



Cooperative Education Report

CHANGING NATURE OF EVEREST HOTEL

Written by

Mr. ABHIK RATNA KANSAKAR

5808040016

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Internship Report: Changing Nature of Everest Hotel

Title: Changing Nature of Everest Hotel

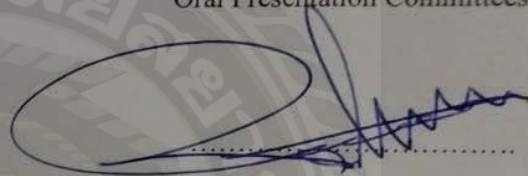
Written By: Abhik Ratna Kansakar

Department: Bachelor of Business Administration

Academic Advisor: Asst. Prof. Dr. Parahm

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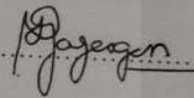
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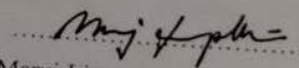
(Dr. Parahm Porouhan, Ph.D.)
Academic Advisor



(Mr. Kent Francisco)
Job Supervisor



(Dr. Duminda Jayavanjan)
Cooperative Committee



(Asst. Prof. Maruj Limpawattana, Ph.D.)
Assistant President
And
Director of Cooperative Education

Internship Report

Project Title: Changing Nature of Everest Hotel

Credits: 6

By: AbhikRatnaKansakar (5808040016)

Advisor: Mrs. PanishaChaichanakul

Degree: Bachelors of Business and Administration

Major: Marketing

Faculty: Marketing

Academic Year: 2/2018

Internship Date: Jan1 – April 30

Abstract

This Corporate report under the topic “Changing Nature of Hotel” has the aim to understand the latent opportunity of the hotel industry and recognize various facets to adapt to new technology and changing customer behavior. Objective of the study include: (1) Comprehend the nature and structure of the hospitality industry. (2) Know about the contemporary issues pertinent to the business. (3) Create conventional business aptitudes that are required in the present business condition. (4) To get an insight on the hotel culture and customer behavior in accordance to the market in Thailand. With the organization I was relegated to work as Assistant Manager in the department of Sales and Marketing. The duties included to get an insight on taking care of the customer relationship, accompanying creative advertising techniques in order to expand the client base and to enhance the market opportunities.

After the completion of internship it was discovered that issues were settled by understanding the culture and customer behavior and welfares which led in the increase of customer base and overwhelming feedback.

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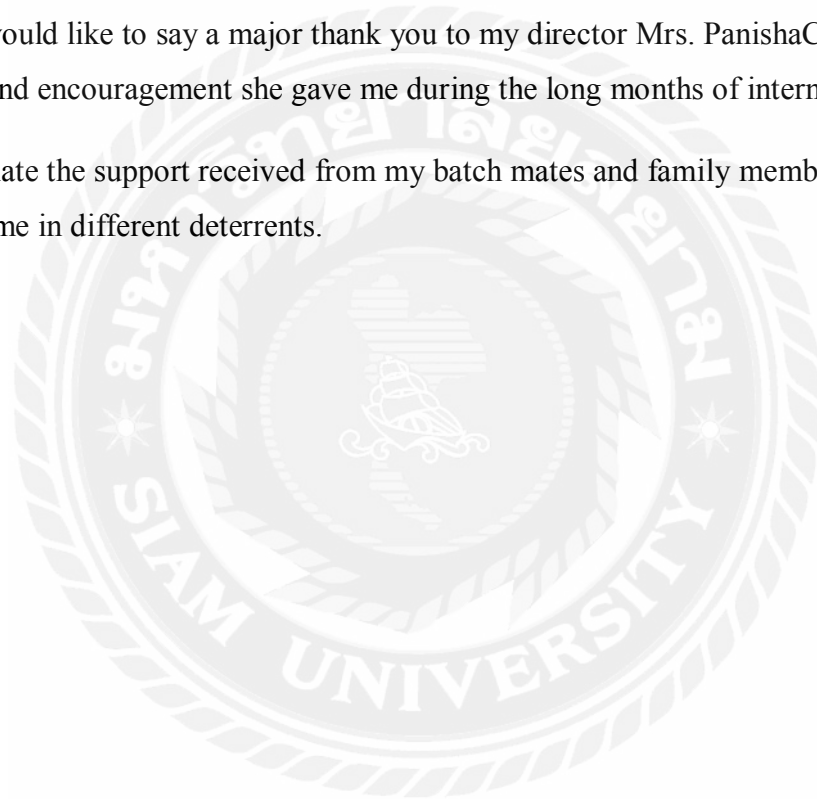
*Internship Report***Acknowledgement**

Undertaking this student exchange program under BBA has been a really life-changing experience for me and it would not have been conceivable to manage without the help and direction that I got from numerous individuals.

I would like to initially like to thank Dr. Manuj and Chanatip for the guidance throughout, both during lectures and the internship program. This report would not have been conceivable if there was no appropriate direction from the faculty of Siam University and Kathmandu College of Management.

Furthermore I would like to say a major thank you to my director Mrs. PanishaChaichanakul for all the support and encouragement she gave me during the long months of internship in Bangkok.

I greatly appreciate the support received from my batch mates and family members for aiding and supporting me in different deterrents.



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Introduction

In the highly competitive hospitality space, hotels are increasingly looking to improve the guest experience before, during and after the stay with data-driven communication solutions aimed at creating and sustaining meaningful relationships with customers. In today's ultra-competitive look-to-book method (i.e. figurative ratio used in the travel industry that shows the percentage of the number of requests to your booking engine per reservation made. This ratio is important to online travel vendors for determining the ROI of their investment strategies to secure those all-important conversions.), it is very important to harness information of the guests to develop and maintain the customer relationships. This is particularly valid for the hotel business, where correspondence and administration are at the core of the visitor experience.

Various factors such as rising customer acquisition costs, price-sensitive travelers, and falling brand loyalty at play are to be focused on to develop a competitive edge. Along these lines, we can say that there is still a lot of chance left to develop in and have a competitive brand in the hotel industry.

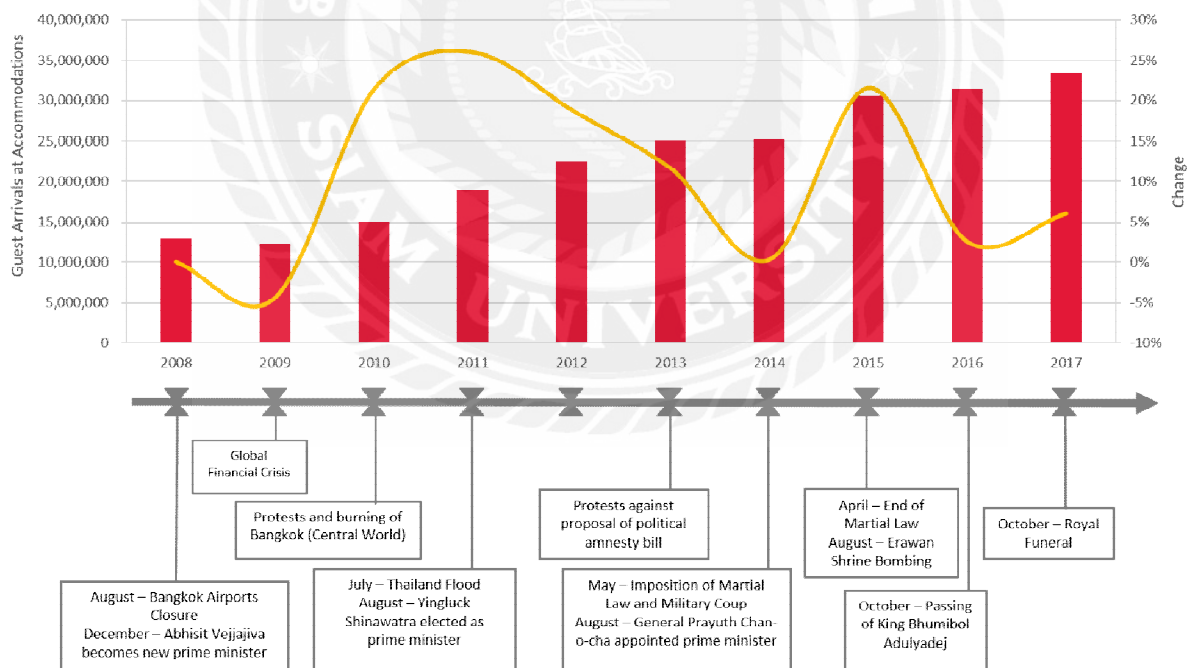


Figure: Impact of Guest Arrivals VS Country's Dimensional Changes

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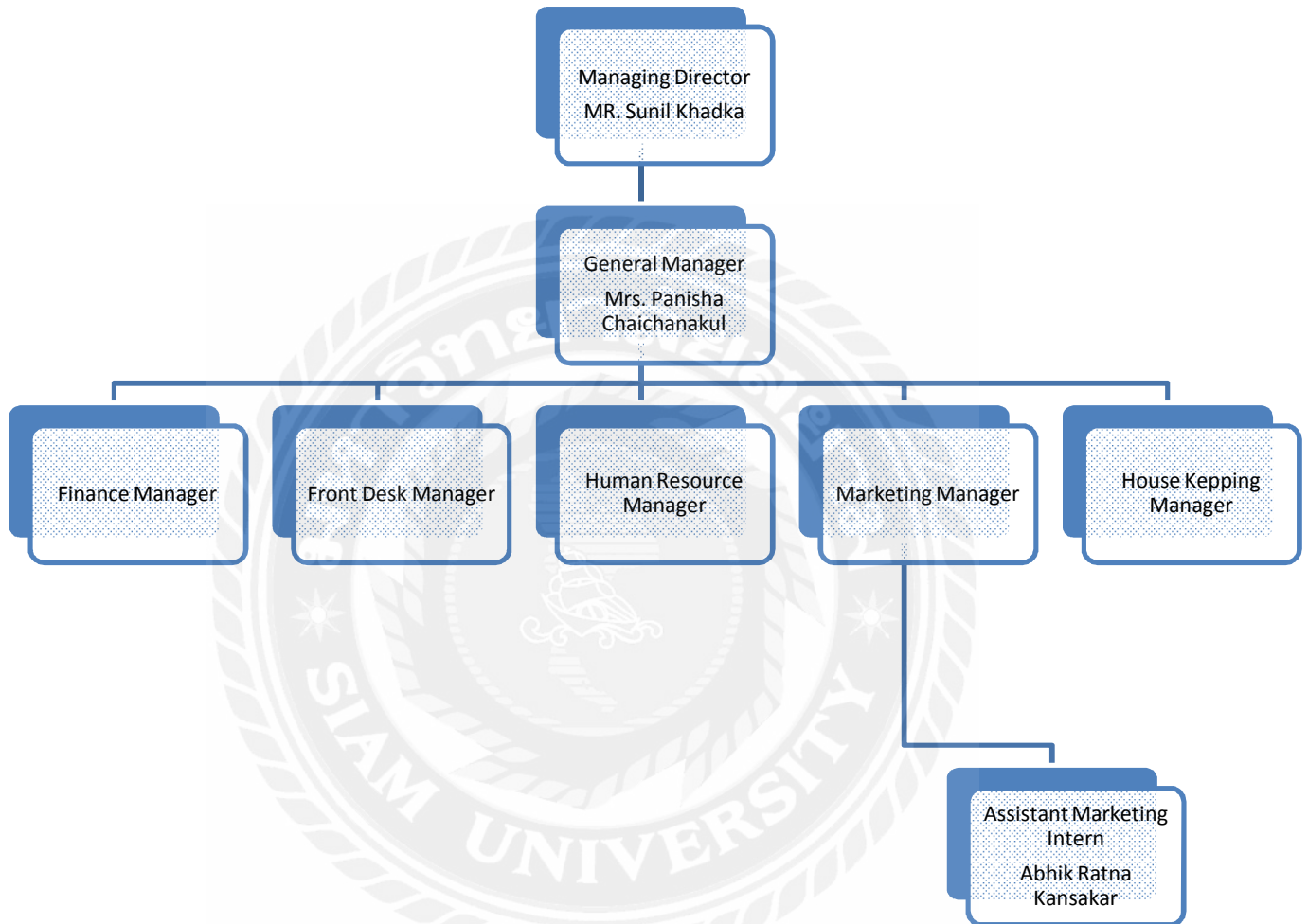
Company Profile

Everest Hotel falls under TNI group LTD as its Parents Company. The company inaugurated in 2015 in Bangkok, Thailand and since then it has always been trying to provide the best services and the homely feeling to its customers. Everest hotel can be classified as a medium size hotel with the rooms of 30 and the maximum number of customers is known to be families who come for long stay. With the benefit of ideal area in the core of Bangkok and walking distance of diplomatic enclaves and touristic spots, the lodgings fundamental structure offers guest rooms with free Wi-Fi and some modern amenities like bathrooms, rain shower facilities, subtle lighting and safety deposit boxes.

Some of the facilities that hotel provide are:

- High speed internet
- Smoking/ Non-smoking rooms
- Sprinklers and smoke detectors
- Wheel chair access(Rooms for physically Challenged)
- Air conditioned Rooms
- Satellite Cabled TV
- 24 hrs room service
- Direct dial phone
- Airport Transfers

Organizational Structure



*Internship Report***Statement of Report**

As we all know that Bangkok is known to be the country with maximum number of flow of tourists but there are many variables that need to be taken in context to develop and retain a strong business base in the competitive market of hotel industries. The accessibility of web promoting has prompted expanded challenge and has created a pressure on room rates. As costs keep on ascending at a higher rate, the net impact in general has been negative. Net revenues have additionally diminished as a result of higher commissions from [online travel agencies] and increments in operating costs, for example, workforce, and the expanded luxuries requested by customers.

Marketing and Distribution costs are the most critical changes the business has seen over the past couple decades. The delivery cost for getting clients/guests has changed fundamentally by the plan of action, which was basically based on brand and travel agents that were being paid at a certain percentage rate to the online travel agencies. Furthermore, the conventional showcasing regardless of whether it was billboards, newspaper, TV/radio, the hotel organizations has supplanted an advanced configurations as promotions through social network, Google, etc. The third party intermediaries are known to be a new channel to market hotels and reach customers. The relationship between hoteliers and third party intermediaries has developed some unique challenges from commission charges, impartial expense remittals and expanded piece of the overall industry and dependence.

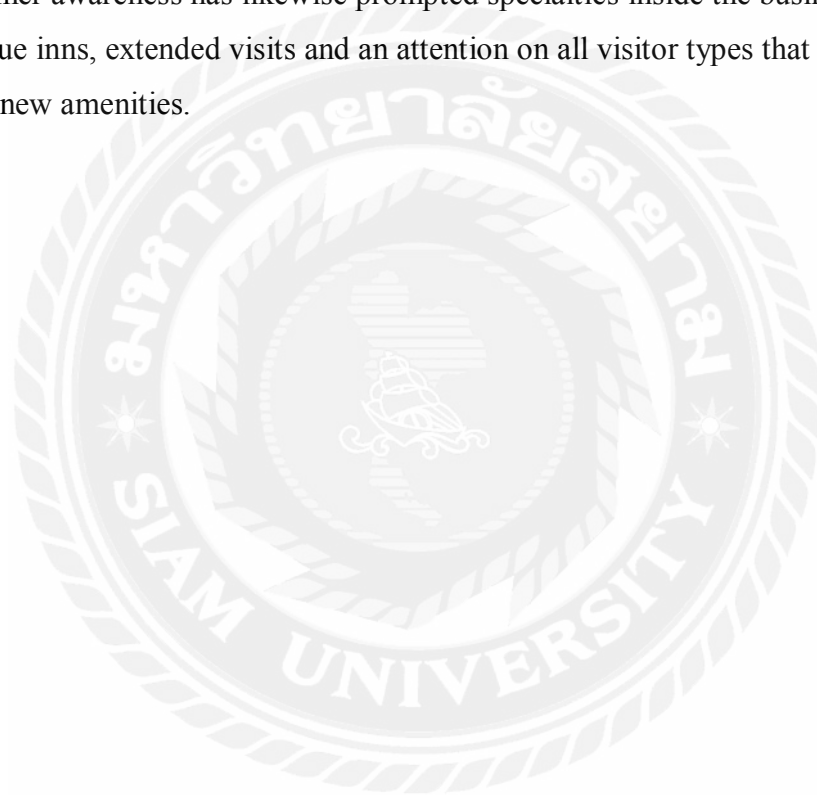
As per the past statistics we can tell that only frequent business travelers understood and were interested in the difference of brands but as per the availability of online ratings, the customer can explore and appropriately comprehend their alternatives. Changes in hotel proprietorship and management, the development and advancement of online reservation frameworks and the multiplication of hotel options have changed the hospitality landscape, conveying new multifaceted nature to the business.

*Internship Report***Problem Statement**

The industry hospitality is one of the world's biggest employers. As per the past statistics, hotel and tourism industry training has developed along with the quickly expanding industry.

Customers are confused as of the limited extent of online travel agencies as they market bigger promoting spending plans that enable them to buy significantly a greater number of keywords than hoteliers. For instance, a client may type in "Occasion Inn Dallas," a keyword that a third-party has purchased. On the off chance if the clients does not focus on the URL and click the link and book from that point, they probably won't understand they booked with an third party.

Enhanced customer awareness has likewise prompted specialties inside the business, for example, boutique inns, extended visits and an attention on all visitor types that has seen a development of new amenities.



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Objective of study

The principle target sought after by this study is the assurance of the vital amounts of everything in the lodging to give the client an effective administration. The improvement of this component is done in three phases: the analysis of the customers, the arrangement of the products that are in the purposes of offer and the projection of the interest.

- Comprehend the nature and structure of the hospitality industry
- Know about the contemporary issues pertinent to the business.
- Create conventional business aptitudes that are required in the present business condition
- To get an insight on the hotel culture and customer behavior in accordance to the market in Thailand
- Try to explain the weakness of the hotel
- To understand the fluctuation of performance
- Evaluate the daily operation against a standard benchmark

Roles & Responsibilities of students

As an intern at Everest Hotel I was appointed to advertising division. I was appointed to take care of the Digital Marketing of the association and develop customer relationship. My role in the hotel was mainly to understand the market in hotel business around a certain location and find various aspects to retain the customers. The work performed were identified with the objectives and targets of the association,

- Manage various websites such as Agoda, Traveloka, Bokking.com, etc and also update various contents in Facebook, twitter, Instagram, etc.
- Identify any new trends and promote the products according to various festivals and celebrations.
- Alter and post various contents in customer focused online destinations.
- Track the site traffic stream and give inner reports consistently.
- Reply and provide feedbacks in various online booking sites.
- Execute social media endeavors to improve views, likes and shares.

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Internship Activities

I was provided with many responsibilities and tasks throughout my internships but as some of the assignments were challenging I had to clear many doubts with my supervisors. Everest Hotel consists of around 40 employees where highest level employees to the interns have a specific role and responsibility that they need to fulfill in day to day basis.

Content Writing for Social Media platforms

Great content in various websites allows to acquire maximum traffic. Content composing is a standout amongst the best and easiest strategy to keep your site informative and updated. As one of the content writer I was taught to write the contents with organic keywords and as per the relevancy to the customer base. I was also asked to understand the customer from reading their feedbacks to replying to their reviews. The benefit we inherit from content writing is that the reviews assembled or gathered from the customer directly helps in improving the hotel standards and further the ratings gathered from the customer directly impact the customer inflow for future as this is what the customer look for when they opt to stay in hotel i.e. the review and ratings of the past customer.

Involvement in social media and trends

The involvement in social media and also be regarded as following whether all the highs and lows of customer with the hotel i.e., their loyalty, their needs and wants required and more. Apart from that it was also used for social advertisement in English version by me so doing this the company did benefit from customer inflow. Apart from the advertising and social media interface my role was also to search or look into the new ongoing trends for hotel industries which could be used by my hotel for raising further standards so as to increase the inflow of customers.

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The trends involved read trend that is study the market first, look what is going on nearby you, secondly, talk trend that is talk with your customer and employee within and outside both so as to have a proper knowledge of what is required within and outside the premises of business, third is think trend i.e. amalgamate the above two trends and come with a better version of your own thought process so in my case I was very reactive to all the feedbacks from customer and even added the advertisement factor in social sites in English version and also gave special Valentine's day special promotional play so as to get high inflow and thus it paid off at the end the hotel review also further went on to increase. And got to be recommended or suggested soon enough for customer stays.

Engagement in operations

Apart from this I was also involved In other operating areas such as engagement on other booking sites such as Agoda, Booking.com, Travel Loka so as the rating posted and the feedback provided are directly proportional to the customer inflow which is the only way to have high sales so all the activities I mentioned in above topic helped company improve its rating. Apart from this I was also involved with the company CRM Software i.e. customer relationship management which in simpler way is to gain, attract, and retain the new as well as older customer and it helps you know what were the things that affected the previous customers in their stay i.e. both the positive one and negative one and how can one further improve for the new or future customer so as to have a constant increased flow of customer or guest for stay in the hotel thus helping increase the sale of the company.

*Internship Report***Identification of Problems Encountering and solutions provided during the Internship**

As an employee or an organization it is very much natural to have been face with problem in your day to day activities and correction of those mistake or problem is the only way to have going a step forward to success. The few problems I had faced are as follow:

- *Unnoticed work*: as an intern even if you work hard there is part where you hardly get appreciated that is what clearly being somewhat discouraging. The solution to this type of hardship is you can go unnoticed once or twice for your good work but if you keep continuing the good performance with perseverance you ought to be recognized soon.
- *Un-cooperative employees*: as an intern your good time and work also largely depend upon the colleagues you have worked with as there are certain things such as un cooperative employee so this is what made my internship a big challenges. So to overcome this barrier what I did was I used the idea from Bollywood movie” Munna Bhai M.B.B.S.” where an character speak if someone is being rude, uncooperative or bad to you treat them with a smile, kindness and humbleness as it will soon enough bring him close to you as guilt is the biggest disgust a person can ever come across so this is what I used and it really helped me thereafter.
- *Language barrier*: as an intern one of the biggest challenges I had to face personally was the language problem as my colleagues were all Thai I was the only probable intern who could not speak Thai which helped me cause the problem to perform the task. So, to overcome the problem I took help my supervisor and insisted him to give me department of marketing and software controller so as I could work in English easily as the default language in these type of software is English so, thus it help me work better and importantly it was an area where I was prominent enough to work for. As I took this bold step I was even acknowledged by my supervisor as it shows that you really want to make some big contribution to the organization as an intern otherwise I was just allotted with trivial work that is assisting work for other employee so basically you need to take big steps to do something big but keeping the one foot in ground.

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- *Competitive co- Interns:* You feel very intimidated by your other co intern when they are working very hard and at the back of your mind you always have that competition factor that you need to do better than your competition so as to get noticed in your supervisor eyes. So to overcome the problem I went the old traditional way i.e. to do meditation as it helps you calm your mind, anger and stress and focus on your work at full load and it even helped me change my thought process regarding the competition i.e. my competition is myself and if I do better it is only going to benefit me and thus help me push further to do more.

Examples:

During the time of my internship I was asked mainly to focus on marketing various products of hotel (rooms) with different promotional offers. One of the problems I tried to solve was to increase our followers on Facebook. Hotel was mainly based on word of mouth personal experience. According to the hotel standard where I worked the hotel was not primarily involved in power boost promotional activity or full-fledged promotions so as an Intern of international student it was a perfect opportunity for me to grab the opportunity by helping the company boost its official page through social media advertising and it was for the very first time where the company had got the advantage to boost its page through English as well as its local content thus reaching the advertisement to a mass audience across the globe of who so ever was thinking to visit Bangkok, Thailand.

Another achievement in the industry was under the promotional act for Agoda. During the time of festivals such as Songkran and Valentine's Day, I developed a promotional offer for the customer in which I developed an offer for the guests. During these times the competition is very high for the hotel industry. In Valentine's Day we offered rooms for couples which was rated comparatively low-priced than the normal days. Also during Songkran festival we followed a promotion for the longer periods (i.e. for 4 days) in which if the guests books for 3 days will get the consecutive 4th day for free.

Contribution and Learning Process

Contribution of students made during the internship

As an intern you are always loaded with an added responsibility of performing better as you want to do justice for the reason of your selection in an organization and in doing so you in return also expect same from your supervisor and colleagues as to help you do better in your given task or performance. As an intern I also contributed to the organization in the maximum possible way I could and the contribution I made was firstly was improve the follow up and feedback from customer thus being proactive to the customer response and queries which the company had been lacking to be and doing this it helped increase the customer volume in the last couple of month thus increasing the revenue and how did it help my learning was back in Nepal I have my Father's hotel in Lumbini named hotel Lumbini Crystal Garden so what it helped me is the things I learn here in Thailand I can imply that in my Father's hotel back in Nepal. Apart from that I also was involved heavily in social advertising in English Version i.e. writing and designing content myself one of them as I have listed in example being the promotional activity I carried out for Valentine's day and Songkran Festival as both these days in Thailand result in heavy local and International guests. So this again helped me now for my business in Nepal as now I am more thorough and being a local in Nepal I now can properly help make design and content for festival period stay in Nepal. I also went to other hotels as a part of my assignment to just go and have check that what the other hotels do irrespective of ours which result in greater footfall of customer and anything I experienced interesting was to be reported directly to my supervisor so few things which I enlightened my supervisor was with first to be proactive with customer and be responsive to their every query even if it being a small one, secondly, always treat your guests with a smile and offer them a gift hamper for their booking with a fruit basket or snacks. I further also looked in the operation sector alongside with my colleagues regarding how is the daily inventory of hotel managed from cleaning the hotel rooms to placing and receiving the order of fruits, vegetables and more for our guests stay so at times when there was no one to look for I took the initiative myself to go and have the inventory managed as I had a thorough knowledge of how does the work process take place regarding the management of inventory.

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The hotel I worked had a bar which got closed due to poor management such as not responsive staff, empty bars, and less number of seat with no soothing music so with my experience of my hotel back in Nepal I suggested the company supervisor to have reopened the bar with proper management system rectifying all the previous error as bar is something which guest love to have specially the men's who just want to have their own private time with a drink and a soothing music around them so as to provide them the relaxation and apart from that the company even made further plans to have their own spa and massage centers within the hotel as to add on the benefits to the incoming guests and thus these few factors in future can help company to have higher footfall of guests which directly results to increase revenue and sales.

Details of the related learning process and new knowledge student has received

- How to manage the operation in and out of the organization.
- Self-management and punctuality discipline
- How to boost promotional activity on social media
- Got to learn software used by the company
- Learnt the culture of Thailand mostly under hotel industry
- Learnt to work in a team in the organization

Conclusion

From the above discussion it can be concluded that in a service related business in the case of a hotel industry the need of education and training can't be overlooked. The premise of a solid and faithful client base that is fulfilled and content with the administrations, there is a need to give appropriate and methodical preparing to the staff individuals directly from the front work area representatives to the business power on the cordiality work environment. Administrators are additionally required to be prepared on an alternate front to procure some unique abilities required to be effective in accommodation work environment which is described with high whittling down rate and low job satisfaction among representatives. PCs can be utilized as a productive and minimal effort vehicle of providing training to representatives. However there is a need to introduce appropriate hardware according to the planned preparing program in order to make the entire framework reasonable not withstanding for a small scale service oriented organization.

Overall it was a good experience in Bangkok as I got to know the culture here and the marketing strategy, promotion techniques and the operation activities which I learnt here will definitely prove to be handy for my business back in Nepal at my hotel, so if I were to say regarding my internship it was a worthy three months period I worked in a hotel here and learnt many things which added to my insight to help prosper my business growth in Nepal.

Internship Report

Annex



