customizing.	Customization's limitations.
Lack of knowledge will require some adjustment time.	Sufficient expertise on travel tech
A challenge in hiring fresh personnel.	No hiring is necessary.

## 5.2 Identify the travel technology provider

After making a selection, we set out to identify the best travel technology supplier, but we quickly discovered that Bangladesh lacked many such companies. There weren't many, but our initial encounters with them didn't go well, and we didn't think they were high-quality enough.

In order to find the travel technology supplier, I team travelled abroad. India is a sizable market for travel technology providers, they discovered. They offer very affordable travel technology. But there were other restrictions. There were con artists who would make tremendous claims about their travel-related services, but their after-sale support was alarmingly subpar. Therefore, we choose to grade companies using the following five criteria:

- **Market Reputation:** How long have they been in business and how are they regarded there?
- **Customer testimonials:** Their customer portfolio. From their website, we called each of their clients and solicited feedback.
- **Pricing:** The total cost
- **After-Sales Services History:** Are clients pleased with the company's general customer service?
- **Affiliated Suppliers:** How many affiliate suppliers do they have?

Using our judgment, we identified four travel technology providers from which we had to make a final decision. We used a scale of 1 to 5 (poor to very) to grade the. These are the details from the analysis sheet:

Key Points	Market Reputation	Customer Testimonials	Pricing	After Sales Service History	Affiliated Suppliers	Total Score
<b>Birdres technology</b>	1	1	2	1	1	6
<b>Provab</b>	2	1	2	1	2	8
<b>Tech Master</b>	5	4	1	5	2	17
<b>Rezofy</b>	4	4	2	3	4	17

\*\*\* We chose Rezofy because it was in our budget and also the score was higher than others.

### 5.3 Recommendation

A flexible thrive to open an Online Travel Agent (OTA) is a great thing but very risky. Even though they're working challenging to bring this idea into reality. I want to add some suggestions from my limited experiences with R.N. Tours & Travels.

- R.N. requires hiring an experienced team to carry out this plan. This will help them reduce costs and time as well.
- They need to discuss the payment method, as the company required 60% in advance before delivery, which I believe is absurd.
- Following installation, R.N must hire commercially well-trained and skilled staff for its commercial wings.
- Following the implementation, they need to set aside a significant budget for marketing as it is a B2C product.
- Management must remain focused on their current business while creating this new one.
- R.N requires an uncompromising agreement and details regarding compensation should something goes wrong.

# **Chapter 06**

# **Conclusion &**

# **Reference**



## 6.0 Conclusion

In conclusion, I'd want to state that, based on my level of expertise and conclusions, choosing this company were a wise choice. The research results I had for this project were sufficient. I discovered this information from the company and also from the internet. R.N Tours & Travels is committed to carrying out this project, which they should be able to do successfully and as quickly as possible.

## 6.1 Acronyms

<b>IATA</b>	– International Air Transport Association
<b>TOAB</b>	– Tour Operators Association of Bangladesh
<b>ATAB</b>	– Association of Travel Agent of Bangladesh (ATAB)
<b>HAAB</b>	– Hajj Agencies Association of Bangladesh (HUB)
<b>SWOT</b>	– Strength Weakness Opportunities Threat
<b>CRM</b>	– Customer Relationship Management
<b>B2G</b>	– Business to Government
<b>GDS</b>	– Global Distribution System
<b>PNR</b>	– Passenger Name Record
<b>OTA</b>	– Online Travel Agency
<b>R.N.</b>	– R.N. Tours & Travels

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