



Cooperative Education Report

A Study of Digital Marketing and Customer Relationship Management in Hotel Buddy

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Title: Study of Digital Marketing and CRM in Hotel Buddy

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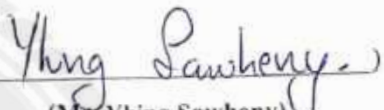
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Abstract

This report has been prepared as partial fulfillment of the requirement for the cooperative education, faculty of Business Administration at Siam University. Having expressed my interest and desire to work in the field of Digital Marketing department and Hospitality Industry, I applied for the internship position at Hotel Buddy Private Limited. I worked for them at their premises for 14 weeks straight from January 10 2019 to May 1, 2019 for 6 days a week.

These days online is a community and it is a very effective way to build relation with the consumers. Hospitality firms like hotels and restaurants are using online community as a marketing tool to reach their customers. Internet has become a tool which allows individuals and the organization to overcome geographical, time and age constraints. Also it has become a platform to conduct various research activities leading to decision making and analyzing pros and cons.

The report includes the tasks that were given to me by my supervisor to perform in a daily basis and a challenge to come up with new ideas which aids the organization to increase its market presence. For this, insights were gained through interactions with the customers, travel agents and digital marketers. Thus, these tasks have helped me understand the hospitality industry and the role of digital marketing in it.

Keywords: *Digital Marketing, Hospitality, Social media Engagement, Customers*

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The internship opportunity that I had with Hotel Buddy was a great chance for learning and professional advancement. Furthermore, I would like to extend my deepest gratitude to my supervisor Mr. Dipesh Sapkota, General Manager for his guidance throughout these fourteen weeks. Without his guidance, I would not have been able to present myself so well in this organization. Their constant effort from the very beginning has made me more confident, professional and presentable at my workplace. His guidance and supervision throughout these months have also helped me keep a better track of myself and the work that I have been doing.

I would like to place my deepest sense of gratitude to the entire Hotel Buddy Team for their continuous support, careful and precious guidance which were extremely valuable for my study both theoretically and practically. I perceive this opportunity as a milestone of my career development.

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List of Acronyms

KCM -Kathmandu College of Management

BBA- Bachelor of Business Administration

HAN -Hotel Association Nepal

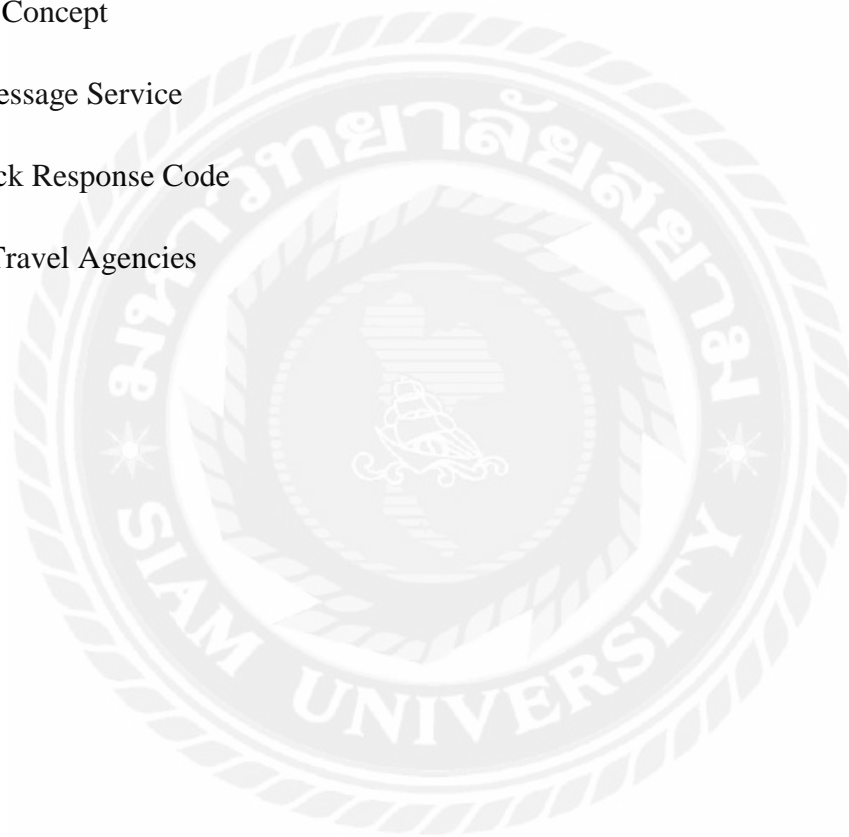
CRM- Customer Relation Management

POC- Proof of Concept

SMS- Short Message Service

QR Code- Quick Response Code

OTA- Online Travel Agencies



Chapter 1: Introduction

Digital marketing today has to be an indispensable part of the marketing strategy for any hotel industry in the current technologically driven era. Without a proper digital media strategy, a lot of business may find themselves struggling in a couple of years down the road. Hotel owners are at crossroads at present as many being to buck the trend of simply replying on hotel booking sites and instead being working on their hotel marketing strategies.

Digital marketing can help the hotel, big or small, to control the image with two things in mind: the site should be functional and the information should be complete and correct. No matter if the name, architecture or the building looks alike, there is a complete different experience from any other hotel anywhere else in the world. And this message has been successfully catered in market by the hospitality industry through digital marketing which has proven to be very effective and advantageous. And sometime you may not even exist without a digital presence.

As we move forward in the technical era there grows an importance of CRM Software in a hospitality industry in an equally aggressive manner. CRM is important in a hotel industry as it helps a company exceed its customer's expectations by enhancing the aesthetic value of services and providing the opportunity to build effective interpersonal relations.

1.1 Company Profile



Image 1- Hotel Buddy Pvt. Ltd

Located in the heart of Thamel, Kathmandu's tourist hub, Nepal, Hotel Buddy is a premium retreat whether you are in town for business or a leisure experience. This 49 room 4-star hotel has been established for only two years now. Rooms of Hotel Buddy is designed with modern facilities equipped with Wi-Fi, LED television sets, lockers, provide dry cleaning services and also offers airport transfers and foreign currency exchanges at the reception. With a health and wellness spa in the hotel, customers can have a relaxing stay.

The hotel sets itself apart from the hotels in the area with is excellent dining options available in its restaurant. The hotel is equipped with the Maca Dai Pai Dong Restaurant for a Chinese cuisine retreat with other continental and Nepalese food menu. The area also has Kathmandu's best restaurants and nightlife activities.

The strategic location of Hotel Buddy inspires the travelers to embark on wonderful adventures in Nepal. With a host of facilities available there is no issue in arranging cars and bicycles for its customers. It is located closely to historic Kathmandu Royal Narayanhity Palace, Garden of Dreams and a half an hour drive to famous sites like Swayambhunath Temple, Pashupatinath Temple and Bouddhnath Stupa.

The hotel also has a 24 -hour desk to cater to all the needful and an express check-in/check-out feature. The staffs here are proficient in Nepali, Hindi and English. At Hotel Buddy they promise to provide an authentic Nepali experience with top-notch modern amenities.



Image 2- Executive Suite

1.1.1 SWOT Analysis of Hotel Buddy:

Strengths: <ul style="list-style-type: none"> • Location • Target Market • Organizational ethics and environment 	Weakness: <ul style="list-style-type: none"> • Building Space and Entrance • Lack of strong marketing efforts
Opportunities: <ul style="list-style-type: none"> • Promotional Efforts • Growth and Diversification 	Threats: <ul style="list-style-type: none"> • Political instability • Increasing competitors targeting Tourism Year 2020

Image 3- SWOT Analysis

I. Strengths:

- i. **Location:** One of the biggest Strength for Hotel Buddy is its location. Thamel being a commercial neighborhood located in Kahmandu, it has been a center of the tourist industry in Kathmandu for over four decades. This naturally acts as a major strength of the hotel as it also gives easy access to other corners of the city.
- ii. **Target Market:** Despite the target of hotel mostly being Chinese business personals and adventure travelers mostly, due to its strategic location the hotel gets mixed of all tourists throughout the year. Recently the hotel has been receiving word of mouth as a great to stay for family vacations as well.
- iii. **Organizational Ethics and Environment:** The work environment here allows every individual to put forward their words and work in a harmony which has given a level of satisfaction to everyone resulting to better customer care and services.

II. Weaknesses:

- i. **Building Space and Entrance:** Despite the hotel having great services and room facilities, the space that the hotel is constructed in is very congested. This cannot be blamed to the owners directly as Thamel is a very busy area where even walking becomes difficult. There seems almost no space remaining to occupy but the hotel has done the best it could. But the entrance does not look appealing which for sure leads to cut down of number of reservations.



Image 4- Entrance of the Hotel

- ii. **Lack of Strong Marketing Effort:** The Hotel is largely relying on personal relation, customer retention and the advantages it is receiving from the location. There are no advertisements that the hotel has done in these 2 years and digital marketing just seems to be in the starting phase no specific individual to look after the operations.
- III. Opportunities:**
- i. **Promotional Efforts:** There is a lot the hotel could do with promotional schemes times and again. The restaurant should be targeted for such activities after which the inflow of the Nepalese customers will start increasing as well. There is usually heavy low of Nepalese customers in the restaurants in the Thamel area.
 - ii. **Growth and Diversification:** Despite of its weaknesses the hotel is definitely receiving a lot of love and recommendations. They should have a future plan to grow and diversify as there as a lot of potential areas around the nation where the hotel could prosper.
- IV. Threats:**
- i. **Political Instability:** This has been a major problem for all the existing organizations in Nepal and not just the hotel. The disputes resulting to strikes and bandhs affect the organization not just in a financial point of view but also operational.

- ii. **Increasing Competition:** The government announcement for 2020 as the tourism year in Nepal has definitely boomed the hotel industry in Nepal. With an increasing number of investment in foreign hotel chains and also locally established hotels, the threat and competition for Hotel Buddy is increasing day by day.

1.2 Organizational Structure

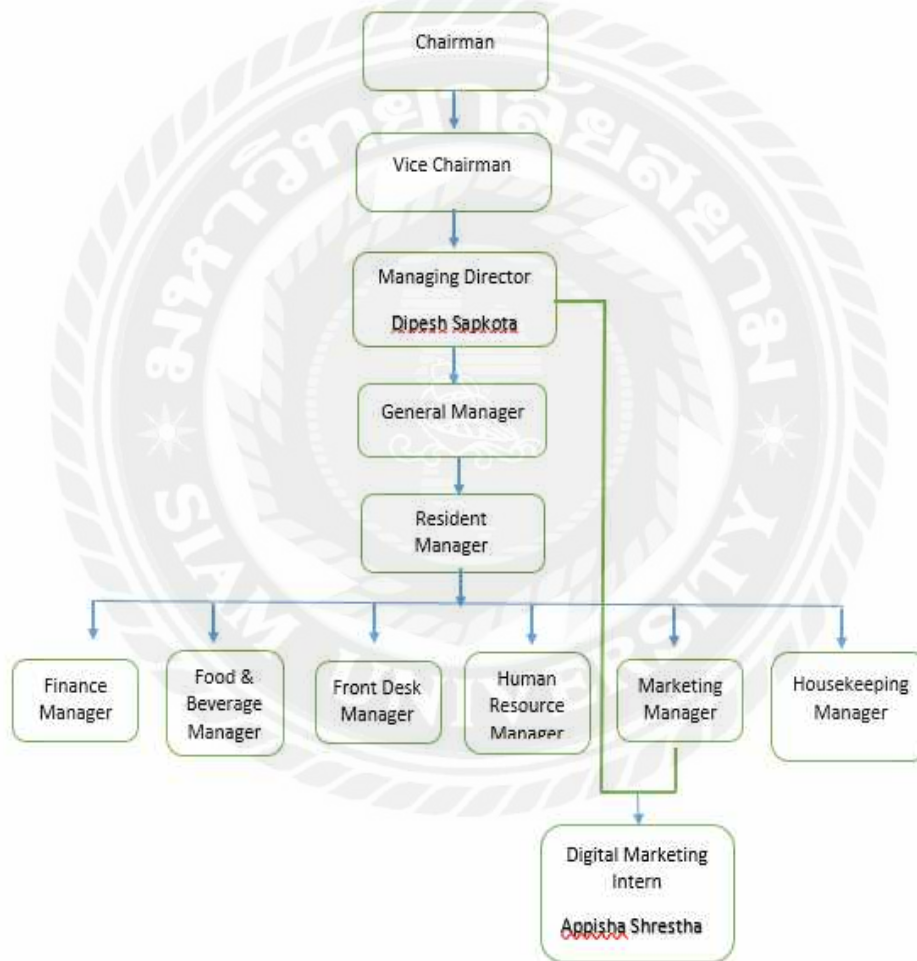


Image 5-Organizational Structure

The above diagram is the organizational structure of the hotel which only includes the hierarchy till the post of managers. I got an opportunity to directly work under the General Manager of the hotel, Mr. Dipesh Sapkota. I had to report to Mr. Sapkota and work alongside the

Marketing Manager to better understand and know the strategies and acquire knowledge. The organization despite of having a hierarchy, had a very friendly work place environment which more looked like a team.

1.3 Statement of the report

The hotel industry in Nepal is at boom currently. Yogendra Shakya, HAN's president, told the Kathmandu Post that while new hospitality investments are good, excess capacity can cause prices and quality to plunge (Rosenthal, July 11, 2017). The main concern being, new hotels cratering more demand for the additional supply of rooms rather than competing over prices and replacing the good old 5-star hotel which is only 8 in number in Nepal. If such hotels go out of the business, then the banks will have problems as they are heavily investing in this sector with the expectation of tourism boom and 2020 the tourism year in Nepal.

There are often in times that we get to hear the old good hotels being bankrupt and low in demand simultaneously as the new hotels come into existence. With HAN supporting and believing international hotel chains to enhance Nepal's image, the existing three and four-star hotel trying to lead the market are now in a competitive edge.

1.4 Objective of the study

1. To gain knowledge on digital marketing and customer relation management
2. To observe and participate in business operations and decision-making
3. To understand and implement the digital marketing strategies used by the tourism industry
4. To analyze current Market trends shaping the perception of customers
5. To set the foundation of our career and expand network of professional relationships and contacts.

1.5 Limitation of the Report

The limitations of the report despite of continuous support and guidance form my supervisors and well-wishers are as follows:

1. The limitation of time as the internship only lasted for 14 weeks
2. Most information was not disclosed due to Company Policy
3. Some information was not to be included in the report due to policies

4. Lack of resources to aid the report in the Nepalese context

1.6 Roles and Responsibilities' of the student

I as an intern at Hotel Buddy was assigned to marketing department. I was specially assigned to look after the Digital Marketing of the organization and only a project of the Customer Relationship Management. The work performed were related to the goals and objectives of the organization. The major responsibilities are listed below:

1. Optimize content for the website and social networking channels such as Facebook, Twitter, Instagram,
2. Track the website traffic flow and provide internal reports regularly
3. Identify new digital marketing trends and ensure that the brand is in front of the industry developments.
4. Edit and post content, videos content on online sites.
5. Promote company's product and services in the digital space.
6. Execute social media efforts to improve likes, shares, tweets, etc.
7. Reply reviews in Trip Advisor, Booking.com
8. Collaborate with designers and photographers to improve user experience
9. In depth study on CRM Software providers to aid in implementation for next fiscal year.

Chapter 2: Internship Activities

2.1 Assignments and responsibilities:

The assignments and responsibilities to me came along with deadlines for reporting and presenting. Couple of works being completely new, the task assigned became very challenging. As I was the only intern for the digital marketing sector, the work was not shift able. The responsibilities and task were assigned and agreed upon on the day of hiring. Some of the major tasks performed are explained in brief below:

2.1.1 Content Writing for Social Media Platforms:

Content being the king in the digital marketing is considered as the best way to reach the customers. As a content writer for the social media campaigns I had to come up with ideas about how to engage the viewers in the social media posts. The posts of the events in the organization had to be posted along with glimpses of some major activities that took place. The social media campaign included listening to what the guests are saying about their stay and replying to their reviews and messages they leave. This interaction has helped open the door for us to deliver them value and increase their satisfaction which assures retention of the customers.

2.1.2 Tracking website and social media traffic flow and reporting:

The website tracking was done through a site called Bitly. The site was to be checked in a daily basis and reporting on insights for the day was to be done. As the site itself gave charts and in depth insights, the major task was to analyze the figures and report it to the supervisor. The daily insights were necessary to keep the track of progresses of the organization over time. The tracking is necessary to keep tabs on both the high and low-level activities throughout the social media campaign, understand their brand loyalties, understand the factors most important to the customers and guide the future social media auctions. Therefore, the traffic flow and engagements in the social sites were jotted down. For the traffic flow tracking of the Facebook and Instagram, the social media platforms itself showed it. Hence, reporting was to be done on the basis of it.

2.1.3 Identification of new trends:

A constant research in online platforms were carried out to identify the new trends for digital marketing that were apt by tourism industry were to be conducted. In this ever changing digital marketing era every organization today feels the importance to either start the trend or else catch up with one. We have seen companies rise a fall due to changes in the market environment and the changes in the customer behavior. Nokia being the perfect example of it, my supervisor expected me to keep up with the trends in the hospitality industry that were taking over both in Nepal and overseas. The task did not merely included identification of eh trend but also an analysis of what would best suit the organization.

It also included consulting with digital marketers and travel agents through personal relations and gaining insights for the betterment of the organization.

2.1.4 Engagement in Trip Advisor and Booking.com:

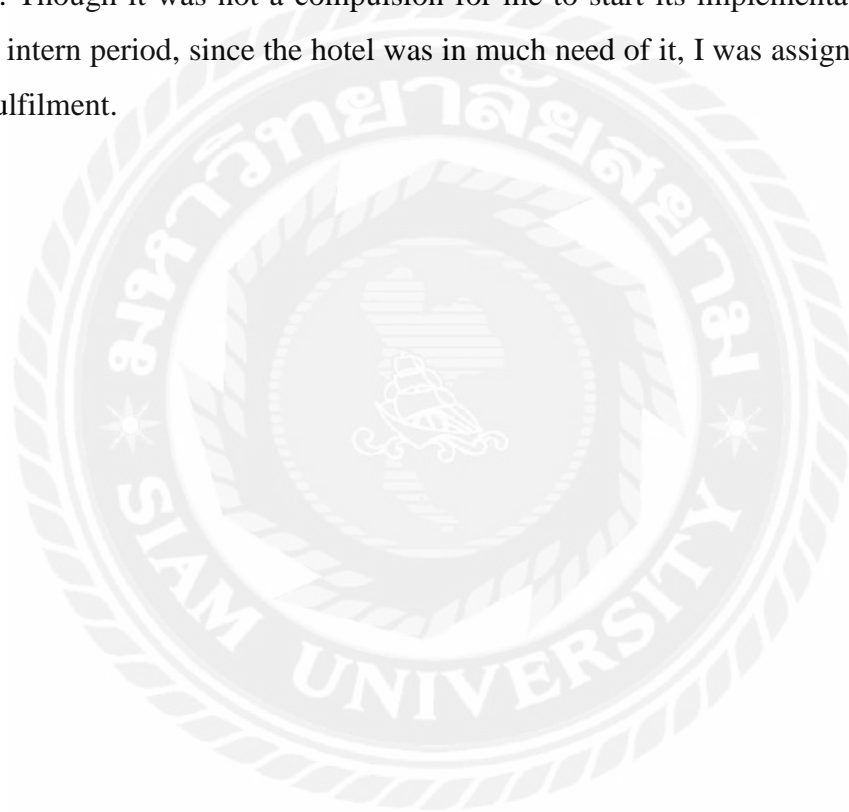
A hotel's ranking and OTAs can depend. The reviews and ratings posted in Trip Advisor and Booking.com were to be replied on time. As rankings matter to the hotel customers, the improvement in rankings lead directly to higher bookings, average daily rate and revenue. Also it is less likely that at customer stays at a hotel having 3 star vs. 4 stars. Hence, I also had to think of ways to make it easy for the customers to give review for the hotel and the restaurant so that the whole process is not hectic and they do it willingly because even a single traveler's best possible experience could result in 2 to 3 bookings by impressed viewers.

2.1.5 Work together with photographer:

Pictures speaks louder these days and people are intrigued by it. Digital marketing has been very closely related with photographs and videos these days. It improves the nonverbal communication, speeds processing, gets attention and also improves understanding. The hotel had been using photographs as it's tool in past years. I as a digital marketer had to work closely with the photographer to share ideas on how to connect with the viewers. My supervisor expected me to come up with ideas to how incorporate rad identity and emotionally connect with the customers.

2.1.6. Study of CRM Software for future implementation:

The hotel guests are being very price sensitive, picky and also experimental. CRM is a tool to attract, acquire, retain and maintain hotel customer engagement in long term goals. As it had only been two years of establishment of the hotel, they had not implemented a CRM Software. My supervisor wanted me to explore the potential software and the agent company that would provide and help install it in the organization. There were certain requirements that the hotel compulsorily needed in the software that was provided to me by my Supervisor beforehand. Though it was not a compulsion for me to start its implementation on the four months my intern period, since the hotel was in much need of it, I was assigned the task with a hope of fulfilment.



Chapter 3: Identification of Problems Encountering during the Internship

3.1 Indication of Problems and its solutions:

3.1.1 Facebook page boost:

It was a challenge to make the departmental heads to agree on boosting the social media pages as they did not realize the need of it. The hotel seemed to have loyal customers and a fine reservation in daily basis. Though the organization was ready to explore the changes and trends in the hospitality environment they seemed satisfied with the way the business was operating. Also it was one more added cost to the organization which needs consistency once being implemented. The hotel was largely being operated through word of mouth and personal relation because of which the social media presence was low and the interactions were less.

However, through a constant research and pitching while reporting about the social media reach and interaction, we came into conclusion that the boosting should be done and shall be implemented. As of July 2017, Facebook was the most popular social networking site with an impressive 2 billion active daily users (Vizergy Digital Marketing, 2017).

3.1.2 Use of Bitly:

There was no track on how many views and clicks we get in our website. Because when we rely on a mobile app or social media to distribute our content, we are actually letting these platforms decide how the consumers and viewers interact with the brand. It becomes very necessary to understand what went right and what went wrong. A link management platform takes the data and pins it together to help us track and understand what customers are interested in.

Bitly is a link management platform and very user friendly. It does not require any specific skill and is easily adaptable. So, the use of bitly aided the organization in data collection and real time analysis. And it also helped me as a digital marketing intern while reporting to my supervisor and the marketing team every week.



Image 6-Bitly Overview

3.1.3 Use of QR Code:

While asking customers to review the hotel it seemed a little time taking to ask them to go in every social media site and leave a comment and rating. The hotel had to separate a person specifically just to make the guests review the hotel. The whole process seemed very time consuming in regards to both the hotel and the guests. This somehow decreased the potential amount of ratings that we would receive.

The solution to this that I could think of was to provide with a QR Code that would directly lead them to the particular site. This made it easier for guests to scan the code and give us their review. This actually increased the amount of ratings that we receive in the social media leading us to receive guest review award by Booking.com and also to reach 8th out of trending 259 hotel in Kathmandu.

The link for the QR code was derived from Bitly. Hence, every other extra information about the number of scans was an aid for the internal report that was submitted.



Image 7- Guest Review Award

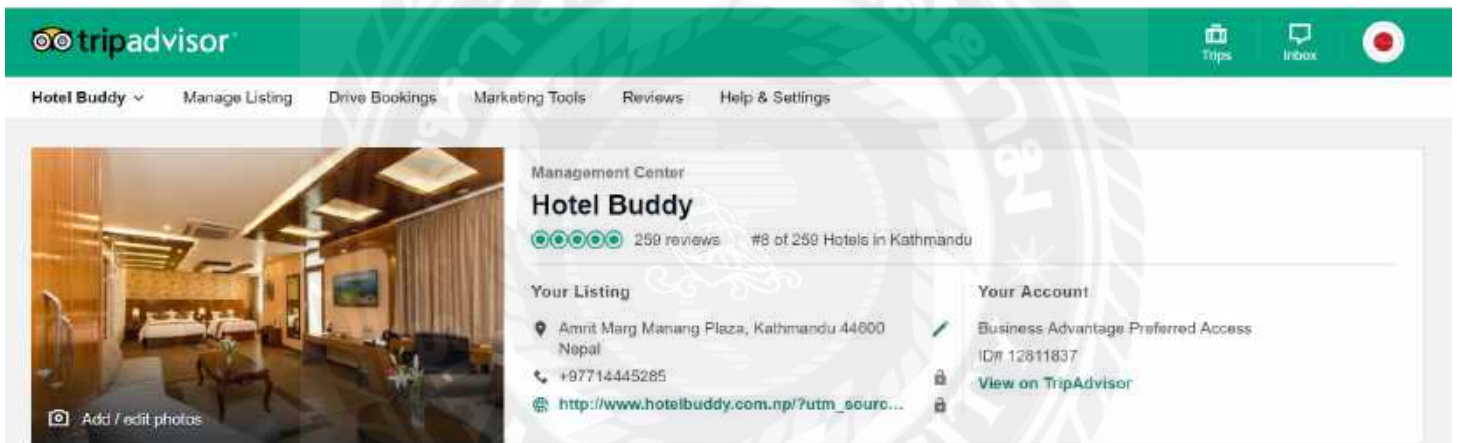


Image 8- Trip Advisor, Trending 8th

3.1.4 Difficult to communicate about daily report:

As time passed by and the engagement increased the daily communication seemed a little difficult to cope with. After a team meet up we decided to maintain files, update about the projects and communicate in Microsoft Teams. Microsoft Teams is cloud- based team collaboration software which is a part of Office 365 suite of application.

The work then started being very effective as all of us had the access to the needful information and could communicate in one platform. The advantages we received were:

- i. **Instant Chat**- This allowed quick action within the team. We could tag on another, schedule an ad-hoc team meeting, easily share links and files and give immediate feedback.
- ii. **Guest Access**- As some projects rely on collaboration with outside contractor or third parties it became easy for to reach them on time and get needful comments and feedbacks.
- iii. **Separate Threads**- It provided us with the ability to create separate channels that organize all of what that sub- team does. Hence even though there were multiple projects or tasks the information was in one place yet segregated. One from each department started updating and handling MS Teams.



Chapter 4: Contribution and Learning

4.1 Contributions of student made in internship:

4.1.1 Connecting with Social Media Influencers:

These days it has become almost impossible to understand travel and Tourism without the opinion of bloggers. What they say on social media matters as people are getting influenced by it. Blog today is the new media with specific characters like freshness, immediacy and personality. Last year a study by Tomoson found almost 60% of marketers were planning to increase their influencer marketing budget (Booking Boss, n.d.). Blogger and directors are increasing in number these days and they have proved to be a major influence to the viewers and travelers all around the globe.

The hotel earlier had not taken such actions as they had not dedicated a time and person for the research on the matter. It was high time to connect with them in order to reach a greater mass and increase the market base. It was important to make brand awareness and a positive impact.

Routeprint is a company of travel bloggers who had a team of bloggers and directors of 10- 15 enthusiasts. I sent them an invitation to visit us and in return they would make a vlog regarding their stay and share it on their you tube channel.

1.	Two-day stay for four people- free accommodation and food
2.	Will provide us with narrative newsletter feature
3.	+15 professional photographs of the property
4.	Posts in Instagram and social media
5.	Full social media coverage for 2 days
6	Add hotel in other foreign travel blogs
7.	Recommendation to travel agencies abroad
8.	A writer dedicated to write article regarding the stay in hotel

Table 1- Deal with the Travel bloggers

The hotel did invited guests and had done their promotions in various ways but did not invest in this particular way. My supervisor including his team were up for it later after a week of research and reporting about the advantages of it.

4.1.2 Study of CRM Software:

A CRM Software helps achieve profitable operations though more targeted marketing and deeper relationships with guests, groups and corporate client. It is a single source of truth for guest information. CRM System drives customer relationship management by making use of valuable customer history.

The need of a good CRM System was increasing in the organization. In the very beginning of my internship period I was assigned the task to make in depth study about the CRM Systems that were offered in the market.

On the end of the third month of my internship the research of the CRM was completed. Infocom Solutions Pvt. Ltd., a sister company of Nepal's on of the leading company ICTC Pvt. Ltd., has a principal company in India who were willing to provide us with the software. There were on going conversations throughout the weeks which was accompanied by my supervisor. We singed a fair deal with customizable features and 3 months of POC. If by the end of 3 months any dissatisfaction raised, the contract would be then and there terminated in good terms.

Contact Management	<ul style="list-style-type: none"> • Maintain contacts of customers, vendors, suppliers or any individual or firm • Contacts can be graded, categorized and assigned to representatives
Enquiry	<ul style="list-style-type: none"> • Save details of packages customers are interested in • Set follow ups and reminders for each enquiry • Thank you SMS can be sent
Quotation	<ul style="list-style-type: none"> • Enquiry can be moved to quotations directly • Follow ups and reminders for quotations • Quotations can be directly emailed via CRM
Reports	<ul style="list-style-type: none"> • Customer wise compliant history • Sales Analysis • Employee performance report • Dedicated Dashboard

User Privileges	<ul style="list-style-type: none"> • Any number of users can be defined • Hierarchy based system and privileges and permission are based as per the hierarchy
Purchase	<ul style="list-style-type: none"> • Virtual Receptionist for every call • All calls can be tacked • Voice mail sent to employee's ID if calls not received

Table 2-Brief of Benefits of CRM

4.1.3 Future Prospects:

Because the internship period was only for a short period of time everything could not be researched or implementable. There were a lot of future prospects of the organisation not only in the digital marketing field but also in other departments. Some of the ideas that the hotel could incorporate in their next budget plan were:

- i. **Video making of the hotel:** A video incorporating the interior of the hotel, the facilities it has, the staffs and services it provides without missing out the brand value and identity it has could make it easier for the viewers and prospect customers to know about the hotel in a much entertaining manner. This would give them an overlook of the hotel without having to going through the reading material.

4.1.4 Brainstorming:

As a team we sat down every week to share ideas and think of a process to execute them. Brainstorming sessions were very effective for me personally as it allowed me to explore ideas and get judgements on it. I would get to know about the perspectives of the other team members as well.

Most of the little ideas that could be executed in this four months came from brainstorming sessions. Hence, I believe that I could and did contribute to the organization through the brainstorming sessions.

4.2 Details of the learning process and new knowledge acquired:

The four months learning process was a path of challenges and joyous moments. My 4 months' internship was challenging yet the learning outcomes has been rewarding. I had a chance to get an experience in hospitality industry which has been a major industry contributing Nepal. During the whole tenure my exposure to various planning and strategic execution has been fruitful.

The learnings and knowledge acquired are discussed below as a summary of each month I had in Hotel Buddy:

Month 1:

The first month in Hotel Buddy was quite challenging. It was my first time interning in a hospitality industry and the hotel just had its second year anniversary. The hotel had a lot of potential but it was challenging to change the perception of the way a four-star hotel usually runs in Nepal. With OYO penetrating in the market aggressively, though the hotel was inclined toward good sales and reputation in the Thamel area, the reason for sustainability were being questionable.

The hotel did not have a different department for Digital marketing, reason being not having a realization of its necessity till date. The hotel was opened in a very commercial manner with the aim to cater the business personals and Chinese Travelers in Nepal whose number were increasing each year. Five-six years back, only around 50,000 Chinese tourists used to come here annually which has now reached to about 115,000 (New Business Age, 2017).

Hence, the ideas in the organization itself were contradicting for which co-operating with the team took a little while. I was assigned a daily task to look over the social media sites of the hotel and think of ideas to increase the presence in the market.

My Supervisor was to be reported bout the daily activities in a daily basis and we had a brainstorming session each week. Throughout the first month, research in CRM were done, Bitly and QR Code was in the implementation phase.

Month 2:

By the beginning of this month, the research on the CRM Software was still on going and I gained knowledge on how important it is for any organization to retain their customers especially for a hospitality industry.

The reporting in a daily basis started being very hectic and not possible at times which lead to the idea of using Microsoft Teams. All the daily reporting regarding the daily assignment I had were now uploaded and updated in Microsoft Teams including other projects I was working. This gave a common platform for everyone to connect and supervise each other in a much professional manner.

Also as being aware about how the trend on blogging and travel directing was increasing around the globe I started emphasizing about it on a weekly team report. This successfully got accepted and the team heads agreed on giving it a try and analyzing its outcomes. Hence, accordingly I started my research on the above discussed matter.

Month 3:

Alongside social media handling, analyzing and reporting in daily and weekly basis, on the third month of the internship period the CRM Software deal took its pace. I accompanied my supervisor and the other departmental team heads for client visits and meetings which were to be attended to take matters further.

A contract was signed with the CRM provider for a POC of 3 months to make the judgements and analysis of the software after the completion of the period. This remarked as a great deal as the necessary customization would be made by the software providers. During this period even though my responsibility for this project had ended I got an opportunity to look over and learn about the documentations and dealings.

Month 4:

As it was the last month I had to complete the projects I had started and report to my supervisor a summary report of the four month works I was assigned with.

I even tried to list down the future prospects for the organization because it did not seem possible to execute them in the short time I was left with. Luckily through Instagram I was able to connect with the travel bloggers and the organization decided to schedule them the next month to pay a visit.

The last few weeks in the organization was spent ending the works I had started and having an informal meeting with the teams. My supervisor did not assign me any work further.

Chapter 5: Conclusion

5.1 Self-assessment as a professional:

After three months of internship, the experience proved itself very useful and productive in different aspects. This internship provided me with an opportunity to challenge myself and improve in self-development. I am very thankful for being a part of this organization as I have been able to prove my value as a digital marketer and change the perspective of the organization on believing the importance of it.

The internship provided me with the opportunity to learn about the condition of hospitality industry in Nepal and know its future. As I went through reports and web sites during my research as an intern I realized that tourism in Nepal has faced lots of ups and downs. I learned regarding the history of hotel industry and how the hotels back then survived and sustained till date. I also got familiar with the establishment of HAN which brought the hoteliers together and ultimately contributed to the overall development of the Nepali tourism industry. The current major issue being not able to reach the targeted tourist in a year alongside boom of the industry, poor infrastructure and the deplorable condition of the only International Airport seems very challenging to the existing hotels.

The theoretical knowledge definitely aided the internship to some extent but I realized that there are certain gaps between theoretical knowledge and the implementation of it in the practical world. There are certain organizational issues, financial problems, political and economic factors that affect the decisions we make and put forward as an idea.

To conclude, I personally am inclined toward the hospitality area as I keep my judgements forward all the time when I get to travel or even when I visit restaurants. This particular sector shall definitely be in my career list in future as I have dreamt of opening and operating one back in Nepal. This internship period was a great opportunity for me to actually test my interest and also know the market to some extent better. If I had not experienced this I would have not gained the practical scenario of the industry in this particular country, Nepal.

Appendix



Image 9- One of the format for review post



Image 10- Workspace



Image 11- Card size for rooms and restaurant



Image 12- Chinese themed Restaurant

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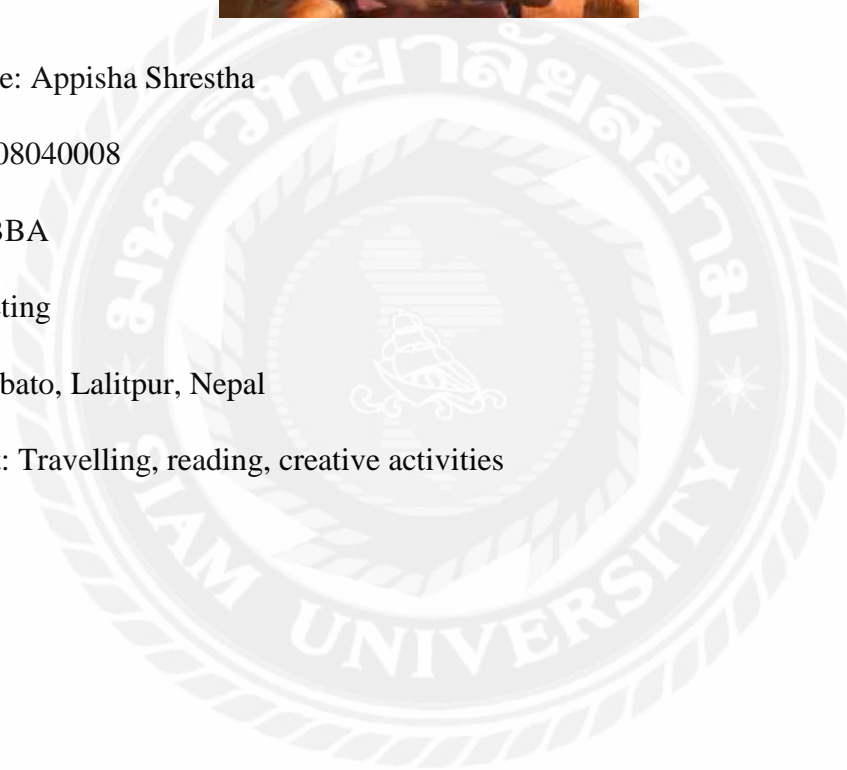
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