



Cooperative Education Report
Importance of Marketing in Service Industry

Submitted by

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We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2020.

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Abstract

The internship has been conducted in Hotel Mystic Mountain, a four-star hotel, located in Nagarkot, Nepal. This report contains the information about the internship carried out at the hotel. It also contains the works performed during the internship period. This internship program aims to enable students to gain more knowledge and also experience in the workplace. Internship program started from January 19th, 2020 until March 23rd, 2020.

After the conclusion of the internship, the problem was found to be addressed by empirical research and theories related to psychology, sociology, consumer behavior, sales and marketing. Proper marketing and promotion are a very critical component of the hospitality business operation that the organization will sustain.

Keyword: *Internship/ Hotel/ Marketing/ Luxury hotel*

Acknowledgement

I would like to convey my appreciation to Kathmandu College of Management and Siam University for providing the internship program as a credit course that has provided an opportunity to gain practical working experience in the organization. I would like to thank Mr. Chanatip Suksai, Internship Coordinator of Siam University for their valuable Instructions and Guidance during the Internship program. My sincere gratitude to my internship supervisor Ms. Amita Shrestha, Senior Sales and Marketing Manager, for giving me a chance to do my internship in the Marketing Department of this organization, Hotel Mystic Mountain. I would also like to thank Mr. Bal Krishna Dhoju for giving me the opportunity to do my internship program at the hotel. I also wish to extend special thanks to all the staff during my internship for their full cooperation, guidance and support. Lastly, this report would not have been possible without the encouragement and assistance of several individuals who contributed and provided their useful support in the planning and execution of this study in one form or another.

Sincerely,

Merina Diwakar

Impact of Covid-19 to your Internship organization's activities/performance

Corona virus disease (COVID-19) is a recently identified corona virus-caused infectious disease. Most people diagnosed with the COVID-19 virus undergo mild to moderate respiratory disease and recover without any special care being needed. The outbreak of corona virus is predominantly a human tragedy which affects hundreds of thousands of people. It also has a widening impact on the global economy. Aged individuals and those with ongoing health conditions such as coronary disease, asthma, chronic respiratory disease and cancer are most prone to experience serious illness.

In Nepal, various industries closed down even before the lockdown started. The virus outbreak had a lot of impact on the organization because it is a hotel industry and the customers were not coming to the hotel. The hotel industry is mostly dependent on the foreigners and the FIT (Free Individual Travelers) guests. Since the increase in outbreak, there were no international flights coming into Nepal. Therefore, there were no foreigners coming into the hotel. All the Nepalese guests also cancelled their bookings because of the fear of the virus. The hotel was almost closed before the lockdown began but the sales office was open.

My internship period in Hotel Mystic Mountain is four months. I completed two months of interning in the organization. During the two months of internship, I learned about the different booking systems and customer service. I learned about the different tactics that the organization used for the marketing of their services. Due to the lockdown, the hotel and the sales office were all closed. The government has announced that the hotel industry will not be in operation until October-November 2020.

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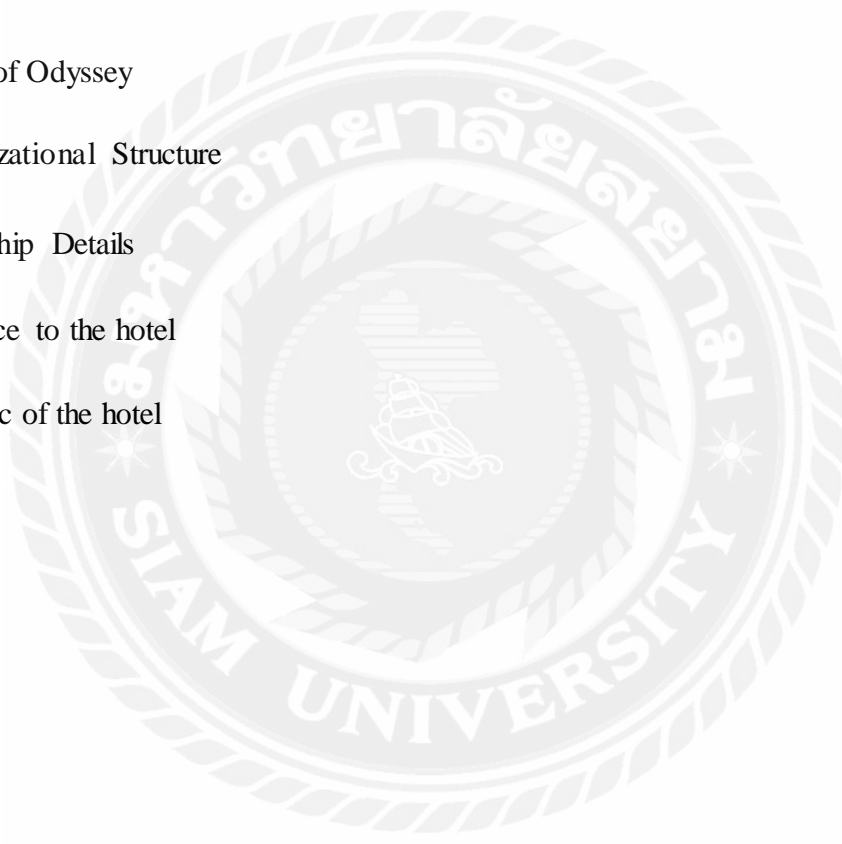
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Chapter 1: Introduction

1.1 Company Profile



Figure 1: Company logo

- Business Name: Hotel Mystic Mountain Pvt. Ltd.
- Hotel location Baluwapati, Nagarkot
 - Tel: NTC: 9851277701,9851277702, Smart Cell: 9616653512,9616653513, CDMA: 016200646,016923950
 - info@hotelmysticmountain.com
- Sales office: Uttar Dhoka, Lazimpat, Kathmandu
 - Tel: +97714-001108, +97714-426646
 - info@hotelmysticmountain.com

Established in 2017, Hotel Mystic Mountain has built one of the most highly regarded luxury hotels in Nepal, which has been able to gain a 4-star rating in such a short period of time. Throughout the three years of living and operating in this place, Hotel Mystic Mountain offers

valuable experiences, local experience, and cultural sensitivities that they communicate with all their guests through real community interactions.

As their renowned portfolio continues to expand, Nepali's influenced cutting edge architecture, area history and traditions remain dedicated to their signature, with great respect for the local environment. The hotel is located on top of small villages and terraced grounds, growing above the nebulous clouds covering the valleys. Mystic Mountain overlooks the valley below, and has the ideal combination of luxurious comfort and soothing nature. In the lap of nature visitors can appreciate the finest of luxury and facilities. The hotel offers the perfect blend of luxurious service to be pampered with by nature walks, hiking and other adventurous activities as well. Every space faces the stunning Himalayan view, and has a balcony terrace to admire the view and soak up some sun. Some of the rooms have also a small garden for the guests to lounge in their own little slice of paradise



Figure 2: Full view of hotel

1.1.1 Mission and Vision

Mission: To have the best amenities and services on the market while supplying its employees with a good place to work and a fair return on the investments made by its founders.

Vision: To give all of our clients a positive experience in every area of their stay.

1.1.2 Objectives of the hotel

- To keep consumer service strong by quality assurance processes, preparation and supervision of employees
- To make sure the hotel quality are upheld and our human resources developed
- To help promote business for everyone, and particularly to grow every part of the tourism industry.
- To provide the best service to the customers as well as to the employees.

1.1.3 Products and Services

1. **Rooms:** Each room at this resort is air conditioned and has a TV with satellite channels. Certain units feature a seating area for your convenience. Views of the mountains, pool or garden are seen from every room. Hotel Mystic Mountain has 71 rooms of different categories mixed in the three blocks of the hotel. The main category of the rooms are:

- Standard Room
- Deluxe Room
- Super Deluxe Room/ Junior Suite
- Executive Suite.



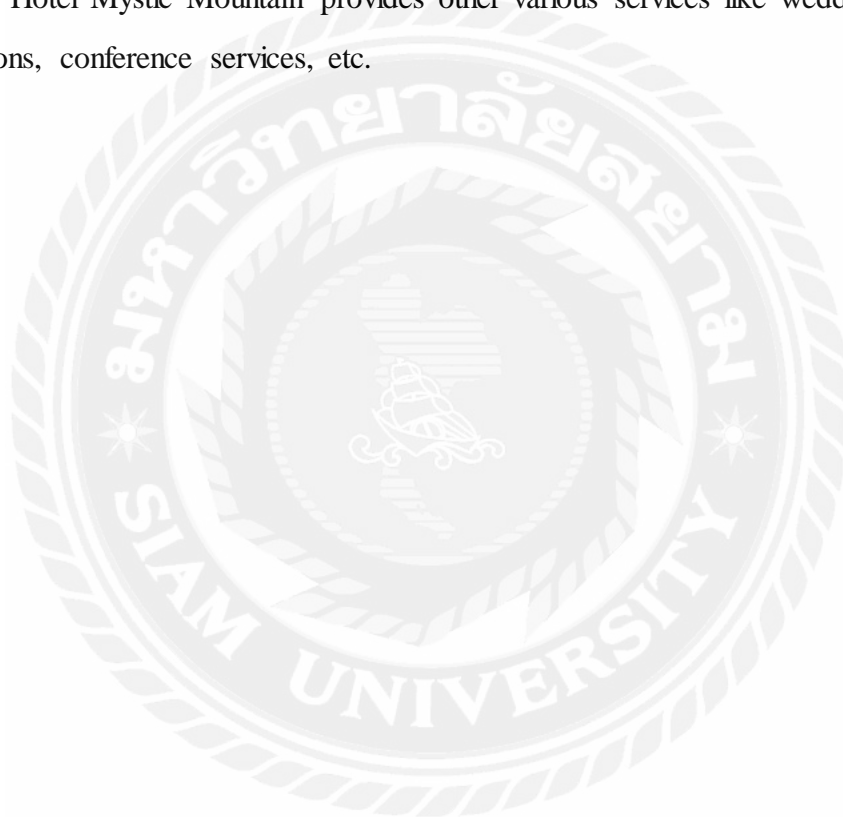
Figure 3: Different rooms of the hotel

2. **Restaurant and Bar:** Fine Dining Restaurant Odyssey serves the guests a choice of Nepali, Continental, Chinese and Indian Cuisines from their Award Winning Chef.



Figure 4: View of Odyssey

3. **Physical and Spiritual Services:** They have a full fledged spa for the guests offering a wide variety of packages and programmes to fulfill their pampering needs. From traditional ayurvedic massage, shirodhara and Swedish massage for those who are looking for deep relaxation and detox therapies such as facial, manicure, pedicure etc. They also have an in-house yoga instructor and local tour guides if the guests want to do some relaxing yoga or go for a walk or hike in the nearby mountains or the villages. They have cycling services and destined cycling routes for the guests to roam around.
4. **Others:** Hotel Mystic Mountain provides other various services like wedding celebrations, conference services, etc.



1.2 Organizational Structure

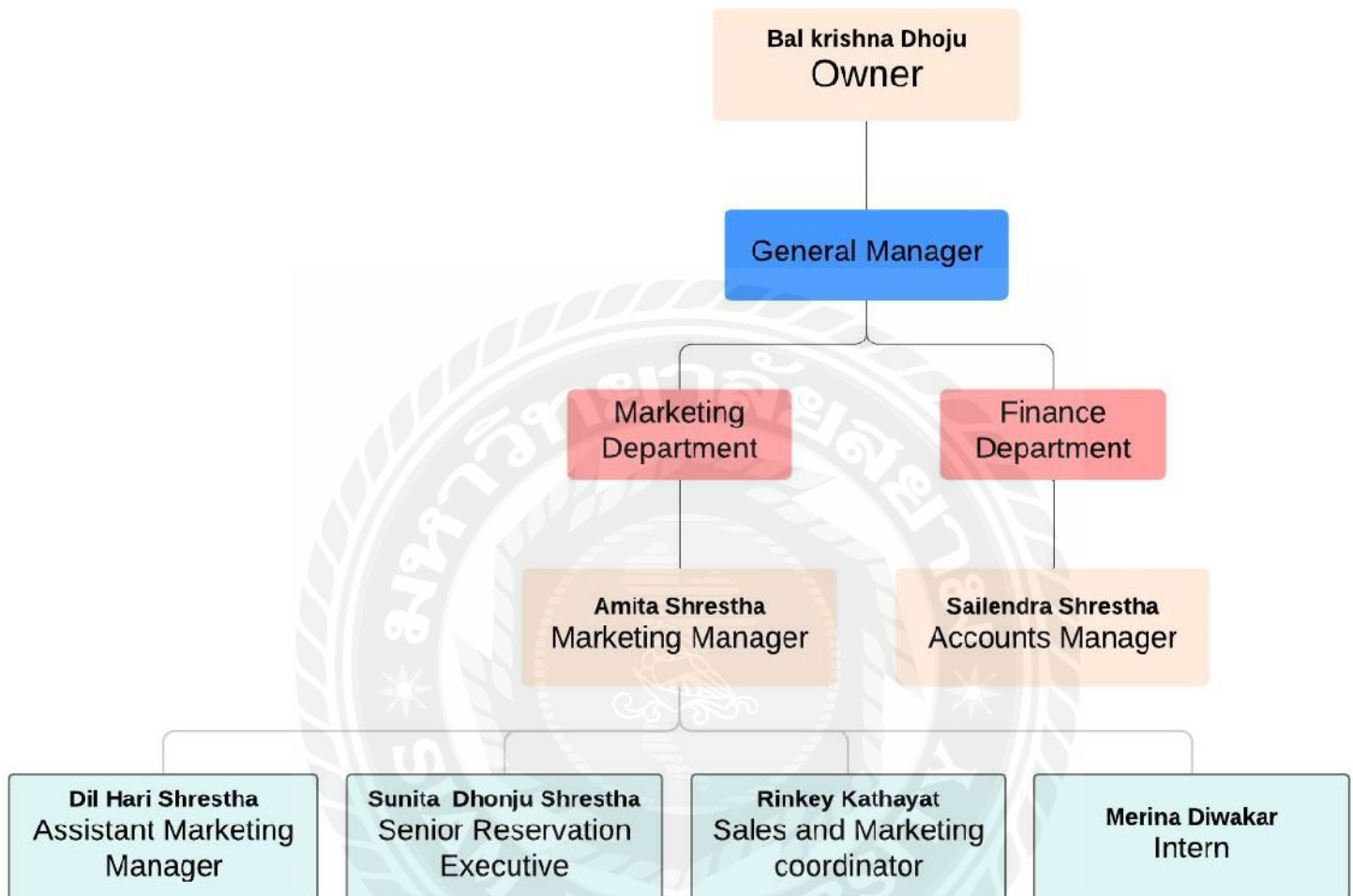


Figure 5: Organizational Structure

1.3 Intentions to join this Company

Siam University has developed an internship system in which the students are expected to engage as interns in one of the companies or some other organization and prepare internship reports through the experience and study work there. This internship is a fourteen-week program intended to provide students with an ability to gain practical career-related opportunities before graduation in a specific organizational environment. It allows the students in substantive work

situations to practice and expand their skills and knowledge learned in the classroom and to face organizational problems.

An internship provides an opportunity and an introduction to everyday life. It helps the intern to receive first-hand experience to real-life research that is incredibly important to the future of the intern. The main purpose of joining this organization for the internship program is to learn about how the service industries market their product in order to go up in the market. I decided to try a marketing career. As an intern, joining these marketing intermediaries helped me to work hands-on in a professional atmosphere and to acquire real work experience. This experience taught me all about the professional direction I have wanted to take in marketing. Hotel Mystic Mountain is located in a place where there are lots of tourists coming in for their vacation, meeting and other things. I joined this particular organization because I wanted to learn how they carried out their work and how they did their marketing which helped them become one of the most renowned hotels in such a short period of operation. I wanted a chance to implement knowledge in practical life circumstances and close the distance between academic research and professional practice.

1.4 Objectives of the study

- To learn about the sales and marketing process of the organization.
- To have a better understanding of the service market in Nepal.
- To gain ideas from the experienced people working for the sales and marketing department.
- To improve sales and marketing skills.
- To understand the different types of challenges faced by service industries.
- To develop the communication skills directly and on through phone calls or emails.
- To learn about the cultures and social responsibilities of the hotel.

Chapter 2: Internship Activities

2.1 Job description and responsibilities

Job Description	Intern
Department	Sales and Marketing
Work hours	10 am- 5pm
Intern Supervisor	Amita Shrestha
Designation of Supervisor	Marketing Manager

Figure 6: Internship Details

Job Responsibilities

Hotel Mystic Mountain has different departments where different works are carried out. During this internship I worked in the Sales and Marketing Department. The sales office of the hotel is located in Kathmandu. In the sales office there are four people working in the accounts department, four in the marketing department. During the internship period, I worked under the supervision of Ms. Amita Shrestha, Sales and Marketing Manager of the organization. I provided administrative support to the marketing team. From the first day itself, the supervisor taught me

about the different ways of reservation and bookings. In this chapter all the experience and knowledge gained during this internship period is explained.

The main work of the reservation department was to make reservations for the guests that have booked a room in the hotel. I was given tasks to receive phone calls of the customers and get their required information like their names, phone numbers, etc. for the reservation. I was also given tasks to make reservations for the guests that send emails. The emails mostly came from various travel agencies. At the end of the second month, I was given the task to take the online bookings.

In the marketing department, I worked with the team to visit different agencies and other organizations to market the products and services of the hotel.

2.2 Activities Done

The sales and marketing department investigates and establishes diverse communication techniques for products and services, implements strategic strategies and works towards reaching revenue targets, monitors sales and marketing results, and recognizes places for change. The activities done in this department are:

1. Learning to reserve a room for the guest

The first thing I learned in the department was to reserve a room. In the online form, we had to fill up the required information like their name, contact number, nationality, number of rooms, type of room and the number of days they were staying in the hotel. I learned to take bookings from walk in customers, phone calls and emails.

2. Assisting customers

I was seated at the front desk and the work there is directly related to customer interaction, they're handled according to their queries and demands. The consumers are invited and treated well, to step on to the key explanations for their visit from then on.

We had to provide information they wanted to know. Some customers came to book a room for them and some came in to book for their friends or family. We also had a gift voucher system where one person could book a room for another person and give them the voucher as a gift.

3. Follow up with customers/ clients

Every day before leaving the office, we had to call the customers checking in the next day to make sure that they were coming in. If the booking is done through a travel agency, we had to call the agency to confirm the booking of the guest. If there were bookings of an organization for seminars, we had to collect the information about the number of guests coming in the seminar. We had to follow up a lot with the organization holding seminars because the number of people attending the seminars would change, or to give them the information about the conference halls.

4. Taking online bookings.

There were different sites the customers could use to book the room. For example, booking.com, agoda.com, hotelmysticmountaion.com, etc. even though we got the email of the booking with the information about the customers, we had to double check it on the booking sites. We had to get the card details of the customers. Sometimes one customer would book from different sites and we had to reserve a room for them unless they cancelled the booking.

5. Visiting the markets

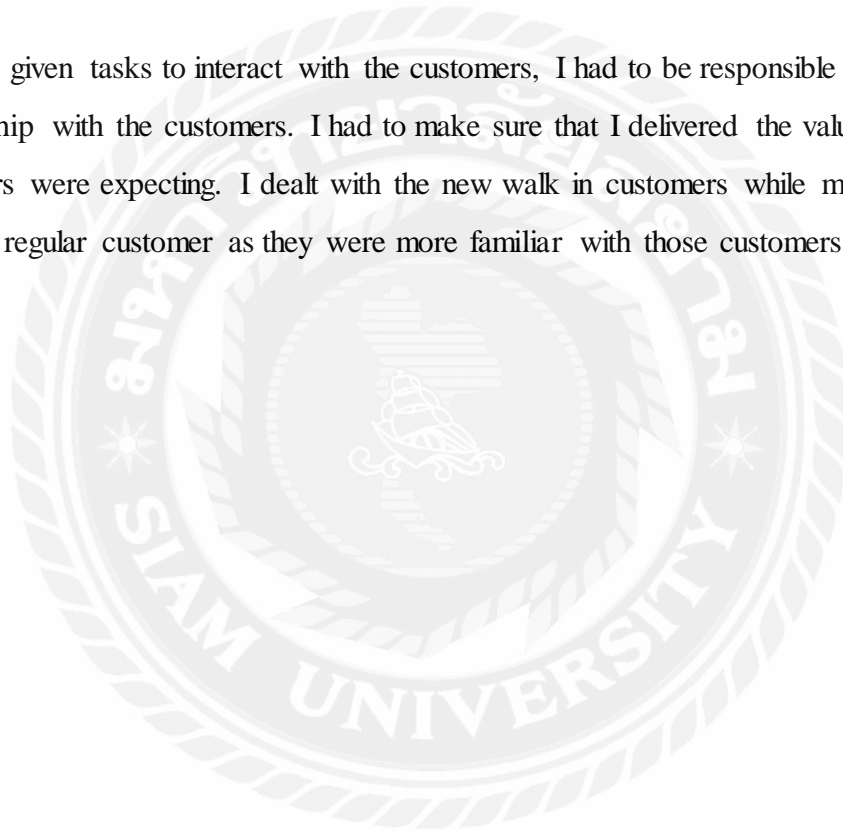
During the internship period, I visited various travel agencies and other organizations to market the products and the services of the hotel. I along with a member of the sales department went to various organizations who booked the rooms and the halls for the conferences. We had to sit in meetings to discuss different activities they would like to do in the hotel. By doing this we could give the information and the budget to the front office of the hotel and they would organize the conference halls accordingly.

6. Researching on the potential market

I was given tasks to collect the contact information of various colleges and institutes. I had to visit those places and market the products and services since the colleges took their students out for orientation programs and other programs. I did research on potential hotel management colleges who would take their students to various hotels for their practical studies.

7. Relationship building

As I was given tasks to interact with the customers, I had to be responsible to build the relationship with the customers. I had to make sure that I delivered the value the customers were expecting. I dealt with the new walk in customers while my seniors dealt with the regular customer as they were more familiar with those customers.



Chapter 3: Identification of Problems Encountered during Internship

3.1 Indicate how you successfully solved the problems

Throughout this internship I did not face many problems. Most of the tasks were clear to me and I did not have that many issues. If I hadn't faced such challenges, I wouldn't have understood and benefited from them. The two problems mentioned below were the major problems I faced. If I had worked there for a longer period, I would have been able to get over these problems.

- Getting familiar with the software

During the first 4 weeks of the internship, I learned to use the booking system from the direct booking. For example, from direct phone calls, emails and walk in customers. The booking was not very difficult during this period. After learning about the online bookings, things got a bit complicated because the organization got bookings from different booking sites, like booking.com, expedia.com, agoda.com and so on. I had much confusion on how to get the details about the customers. But with constant practice, I slowly figured out the different ways of booking.

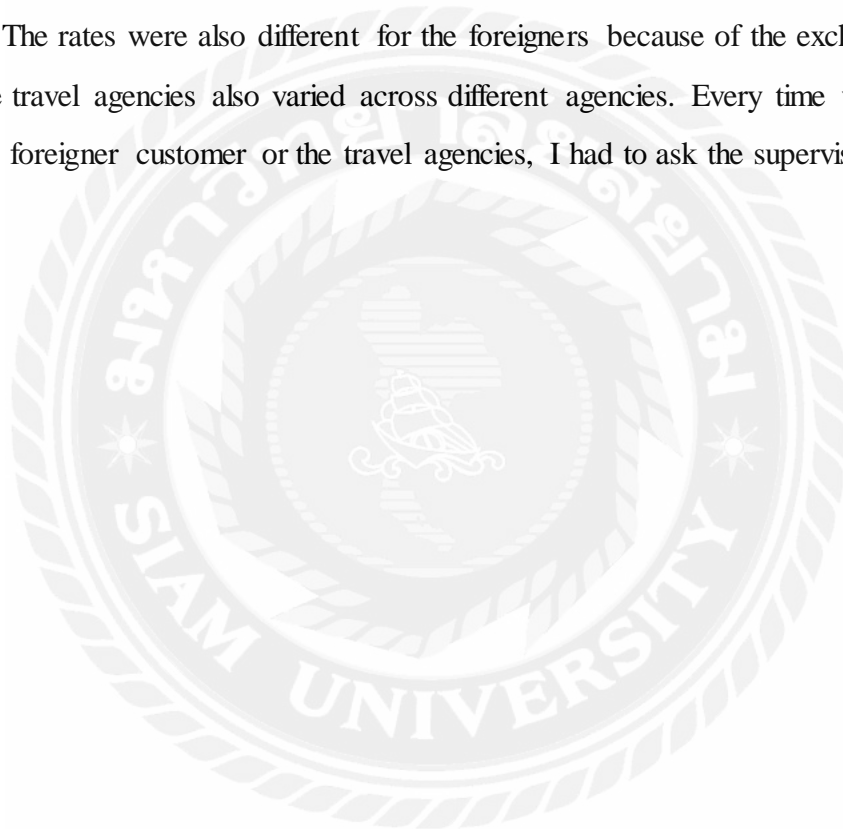
- Get acquainted with the prices

I had few problems with getting along with different pricings of the rooms in the hotel. This is because they have different levels of rooms with different prices. The pricings also varied among different booking websites because of the commission that those websites take and the price on the booking sites were only for bed & breakfast. Another pricing issue was that the rates differed around various countries or areas due to exchange rate fluctuations. The other issue was that the rates for the agents were also different than the rate given to the direct customers. To tackle these problems, I took notes on the different pricing strategies that the organization and learned from the notes.

3.2 Provide some examples

There are various online booking sites like booking.com, agoda.com, expedia.com and so on. While taking the booking, some sites would show the total price of the number of rooms altogether and in some sites, they would show pricing of the rooms individually. While taking the booking, the system requires us to put the nationality of the customers. Some booking sites did not have that option while booking.

The rates for the rooms varied according to different levels of room i.e. deluxe, super deluxe and executive suite. The rates were also different for the foreigners because of the exchange rates. The rates for the travel agencies also varied across different agencies. Every time while booking the rooms of the foreigner customer or the travel agencies, I had to ask the supervisor or the seniors.



Chapter 4: Learning Process

4.1 What are the things you have learned during the internship?

The first big thing I have learned is communicating with people. The more I did it, the better it was to encounter new people. The sales work pushed me out of my comfort zone to speak to other people. I got to introduce myself to the preparation and organization of meetings and activities that took place at the hotel. I was able to see the big obstacles that the agency needed to overcome in monitoring the outcome of certain incidents firsthand. I have acquired leadership skills, communication skills, problem-solving skills, computer and technological skills and analytical skills which in turn have fostered imagination and innovation in me.

While my experience in the Sales and Marketing Department has been short-lived, I have been able to learn all the preconditions for venturing into the hotel management business environment. I learned about the booking software of the hotel. I also learned about the online bookings and how they operated their online as well as the offline booking system. I have discovered that companies, however, will rely not just on gaining potential clients, but rather on maintaining them.

Effectively selling is down to money and resources. Without budget and people, you can't afford events, demand, website design and anything else marketers do. Every marketing task is a specialty of its own and sometimes requires years to become a specialist at it. What I found in sales was that it was the strongest salesmen who knew what they offered. The best salespeople understand how to deal in the aspect in marketing and take use of the skills and resources as appropriate. I learned about content creation, customer relationship management, creating strategy and lead tracking.

Punctuality became part of the Hotel Mystic Mountain. If it's early in the morning or getting a job completed on time, punctuality was important. I've certainly known how to get my job handled properly. My internship interactions have helped me understand the value of

working together. We collaborated closely when it came to designing strategies and innovative corporate marketing concepts. I've also learned how to develop connections with people in the workplace, if it's the CEO himself, department managers, programmers, content creators, our management staff, support didis. Throughout my internship they guided me, gave me advice and many memories.

Dealing with different types of clients also improved the capacity to meet mass and even addressing job pressure has become one of the significant habits formed when operating in the organization. This internship has boosted the degree of trust to collaborate and connect with others that I lacked before serving in this organization and established communications abilities that will improve the potential for interaction.

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

During the internship period, I was able to know and observe the working environment and the culture of Hotel Mystic Mountain. As I was able to work in the real environment, I got to know about how the hotel took care of the customers alongside looking at the progress and promotion of the hotel. This internship has helped me to develop my communicating and socializing skills. I have learned about how important it is to have a good, understanding and helpful leader in a team. Without the leader, the team will not be able function as a team and get their work done as they are required to do.

Since this is a service industry, I learned that customers are the core component of every hotel industry and that they can be satisfied by providing quality products and services that depend on the actions and attitude of the employees and the overall feeling and culture of the hotel in general. The most important of all life-skills is being able to communicate efficiently. The capacity to reliably, simply and as meant to convey knowledge is a critical life skill and one that cannot be underestimated. I've grown to work in a professional manner as well as the timeliness and professionalism involved. I learned about various products and services of the hotel and the working procedure of all the employees. I also learned the value of good

communication and a means of communicating with different people. I recognized the value of smooth running of cooperation, coordination, and interconnection between the various departments of a hotel.

Leaders master all forms of communication including departmental one-on-one and fullstaff conversations as well as telephone, email and social media communication. Through contributing to an organization I got a feeling of achievement. I also acquired firsthand experience from experts in the hotel industry. I established a mentality of commitment to work and a positive attitude towards the job that is the secret to progress. I established the ability to operate under pressure and strict deadlines, too. From the inside I've learned about a job field and determined if it's the best career field for me.

The internship period has taught me that the experience you acquire from your classes is the simple formats, in which the next move you must take must determine the consequences of your actions. This internship period was the time that I had the most insight to what working in actual life is like than what I studied in the classroom. I was able to adapt to the new environment even as the pressure of my job was gradually rising.

Chapter 5: Conclusion

5.1 Self-assessment as a professional

Operating at the Hotel Mystic Mountain has been an entirely rewarding experience. This experience brought my confidence out as well as the ways where I had to improvise. It brought more confidence to my professional behavior, built up a more positive outlook, and showed me how to function in a team. It has shown me my strengths and weaknesses and has helped me to improve my strengths and work on my weaknesses.

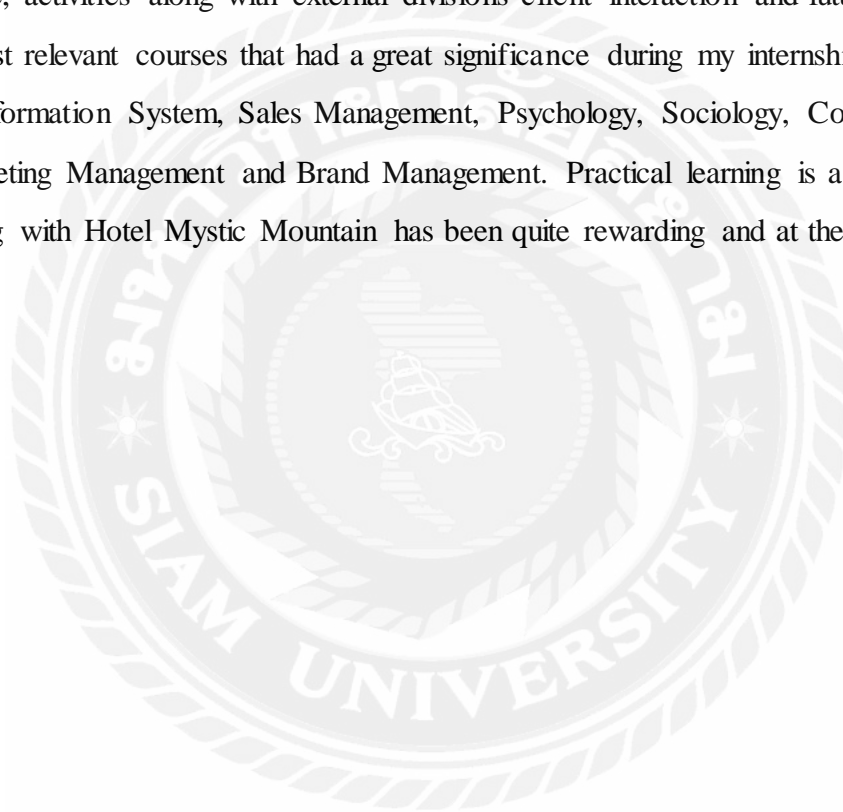
As an intern, while I had little work room, I managed to catch several experiences. I made the most of any chance that I was provided and used my expertise and experience to meet all my duties to the full. I got some insight into the profession. The internship was also successful at figuring out what my strengths and weaknesses are. This helped me to define what skills and knowledge I will need to improve in the time ahead. I have learned the various aspects of hotel jobs. I also learned the values and importance of this industry and experienced during my training that this is a much superior field than most of the other fields. I have made a number of improvements in my mentality as a human being.

While the length of the internship was short, I was able to learn a lot of business development information. I have also been able to grasp the country's hospitality industry. Nepal has enormous potential for the hospitality industry, particularly in cities where the effects of tourism are more distinct. The biggest challenge this sector faces is the shortage of professional manpower. I had a wonderful time embracing the difficulties that come every day. During my internship, I could even carry some small improvisations which were able to leave their traces. These lessons I have learned would also be beneficial for my potential endeavors.

Working as an intern at Hotel Mystic Mountain, I not only established my necessary practical skills for my professional career, but also formed a strong public relationship with some corporate business professionals. Although I was only serving in the organization as an intern,

the internal staff offered me a lot of expertise and resources that would enhance my professional growth. I was able to recognize some of the legal and ethical values upon which this company operates. Without team effort and leadership, an organization can't do effectively, working at Hotel Mystic Mountain, I was able to improve my abilities to operate in communities, function under pressure and adjust to the working atmosphere of different practitioners.

Internship in the sales and marketing department has made me look at companies from a creativity angle. It helped me evaluate the company's internal divisions-advertisement, sales, customer service, activities along with external divisions-client interaction and future customers. Some of the most relevant courses that had a great significance during my internship were Management Information System, Sales Management, Psychology, Sociology, Consumer Behavior, Marketing Management and Brand Management. Practical learning is a complex process; working with Hotel Mystic Mountain has been quite rewarding and at the same time inspiring



Annex



Figure 7: Entrance to the Hotel



Figure 8: Block c of the hotel



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