



**Cooperative Education Report:  
Marketing for Millennium Hilton Bangkok**

**Submitted by**

Aatmika Budhathoki

Student ID – 6208040014

**This report is submitted in partial fulfillment of the requirements for Cooperative  
Education, Faculty of Business Administration, Academic semester 2/2022**

**Siam University**

**Title** : Marketing intern at Millennium Hilton Bangkok

**Submitted by** : Miss Aatmika Budhathoki

**Department** : Bachelor of Business Administration (Marketing)

**Academic Advisor:** Dr. Maruj Limpawattana

We have approved this cooperative education report as partial fulfillment of the cooperative education program semester 2019 – 2023.

Oral Presentation Committees



(Dr. Parham Porouhan)

Academic Supervisor

Job Supervisors



(Mrs. Pasupan Patipanpanya)

Marketing Communications Manager

&



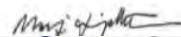
(Miss. Nilubon Pannak)

Marketing Executive



(Arj. Michael Slater)

Cooperative Committee



(Dr. Maruj Limpawattana, Ph. D)

Director of Cooperative Education Academic Advisor

Project Title : Marketing intern at Millennium Hilton Bangkok  
Credit : 5  
By : Aatmika Budhathoki  
Advisor : Dr. Parham Porouhan  
Degree : Bachelor of Business Administration  
Major : Marketing  
Faculty : Business Administration  
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### **Abstract**

This report, titled "Marketing Intern at Millennium Hilton Bangkok," centers on attracting customers to the Millennium Hilton hotel. The marketing of the brand is made up of different tasks that revolve around it. This cooperative education report details the working experience of various tasks completed as a marketing intern. This study explains the duties and responsibilities assigned for the intern during the cooperative education at a highly esteemed hotel. It also describes the activities, procedures and various functions associated with approaching different people, creating contents, and assessing market types related to marketing. The study focuses on working honestly, with being more responsible in the workplace. This study also emphasizes how cooperative education aids interns to improve their management skills by allowing them to work in a good and flexible environment in a team and solve problems through collaboration and coordination.

Keywords: Creating content, social media marketing, brand marketing, analysis of competitors, approaches

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This journey as a student towards professional life, with the aim in mind to learn the practical aspects of life, ended in a memorable experience and also helped me come off with flying colors. My internship at the Millennium Hilton Bangkok provided me with an excellent opportunity to learn more about the hospitality industry. I would express my deep gratitude to my job supervisors Mrs. Pasupan Patipanpanya and Miss Nilubon Pannak and all the team members of marketing and the management of Millennium Hilton Hotel, Bangkok for their indirect or direct support, and important guidance throughout my internship.

I would also like to express my sincere gratitude to Principal Mr. Bishnu Raj Adhikari, Coordinator Mrs. Maria Shrestha, and Kathmandu College of management (KCM) for their kind support to pursue my cooperative education in Thailand. My special thanks to Mrs. Sonia Yhing & TA. Ashutosh Mishra and Siam University to provide the opportunity for the internship as part of the cooperative education at Millennium Hilton Hotel, Bangkok.

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Sincerely,

Aatmika Budhathoki

Student Id: 6208040014

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## **Chapter 1 Introduction**

### **1.1 Background:**

As part of the partial fulfillment of the requirements for Cooperative Education, Faculty of Business Administration, and Academic semester 4/2023 at Siam University, I was looking for an internship in Thailand. I explored the list of organizations provided by the college on the web and LinkedIn as well that are appropriate to pursue my internship in marketing offline. Eventually, I found an internship notice at the top-ranked Millennium Hilton Bangkok and the most appealing part was that it was an English-speaking, international business.

I applied for the internship at the hotel and I was called for an interview by the hotel. I had a good interview and I was informed that I was selected to pursue my internship in the top-ranked hotel.

### **1.2 Statement of the report:**

This report explains the learning experience as a marketing intern during the internship in Millennium Hilton Bangkok.

### **1.3 Objectives of the study:**

The main objectives of the study are;

- To implement the gained theoretical knowledge in a practical way to build a career in marketing through the internship
- To have a better understanding in the hospitality industry by analyzing the competitor's social media marketing, content marketing, influencer marketing, and finding out various bloggers and interacting with the customer to promote the hospitality industry
- To know the key issues and challenges of the marketing in the hospitality industry
- To learn the lesson and key recommendations for better marketing in the hospitality industry through the internship.

### **1.4 Profile, vision and value of the company:**

Hilton Hotels & Resorts is a global brand of hotels and resorts. The hotel was opened on 26 May 2006 as Hilton Hotels. This makes it one of the largest hotel brands in the world. Millennium Hilton Bangkok is a full-service hotel. There are 533 guestrooms and 3 dining outlets. Besides,



and 3 dining outlets. Besides, there are 17 meeting rooms. There are certain attractions nearby, such as ICONSIAM, Chinatown and Talad Noi.

Many of Hilton's properties are owned, managed, or franchised by individual operators under a series of brand names under the following 5 different tiers;

- **Luxury** — Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, LXR Hotels & Resorts
- **Upper Upscale** — Hilton Hotels & Resorts, Canopy, Curio Collection, Embassy Suites, Signia
- **Upscale** — DoubleTree, Tempo, Hilton Garden Inn, Homewood Suites
- **Upper Midscale** — Hampton, Home2 Suites
- **Midscale** — Tru

Millennium Hilton Bangkok is one of the chain hotels of Hilton with a full-service hotel having luxury amenities. It is located in the heart of the riverside district and minutes away from Bangkok's most iconic temples and historical sites. The hotel is adjacent to ICONSIAM, one of the largest malls in Asia, and accessible by boat and sky train. The BTS Gold Line station (train station) is a few minutes' walk away. The customer can enjoy a unique dining experience, outdoor pool and fitness center. (bangkok, 2006)

The vision of **Millennium Hilton Bangkok** is "to be the first choice of guests, team members, and owners alike" with the values "to fill the earth with the light and warmth of hospitality- by delivering exceptional experiences – every hotel, every guest, every time". (Millennium Hilton Bangkok, 2023)



Figure 1: Company Logo and Company Picture

**1.5 Marketing strategy of the Millennium Hilton Bangkok:**

Millennium Hilton’s generic strategy for industry advantage is aligned with the industry's intensive strategies for growth. Such alignment optimizes organizational performance. The generic strategy is to ensure business competitiveness. Millennium Hilton Bangkok’s generic competitive strategy supports the attractiveness of its amenities and views that leads to a wide variety of competitors. On the other hand, a company’s intensive strategies for growth presents the approaches used to ensure business growth and development.

**1.6. Organizational structure: Commercial Department**

**MILLENNIUM HILTON BANGKOK**

Commercial team – June 2023

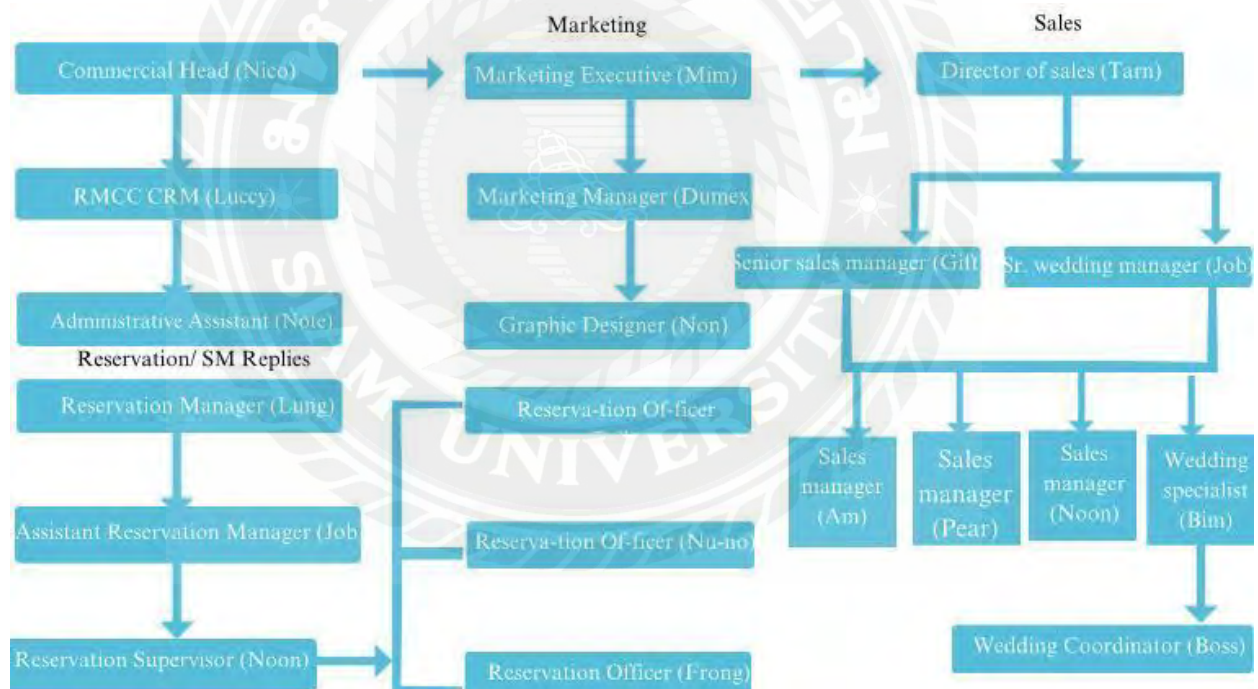


Figure 2: Organizational Structure

**1.7 Strategic Analysis of the company:**

SWOT analysis is a framework for identifying and analyzing an organization's strengths, weaknesses, opportunities and threats. These words make up the SWOT acronym. The primary

goal of SWOT analysis is to increase awareness of the factors that go into making a business decision or establishing a business strategy. To do this, SWOT analyzes the internal and external environment and the factors that can impact the viability of a decision. (Stephen.J.Bigelow, 2010) In this section, I will use SWOT analysis to present Millennium Hilton Bangkok’s strategic analysis.

So, Starting with SWOT analysis is a framework used to evaluate a company’s competitive position and to develop strategic planning. SWOT analysis assesses internal and external factors, as well current and future potential.

SWOT

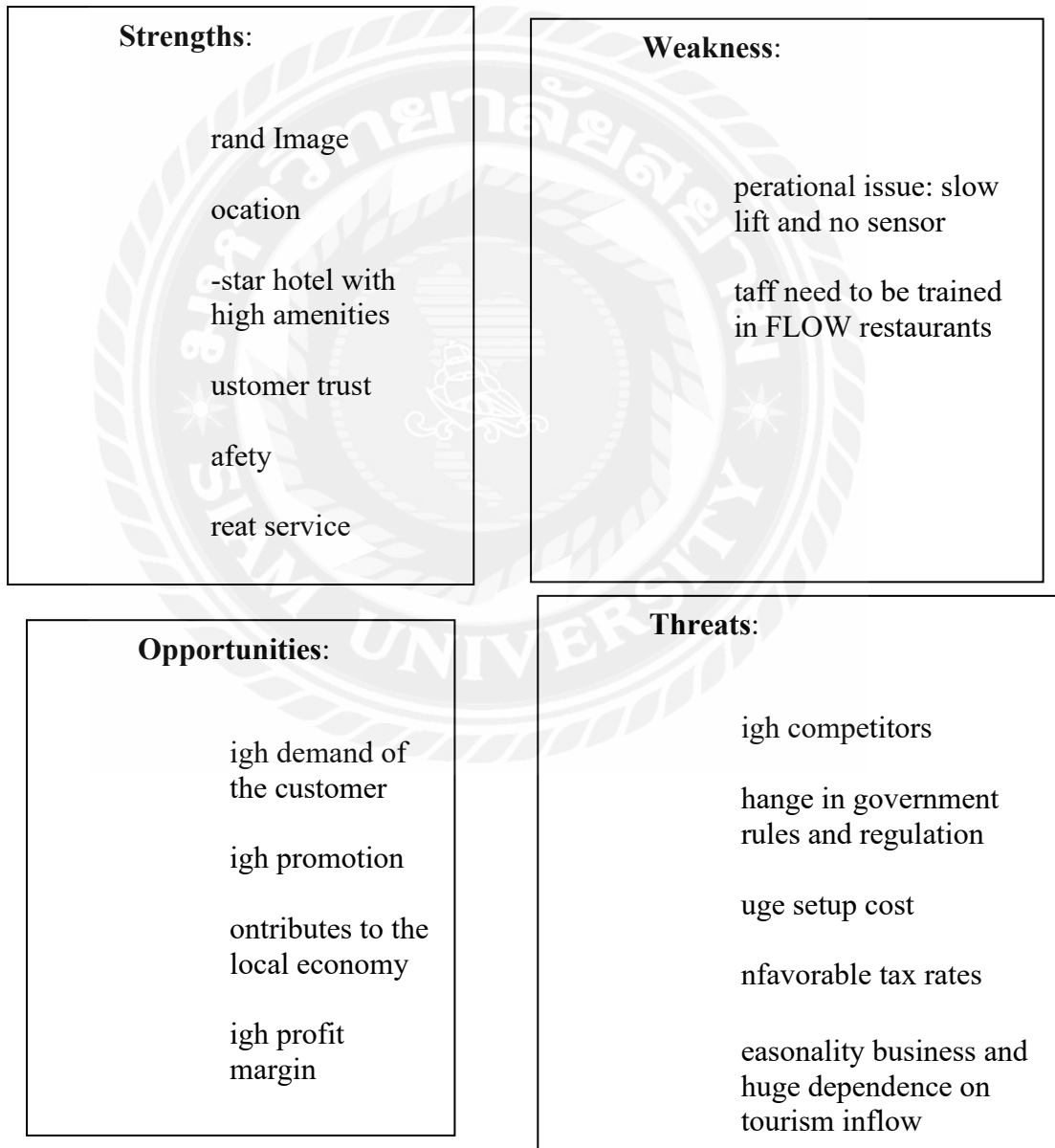


Figure 3: SWOT analysis

**Strengths:** Our sector is one of hospitality, so in order to grow, we need a strong network and brand reputation. Also, we are a five-star hotel located in a popular region. In addition, staying safe with large facilities provided to our customer and also has high amenities like FLOW restaurant, ThreeSixty Rooftop Bar, ThreeSixty jazz, The Lantern, gym, swimming pool etc. The service that the hotel provides to their customers is great due to the fact that customers want to come again and again to our hotel to stay.

**Weakness:** Our industry's biggest weakness is operational issues as in the future it might cause a big issue as there is no censor in the lift which our guest might not know about and the lift being late we sometimes missed our program or were late to reach there.

**Opportunities:** The Millennium Hilton Bangkok has many prospects, and settings, and a great view.

**Threats:** Our biggest threat is high competition in the market. Sometimes, due to changes in government rules and regulations, our industry might also be affected. Seasonal business also affects the ability to gain customers.

## Chapter: 2 Co-op Study Activities

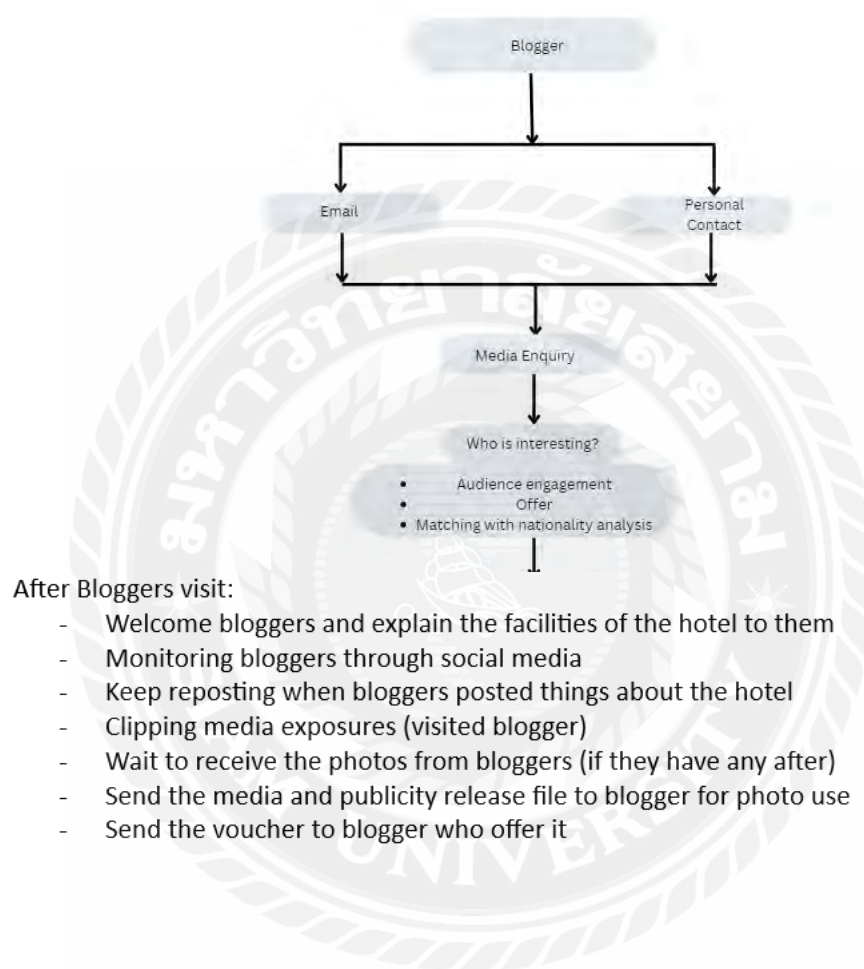
### 2.1 Job description and responsibility:

In my role as a marketing intern at the Millennium Hilton Bangkok, I was responsible for writing content for social media posts, media inquiries, monthly reports, helping the operation team, detailing bloggers, creating influencer lists, finding information about our hotel on various websites and noting it, creating social media content and posting in calendars, creating influencer lists of three counties, occasionally assigned with flow, competitor analysis, intern training, research and presentation, and more. Information about my work;

#### 2.1.1 About bloggers:

When I worked on a task involving a blogger, I first checked my email, reviewed the information provided, and then began keeping all the pertinent details in a media inquiry file. If the bloggers are confirmed to be staying, I then begin to prepare a memo and complementary materials with the aid of the spa and sales departments. So, time

management for bloggers is not a problem. Finally, my supervisor informs the blogger when they arrive.



### 2.1.2 Content creating:

Great content on various websites allows them to acquire maximum traffic. Content creation is a standout amongst the best and easiest strategies to keep your site informative and updated. I was taught to write the contents with organic keywords and write the content for the images that bloggers provide us or for occasions like Women's Day, buffet dinners on Saturday and Sunday, etc. that we use on Instagram or Facebook. After publishing them

on those social media sites. Consequently, that aids in promoting our hotel to gain more guests.

### **2.1.3 Media enquiry:**

On this Excel (media inquiry) page, I had provided detailed information about bloggers and influencers. My supervisor sends me that information, and I enter it on the media inquiry page. That aids me in locating the specific information I need for my Memorandum and Complementary Creation.

### **2.1.4 Listing about influencer:**

I had to compile a list of the influential people who have shared hotel photos and are foodies, adventurers, and huge influencers with plenty of likes on their posts. In order to encourage those bloggers and influencers to stay at our hotel.

### **2.1.5 Preparing monthly end report/ presentation:**

I had to create a monthly end presentation where I kept all the specific information that occurred during that month, such as a picture of the bloggers who visited our hotel and the length of their stay, the date of the engagement rate for our social media posts, and other information pertinent to the post, etc. This helps me improve the quality of my presentations.

### **2.1.6 Hotel information:**

In order to determine whether all of the information given about the hotel is comparable or not, I wrote down the specific details that were written about the hotel on several platforms, such as the hotel website, booking.com, trivago.com, etc. So, if it is not identical, it could be changed on that side. As a result, the customer could easily access similar content throughout the site.

### **2.1.7 Listing the international and religion event in calendar:**

To make it simple for us to create a social media post for the day to publish on social media, I had to create a calendar for each month that lists the national and religious holidays.

### **2.1.8 Flow Restaurant:**

I occasionally helped the food staff with flow by taking orders from customers and assisting with meal service. I only do this to gain knowledge of how the hotel's front desk operates. Here, communication was one of the difficult parts for me, as I could not understand or speak Thai. So, that made it difficult for me to understand people working in the flow restaurant and make them understand what I said. Many people think that I look Thai. For that reason, people start to talk to me in Thai, which makes it difficult for me to understand. Due to that reason, I have some problems to solve.

#### **2.1.9 Intern training meeting:**

We receive a brief introduction to various jobs in hotel departments each month at our intern training, after which a guest speaker will discuss that department. The department head will discuss it in detail with us. In that training session, we will also be given an assignment to complete for entertainment purposes. In this training meeting also, I have problems with communication, so my friend helps me understand the language or what they say during the training meeting.

#### **2.1.10 Competitor analysis:**

I conducted a competition analysis on our rivals, looking at the content they provide and the things they do to amuse their clients or draw in new guests to their hotels. Also analyzing competitors' promotional activities.

#### **2.1.11 Engagement with the operation team:**

Apart from this, I was also involved in other operating areas, such as engaging in certain workplace tasks by hand-painting the wall or painting a box. Only to improve the appearance of the place for those who intended to smoke there and caused a commotion by painting them for aesthetic reasons. Also, it permits employees to use that location during their office break rather than another. This helped me work in teams.

#### **2.1.12 Research and presentation:**

I had to do research on the hotel and competitors and make an overall presentation about my work to present in the office and college at the end of this internship period.

**2.1.13 Influencer survey form:**

I created an influencer survey form to get reviews and feedback from those influencers so that we could improve on the parts that needed to be done. That is very important to improve on the service that we provide to those influencers, whether it is fine or not.

**2.1.14 Digital signage:**

I learned how to update digital signage for lifts, the arcade area, the lobby, and in rooms, which was taught to me by my supervisor. Next time she assigns me this task, I will be able to do it. At first, we open Canva and look through the lift or room files. Then we download the video or picture. After we download it, we copy it to the pen drive. Finally, change in the lifts all this process is done when we have promotions, offers, or some events in the hotel.

**2.1.15 Activities:**

We took part in fun activities just to maintain those areas for those who wanted to chill in that area during their break time or lunch time during the office hour. Where we painted a wooden box and made a hand stamp on the wall to make a tree as a design on the wall. to make the place look beautiful.

**2.1.16 Line MyShop:**

I first learned how to create the post from my supervisor, who also taught me how to use the myshop and botio.io apps. Going forward, I also created a post for selling our product through that app. As a result, the software facilitates the creation of a post and QR code for those activities.

**2.1.17 Media & Publicity release:**

Here I create a form for the bloggers. This form is based on the authorization of the person, as they give us permission to use their picture to post on social media. This helps create authority for a hotel to use the picture. They sign the form for the authority so that while using their pictures, the hotel would not have any problems. For those people, we provide a voucher from the hotel side.

**2.1.18 PR clipping:**



PR clipping is a method of analyzing the effectiveness of public relations activities. As the name suggests, it consists of collecting media mentions (or clips) about your brand. (Edwards, November 23 2021)

Hence, this is the PR clipping for our hotel, where I keep a record of the post or video that is made by the press or some other channel that is related to our hotel.

#### **2.1.19 MK calendar:**

MK calendar where I keep the list of the bloggers/ influencers who are coming this month like before they arrive. I keep the name of the person on their arriving date with their name, stay period, which room, how many people and the platform where they post the picture.

#### **2.1.20 Contributed behind the scene:**

I provided support in the background to take the photo for the monthly drink special event that was posted on social media. A photo was taken in order to make a poster for the occasion. Also provide support to click the picture of the lantern promotion by providing ideas and for the photo shoot at the beach: Sangria and Mojito.

#### **2.2 Contributions of the study:**

I use my knowledge from my undergraduate studies as an intern. That I can use it as I do my assignment. I put my knowledge to use in my practical work, which I do as part of my regular office duties. My office work is relevant to the subject matter I'm studying.

### **Chapter – 3 Learning Process**

#### **3.1 Indication of how I successfully solved the problems:**



My supervisor responds to my question on what to do with the work as I ask it to her, and she gives me a detailed explanation about the work. My supervisor initially instructs me on how to complete the task; after that, I begin to complete it precisely in accordance with his or her instructions. I was able to successfully fix the issue thanks to my research, internet searches, and

Information from my supervisor, among other sources. Another was facing problems managing the customer properly, which was another problem for me as I provided what they needed at the beginning. As an intern at the very beginning, I was not aware of the working culture of the

organization, which is why it was difficult to handle. So, I try to tackle the problem that was provided to me in this manner.

### 3.2 Example of how problem was solved:

As an employee, it is very natural to have faced problems in your day-to-day activities, and correction of those mistakes or problems is the only way to take a step forward to success. The few problems I faced were as follows:

			
Date of requested	29 - 30 April	Date of requested	29-Apr-30
REQUEST FOR	Complimentary Room	REQUEST FOR	2 x Complimentary Vouchers
ROOM TYPE	PANDRAMIC EXECUTIVE SUITE   BED TYPE   KING	ROOM TYPE	EXECUTIVE ROOM   BED TYPE   KING
VIP SETUP	VIP2	VIP SETUP	NONE
Company	N/A	Company	N/A
Number of Rooms	1	Number of Rooms	1
Number of Guest/ Name/ Title	4 adults, 2 kids 1171pt PATTANASADAKUL Facebook: <a href="https://www.facebook.com/profile.php?id=100050753264312">https://www.facebook.com/profile.php?id=100050753264312</a> (47K Followers)	Number of Guest/ Name/ Title	2 adults 1171pt PATTANASADAKUL Facebook: <a href="https://www.facebook.com/profile.php?id=100050753264312">https://www.facebook.com/profile.php?id=100050753264312</a> (47K Followers)
Check-In/ Check-Out Date & Time	29 - 30 April 2023	Validity Period	29 - 30 April 2023
Reason	To promote hotel overall experiences: accommodation, F&B, spa, facilities, all hotel key USP and explore around the hotel on the blogger's social media	Reason	To promote hotel overall experiences: accommodation, F&B, spa, facilities, all hotel key USP and explore around the hotel on the blogger's social media
RN / REV Potential	1 Post each on Facebook Minimum 4 photos with high resolution for commercial use	RN / REV Potential	1 Post each on Facebook Minimum 4 photos with high resolution for commercial use
Accommodation Arrangement	Complimentary 1 night in Pandramic Executive Suite breakfast, dinner and lounge access for 2 persons. All meals and activities in the hotel are included except in-room dining	Room Arrangement	Complimentary 1-night stay in King Deluxe Room with breakfast, dinner and lounge access for 6 persons
NOTE	Other incidental expenses will be on guest account and to be settled upon departure.	NOTE	Other incidental expenses will be on guest own account and to be settled upon departure.



			
Date of requested	27-Mar-23	Date of requested	27-Mar-23
REQUEST FOR	Complimentary Room	REQUEST FOR	Complimentary Room
ROOM TYPE	DELUXE ROOM   BED TYPE   KING	ROOM TYPE	DELUXE ROOM   BED TYPE   KING
VIP SETUP	VIP2	VIP SETUP	VIP2
Company	N/A	Company	N/A
Number of Rooms	1	Number of Rooms	1
Number of Guest/ Name/ Title	4 adults, 2 kids Mr. Piat Pattanasadakul Facebook: <a href="https://www.facebook.com/profile.php?id=100050753264312">https://www.facebook.com/profile.php?id=100050753264312</a> (47K Followers)	Number of Guest/ Name/ Title	4 adults, 2 kids Mr. Piat Pattanasadakul Facebook: <a href="https://www.facebook.com/profile.php?id=100050753264312">https://www.facebook.com/profile.php?id=100050753264312</a> (47K Followers)
Check-In/ Check-Out Date & Time	29 - 30 April 2023	Check-In/ Check-Out Date & Time	29 - 30 April 2023
Reason	To promote hotel overall experiences: accommodation, F&B, spa, facilities, all hotel key USP and explore around the hotel on the blogger's social media	Reason	To promote hotel overall experiences: accommodation, F&B, spa, facilities, all hotel key USP and explore around the hotel on the blogger's social media
RN / REV Potential	2 Posts on Facebook page (room and buffet reviews) - Unlimited photos for commercial purposes	RN / REV Potential	2 Posts on Facebook page (room and buffet reviews) - Unlimited photos for commercial purposes
Accommodation Arrangement	Complimentary 1 night in King Deluxe room with daily breakfast and lounge access for 2 persons. All meal and activities in the hotel are included except in-room dining.	Accommodation Arrangement	Complimentary 1 night in King Deluxe room with daily breakfast and lounge access for 2 persons. All meal and activities in the hotel are included except in-room dining.
NOTE	Other incidental expenses will be on guest account and to be settled upon departure.	NOTE	Other incidental expenses will be on guest account and to be settled upon departure.
Requested By	Nilubon Pannak	Head of Department	Pasupan Patpanpanya
Commercial Head	Nicolas Bree	General Manager	Tim Tate

Figure 20: Example of how problem was solved

Another issue was that 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 overcome the problem of performing the task. So, to overcome the problem, I took help from my supervisor and insisted that he give me the department of marketing and software controller so that I could work in English easily, as the default language in this type of software is English. Thus, it helped me work better, and importantly, it was an area where I was prominent enough to work. 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 employees, so basically, you need to take big steps to do something big while keeping one foot on the ground.

Another issue is co-interns who are competitive. You feel quite scared by your fellow interns when they are working very hard, and you are always thinking about how you need to outperform them in order to get noticed by your supervisor. So, in order to solve the issue, I adopted the time-honored strategy of practicing meditation, which helps you calm your mind, manage your anger, and concentrate on your work at full capacity. It even assisted me in changing my perspective on the competition, helping me realize that my only competition is myself and that improving will only be to my advantage, encouraging me to do more.

## **Chapter – 4 Conclusion**

### **4.1 Summary of Highlights of my Co-op Studies in this Company:**

Working with Millennium Hilton Bangkok allowed me to gain knowledge and professional experience. Usually, speaking about my potential in interviews or workplace conversations is difficult. Still, real-world experience has helped me better understand my value, recognize my talent, and what I can genuinely contribute to the table.

I interned with a key company interested in the industry as a marketing intern in the marketing department for 3 months. I was responsible for a variety of tasks, including planning, preparing, and creating social media contents; developing marketing plans and campaigns; overseeing the

Millennium Hilton Bangkok digital media; and providing detailed information about the bloggers as memos and comps, among others. As a marketing major, this internship allowed me to apply both my academic and practical knowledge of marketing by exposing me to the real market. This internship provided me with the opportunity to learn about industry culture, expand my knowledge of marketing management, improve my teamwork skills, and take on more responsibilities as well as risks. In addition, I improved my communication and networking abilities. I was able to learn from my more experienced co-workers while also developing a positive working relationship with them. By completing this report, I have gained a better understanding of the marketing sector in the organization and how things truly function in the real world. While doing an internship, I discovered that a lot is going on in the market every day. There are several issues that the business must address to be profitable. These issues include growth, stability, and safety. The outcomes of this study aid in gaining information about the market and how things function in the real world. Putting data into practice assists in gaining experience in a particular profession. I discovered that practical knowledge is critical for a marketing student in today's competitive environment.

Finally, this internship term has been a really beneficial experience for me, and I will undoubtedly apply the skills I learned in my future professional responsibilities. The necessity of time management and self-motivation are the two most important lessons I gained from my 3-month internship experience.

#### **4.2 Things learned during intern:**

I had the opportunity to learn a lot of new things while working during my internship at the Millennium Hilton Bangkok, some of them are:

##### **4.2.1 New field of industry to work:**

Working at the Millennium Hilton Bangkok gave me the chance to learn how the hospitality industry operates. I acquired professional experience in the hospitality industry. I gained knowledge of how each team in this field operated.

##### **4.2.2 Learned how to perform the in-depth job required of bloggers:**

I discovered all that needed to be done for the blogger's information here. One of the lengthy and crucial processes was this one. Creating that environment helps all departments have a proper work flow. And the bloggers would not face any problem getting those

services. We benefit from their assistance in promoting our hotel on their social media channels.

#### **4.2.3 Collaboration & coordination of the team:**

I learned how teams' function, such as how after a task is finished by one team, it is passed on to another team. I gained knowledge of the team's operational process. I discovered that time management is crucial because if one team works slowly, the other team's work will follow suit. So, time management is crucial for the team to finish their assignment on schedule. I learned and did my best to collaborate with each department to decrease uncertainty and challenges. I used to assist others in completing the assignment effectively in the allotted time. If I didn't understand something, I would approach my superior for help. It taught me the value of cooperation in an organization to complete work correctly.

#### **4.2.4 Working culture of Thailand:**

As a non-Thai person, it was very new for me to learn the working culture of Thailand. While doing my internship at Millennium Hilton Bangkok I learned the working environment, how it is different from Nepal.

#### **4.2.5 Learned basic Thai words:**

While working in Thai, I learned some of the basic words of Thai that could help me in communication.

Hence, joining this company, where I've learned a lot of new things. I feel lucky to work in this company. Due to my university I could get this internship where I got many things to learn.

#### **4.2.6 Positivity:**

Throughout my internship, I make an effort to have a cheerful attitude and learn as much as I can. My upbeat outlook may also be a sign that I can work well with others as a team member and contribute to a pleasant work environment. I strive to be more upbeat by keeping a forward-thinking attitude when I'm working. Every time I make a mistake, I work to recognize it and try to fix it by being positive.

#### **4.2.7 Self – discipline:**

Self-discipline is one of my greatest assets since I enjoy working hard and finishing my assignments on time. I always work with a defined aim in mind. Additionally, I strive to achieve my mission and vision while working.

#### **4.2.8 Time Management:**

My ability to manage my time well is another one of my life's strengths. I enjoy arriving on time at the office and doing my task before the deadline. I also enjoy completing tasks within the allotted time. I make a time schedule to finish my tasks in order of importance for the day and which one should I accomplish first.

#### **4.2.9 Inquisitiveness:**

I constantly ask my supervisor questions to receive clarification on a subject I want to work on, which helps me finish a task successfully. I am eager to learn a variety of facts about many subjects, which makes it simple for me to finish my task.

#### **4.2.10 Self – Motivation:**

The ability to motivate myself is one of my greatest strengths. I'm always inspired to work hard and finish the job. Observing my boss and team at work inspires me to work harder and advance in my career.

#### **4.2.11. Follow-ups:**

During my internship, I was responsible for maintaining follow-ups, particularly with the post as that blogger has posted the pictures that they promised us or not. Similarly, I followed up by checking the social media pages of that consumers and update them in the media/blogger inquiry sheet. So, that helps me to know who has posted and can use their pictures or video for our pages.

### **4.3 Knowledge gained from the coursework and applied in the real-world situation:**

My understanding of marketing and the fundamentals of my education have helped me apply what I've learned in the classroom to real-world circumstances. Some of them are:

#### **4.3.1 Advertising:**

In this advertising class, I had learned how to advertise the product through use of different marketing tools. Also taught how to promote our product, branding it. That all helped me to promote the product of the company where I work.

#### **4.3.2 7 Principle of marketing:**

The 7 Ps of marketing is a set of recognized marketing tactics, which can be used in any combination to satisfy customers in the target market. Combining these marketing tactics to meet the customers' needs and wants is known as using a 'tactical marketing mix'. (Duggal, March 30 2023)

The 7Ps of marketing—product, pricing, place, promotion, people, tangible evidence, and process—helped me to understand the fundamentals of those subjects and how to apply them in the real world. Assuming that the "Product" is a hotel, "Price" refers to hotel rates, meal costs, etc., "Place" refers to the hotel's proximity to the "Icon Siam," "Promotion" refers to using social media to advertise the hotel, "People" refers to the staff, "Customer Services," and "Culture," and " offered to our employees, customers, and the procedure in which such services are used? Hence, this is how the seven p's of marketing are applied to real-world situations.

Example: product – Sunday branch, price- 2200-baht, place – Millennium Hilton Bangkok, Promotion – done in line myshop, social media, people – our customers, tangible service – seafood, foie gras, tomahawk, craving station, Chinese food, Japanese food, Chinese library, Cold Cuts & Charcuterie Room etc.

#### **4.3.3 Adaptability:**

During my internship period I was so much willing to learn new tasks that made me adapt to the work given by my supervisor and adapt the working culture of the office. Also, during my internship I was assigned several jobs, which helped me to be flexible and adaptable. This helped me to try improving my adaptability by practicing multitasking and prioritizing the task for the day. Which helped me to keep a list of tasks that I want to complete during the day. Complete similar tasks at the same time, while I was doing my task during the time, I get a mail or call from my supervisor assigning the task to be completed at that time.

**4.3.4 Organizational skills:**

This Research course helped me to write a report in detail which now helped or taught me to make a report of work experience. Also taught to make a survey form which I used in making the survey form of influencer of our customers.

**4.3.5 Service Marketing:**

This service marketing course taught me how to provide service to our customers which I could apply to my real-world situation as I could provide better service to our customers by not letting them down.

**4.3.6 Team work:**

While working on a group assignment in college, I developed this teamwork talent. That facilitated teamwork for me as I worked in my office. I have the opportunity to work with many experienced professionals in the company, which helps me learn from them and occasionally have to work in teams for specific assignments. Working together as a team is a great opportunity.

**4.4 Self-assessment as a professional:**

The three months I spent in the internship program were an entirely different experience. I was exposed to the real job environment. My understanding of how industry cultures might differ during this internship term has improved. I also saw the uniqueness of working as a means of gaining an edge over competitors.

I think my internship with my employer, which I began during the internship time, has given me a thorough understanding of work ethics. I can say that in this brief time, I've learned a lot of important things for my future. I was given the opportunity to examine the hospitality industry closely and to work in it thanks to this internship program. This internship experience was really useful and rewarding for me. It's crucial to have good communication abilities. I also learned how to work with my supervisor.

I cultivated a willingness to work mindset. Also, I have improved my capacity to operate under pressure, which is a crucial quality when working in any hospitality sector. I now have a better knowledge of industry and organizational culture. I keep working to learn whatever I can from the task given by my supervisor to me in order to improve my life and future profession.

**4.5 Benefits from the internship for your future career:**



The benefits of the internship for my future career would be crucial since I could acquire real-world work experience. I could demonstrate my work there. The main advantage is that I had the opportunity to work for a top-five hotel, which might be highlighted on a resume. I may use the knowledge I acquire while working in my future employment. It is possible to learn detailed work. Such as where to look for such information, how to obtain it, who to contact within the department, etc. I was able to learn about the hospitality industry as well. The benefits of this internship are likely to be numerous. Thus, those I would be learning during my internship would be very much helpful to use in my future career. I got a chance to utilize my bachelor learning to my work. I learned in detail how to write a work report. I also got a lot of knowledge about digital and marketing related and little about sales. Got knowledge about the hospitality sector, marketing analysis and graphic designing.

As a student of marketing background, working in the marketing department has enhanced my skills which will certainly be a plus point in my future career.

#### **4.6 Limitation of Co-Op Studies:**

There are some restrictions on this report. The recommendations are primarily based on my three months as an intern and some related literature research, and the issues are specifically related to the Millennium Hilton Bangkok. In other words, the recommendations in the study are specific to a given business or sector.

Second, the organization as a whole is not sufficiently covered by this report in terms of the business line and management control elements. There's a chance that other industries won't be able to use the problems, suggestions, and solutions presented in the paper. Ultimately, this research excludes the other areas of the industry and just examines the hospitality sector.

Finally, from the discussion above, it can be inferred that the importance of education and training cannot be understated in any company that provides a service, such as the hotel industry. The foundation of a strong and devoted customer base that is satisfied and content with the services is the necessity to provide the staff members with proper and methodical training, starting with the front desk agents and moving up to the business power in the friendly work environment. Administrators must also be ready on a different front in order to acquire the special skills necessary to succeed in the industry.

Overall, Bangkok was a good experience for me because I got to know the locals and the marketing strategy, promotion tactics, and operation activities I learned there will undoubtedly come in handy for my future.

Annex:

MEMO: INFLUENCER STAY  
A Message from Marketing Team

22 March 2023  
General Office, Executive Chef, FLOW, ThreeSixty, Spa  
General Manager, DO, HODS  
Niubon Pannak  
Business Development Department

Blogger Stay: "Let's go Baby" : Stay period 29 - 30 April 2023

Objective: To promote hotel overall experiences: accommodation, F&B, spa, facilities and all hotel key USP on the blogger's social media



Social media channel	Facebook <a href="https://www.facebook.com/profile.php?id=100050753264312">https://www.facebook.com/profile.php?id=100050753264312</a> (47K followers)
Guest Name	Mr. Piat Pattanasadtakul 4 adults + 2 kids (4036304715)
Date & Time	Accommodation Period of stay 29 - 30 April 2023  ATTN: Front Office Please reserve Executive Suite Room with Lounge Access including breakfast for 6 persons. *High Floor with CO2/SHM View.  ATTN: Executive Lounge Blogger will check in at 3:00 pm. They will take photos of the afternoon tea at the Executive Lounge on 29 April after check-in.  ATTN: Housekeeping Please keep all the areas clean and tidy for the hotel photoshoot.  ATTN: Wellness Spa Please reserve Relaxing Aromatherapy Massage (90-minute) for 2 persons on 29 April at 4:30 pm.  ATTN: FLOW Please reserve the dinner on 29 April at 7:30 pm.  ATTN: ThreeSixty Rooftop Bar ThreeSixty Rooftop Bar- Please recommend signature cocktails & dishes on 29 April at 8:00 pm.

Saturday 29 April 2023	Sunday 30 April 2023
3:00 pm Check-in & Afternoon Tea at Executive Lounge, Level 31	6:30- 11:00 am Breakfast
4:30 pm Spa- Massage (60-minute) at Wellness Spa, Lobby level	12:00 pm Check-out
6:00 pm Cocktail/cocktails at ThreeSixty Rooftop Bar, Level 31	7:30 pm

Proposed Schedule:

Social media channel	Facebook <a href="https://www.facebook.com/profile.php?id=100050753264312">https://www.facebook.com/profile.php?id=100050753264312</a> (47K followers)
Guest Name	Mr. Piat Pattanasadtakul 4 adults + 2 kids (4036304715)
Date & Time	Accommodation Period of stay 29 - 30 April 2023  ATTN: Front Office Please reserve Executive Suite Room with Lounge Access including breakfast for 6 persons. *High Floor with CO2/SHM View.  ATTN: Executive Lounge Blogger will check in at 3:00 pm. They will take photos of the afternoon tea at the Executive Lounge on 29 April after check-in.  ATTN: Housekeeping Please keep all the areas clean and tidy for the hotel photoshoot.  ATTN: Wellness Spa Please reserve Relaxing Aromatherapy Massage (90-minute) for 2 persons on 29 April at 4:30 pm.  ATTN: FLOW Please reserve the dinner on 29 April at 7:30 pm.  ATTN: ThreeSixty Rooftop Bar ThreeSixty Rooftop Bar- Please recommend signature cocktails & dishes on 29 April at 8:00 pm.

Proposed Schedule:

Saturday 29 April 2023	Sunday 30 April 2023
3:00 pm Check-in & Afternoon Tea at Executive Lounge, Level 31	6:30- 11:00 am Breakfast
4:30 pm Spa- Massage (60-minute) at Wellness Spa, Lobby level	12:00 pm Check-out
6:00 pm Cocktail/cocktails at ThreeSixty Rooftop Bar, Level 31	7:30 pm

Room Office	Please ensure the room is clean and tidy before the blogger's arrival on 29 April. Please ensure the room is ready for the blogger's arrival on 29 April.
Executive Lounge	Please ensure the lounge is clean and tidy for the blogger's arrival on 29 April.
Wellness Spa	Please ensure the spa is clean and tidy for the blogger's arrival on 29 April.
ThreeSixty Rooftop Bar	Please ensure the bar is clean and tidy for the blogger's arrival on 29 April.
Flow Restaurant	Please ensure the restaurant is clean and tidy for the blogger's arrival on 29 April.

Please note that the schedule might be changed due to the weather conditions or convenient time. Influencers may walk around to take some snapshots.

The above itinerary can be charged to the Entertainment Budget of Business Development 2023. Other expenses are on the guest's own account.

If you need further information, please do not hesitate to contact Niubon Pannak at 0395 (Ext. 2152).

Thank you for your kind support.

Best regards,

Niubon Pannak

Date of requested	27 Mar 23
REQUEST FOR	Complimentary Room
ROOM TYPE	DELUXE ROOM
BED TYPE	KING
VIP SETUP	VIP2
Company	N/A
Number of Rooms	1
Number of Guest/ Name/ Title	4 adults, 2 kids Mr. Piat Pattanasadtakul Facebook: <a href="https://www.facebook.com/profile.php?id=100050753264312">https://www.facebook.com/profile.php?id=100050753264312</a> (47K Followers)
Check-in/ Check-Out Date & Time	29 - 30 April 2023
Reason	To promote hotel overall experiences: accommodation, F&B, spa, facilities, all hotel key USP and explore around the hotel on the blogger's social media
RN / REV Potential	- 2 Posts on Facebook page (room and buffet reviews) - Unlimited photos for commercial purposes

Reason	To promote hotel overall experiences: accommodation, F&B, spa, facilities, all hotel key USP and explore around the hotel on the blogger's social media
RN / REV Potential	- 2 Posts on Facebook page (room and buffet reviews) - Unlimited photos for commercial purposes
Accommodation Arrangement	Complimentary 1 night in King Deluxe room with daily breakfast and lounge access for 2 persons. All meal and activities in the hotel are included except in-room dining.
NOTE	Other incidental expenses will be on guest account and to be settled upon departure.
Requested By	Niubon Pannak, Head of Department, Pasupan Patipanpanya
Commercial Head	Nicolas Bree, General Manager, Tim Tate

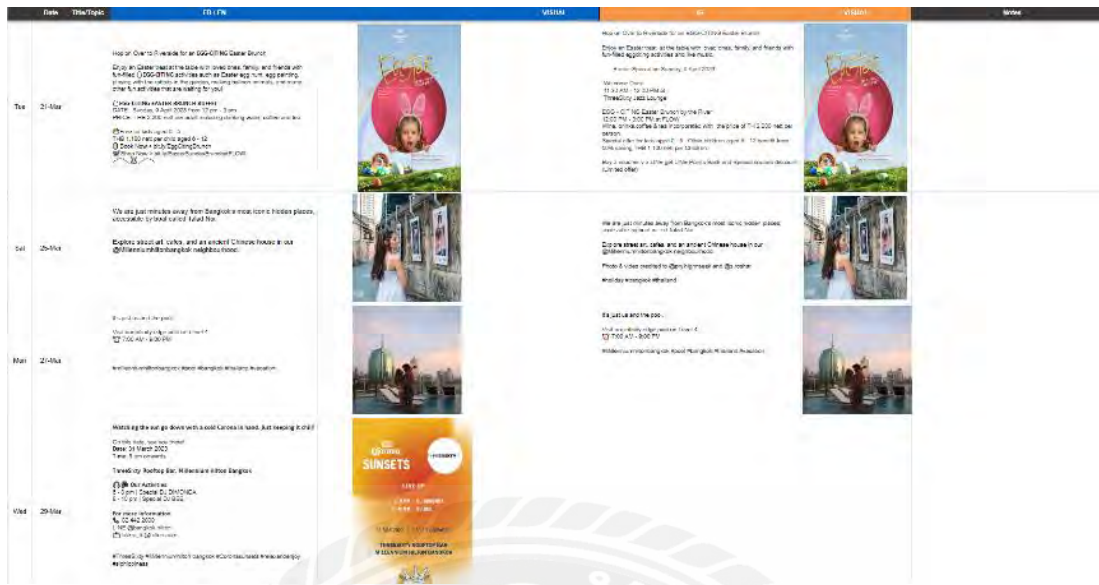


Figure 4: Complementary form and Memorandum

	Jan	Feb	Mar	Apr	May	June
International Days					Mon, 1 Labour Day	
			Wed, 8 International Women's Day	Sat, 1 April Fool's Day	Mon, 8 World Red Cross and Red Crescent Day	Thu, 1 World Milk Day
		Tue, 14 Valentine's Day	Mon, 20 International Day of Happiness	Mon, 17 World Maltic Day	Tue, 16 International Day of Light	Mon, 5 World Environment Day
		Tue, 21 International Mother Language Day	Wed, 22 World Water Day	Sat, 22 Earth Day	Thu, 18 Global Accessibility Awareness Day	Thu, 8 World ocean Day
			Fri, 31 International transgender Day of visibility	Sat, 29 International Dance Day	Sun, 21 International Tea Day	Tue, 20 World Refugee Day
				Sun, 30 International Jazz Day	Sun, 21 International Tea Day	Wed, 21 International Day of Yoga
					Wed, 31 World No Tobacco Day	

Figure 5: Example of Content creation

February												
Status	Nationality	Media / Page	Name	Review & Stay Date	Enquiry Date	Nickname	Email	Phone	Platform	FOLLOWER	Link (IG, FB, TikTok, Blog)	Personal Account
Not yet contact		Dana + Desmond	Dana Williams Desmond Williams	7 - 23 Feb 2023	01/02/2023 02/02/2023		benforever@gmail.com danaanddesmondastreettheorio@gmail.com		IG	24K	<a href="https://www.instagram.com/bu_dan/">https://www.instagram.com/bu_dan/</a>	
Confirm	TH	bjurt anywhere	สุวิทย์ เวที	21 - 23 Feb 2023	02/02/2023	Benz	so.rose@gmail.com	0647612000	IG Facebook Twitter	54.9K 19K 65.1K	<a href="https://www.instagram.com/bjurtanywhere/">https://www.instagram.com/bjurtanywhere/</a> <a href="https://www.facebook.com/bjurtanywhere/">https://www.facebook.com/bjurtanywhere/</a> <a href="https://twitter.com/bjurtanywhere">https://twitter.com/bjurtanywhere</a>	
Not yet contact		Jessika Denomme	Jessika Denomme	12 - 14 Feb 2023	12/02/2023		denommejessika@gmail.com		IG	220K 54.4K	<a href="https://www.instagram.com/jessika.denomme/">https://www.instagram.com/jessika.denomme/</a> <a href="https://www.youtube.com/channel/UC6tj8j">https://www.youtube.com/channel/UC6tj8j</a>	
Not yet contact	German	Ayliniko	Aylin Koster	18 - 20 Feb 2023	11/02/2023		aylin-koster@gmx.de		IG Youtube	29.9K 14.8K	<a href="https://www.instagram.com/aylinko/">https://www.instagram.com/aylinko/</a> <a href="https://www.youtube.com/@aylino">https://www.youtube.com/@aylino</a>	
Confirm	TH	khun.park	Parkpoom Sipsasophon	15-17 Mar 2023	02/02/2023	Park	park@khunpark.com		IG	102K	<a href="https://www.instagram.com/khunpark/">https://www.instagram.com/khunpark/</a>	
Cancel	Israeli	Lost in Thailand	Ela	No requested date	04/02/2023		ela.weinberg@gmail.com		Facebook IG Website	7.3K 2K	<a href="https://www.facebook.com/ThailandLost/">https://www.facebook.com/ThailandLost/</a> <a href="https://www.instagram.com/lostinthailand/">https://www.instagram.com/lostinthailand/</a> <a href="https://thailandpost.com/">https://thailandpost.com/</a>	
Not yet contact	Portuguese	55 Secrets	António Araújo	11 - 14 Feb 2023	07/02/2023		the55secrets@gmail.com	+351910094941	IG Pinterest Website	210K 2.6K	<a href="https://www.instagram.com/55secrets/">https://www.instagram.com/55secrets/</a> <a href="https://www.pinterest.com/55secrets/">https://www.pinterest.com/55secrets/</a> <a href="http://www.55secrets.com">http://www.55secrets.com</a>	

Figure 6: Example of media enquiry



Figure 7: Example of marketing month end report

Details	Q1					
	Jan	Feb	Mar	Apr	May	June
<b>Festive &amp; Seasonal Promotion</b>	Sun, 1 New Year's Day Sat, 14 Thai Children's Day Sat & Sun, 22, 23 Chinese New Year	Tue, 14 Valentine's Day		Sun, 9 Easter Day Thu - Sat 12-15 Songkran Festival		
<b>Public holidays/ Long weekend holidays</b> <small>*Remarks Not in Hotel activities</small>			Mon, 6 Makha Bucha Day Long weekend during Sat-April Wed, 22 Palmadan (through April 21)	Wed, 6 Chari Memorial Day Long Weekend during Songkran Thu-Mon, 13-17 Fri, 7 Viernes Santon Fri, 21 Eid Al Fitr, Middle East, SEA(through May 4)	Mon, 1 Labour day Wed, 4 Coronation day Fri, 5 Visakha Bucha Day Thu, 18 Ascension Day Thu, 25 Shavuot Begins Sun, 28 Pentecost	Sat, 3 Queen's birthday and Visakha Bucha day Long weekend during Sat-Mon, 3-5 Sun, 4 Trinity Sunday Mon, 26 Hajj Season (through July 1)
<b>FB ACTIVITIES</b>	Family Sunday Brunch Theatrical Dinner	Family Sunday Brunch Theatrical Dinner	Family Sunday Brunch Theatrical Dinner	Family Sunday Brunch Theatrical Dinner	Family Sunday Brunch Theatrical Dinner	Family Sunday Brunch Theatrical Dinner
<b>FLOW</b>				Easter Sunday Brunch Songkran Brunch	Kids Eat Free (up to 11years old, when accompanied by paying adult)	Kids Eat Free (up to 11years old, when accompanied by paying adult)

Figure 8: Example of event calendar



Figure 9: Flow activities



Figure 10: Internship training meeting

**Link of our Hotel's competitors:  
Instagram**

1. [https://www.instagram.com/p/B2TE1ZzAdyQ/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/B2TE1ZzAdyQ/?utm_source=ig_web_copy_link)
2. [https://www.instagram.com/p/CF8-CIIAGXf/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CF8-CIIAGXf/?utm_source=ig_web_copy_link)  
(Anantara Riverside Bangkok)
1. [https://www.instagram.com/reel/CntWZdCB49u/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/reel/CntWZdCB49u/?utm_source=ig_web_copy_link)
2. [https://www.instagram.com/reel/Cm1ys\\_qhGRp/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/reel/Cm1ys_qhGRp/?utm_source=ig_web_copy_link)
3. [https://www.instagram.com/p/CR3IA-tLDwi/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CR3IA-tLDwi/?utm_source=ig_web_copy_link)  
(Shangri-La)
1. [https://www.instagram.com/p/CKL6iKoDs-c/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CKL6iKoDs-c/?utm_source=ig_web_copy_link)
2. [https://www.instagram.com/p/CKEQhOrnoTM/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CKEQhOrnoTM/?utm_source=ig_web_copy_link)
3. [https://www.instagram.com/p/B59lIT0AdMs/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/B59lIT0AdMs/?utm_source=ig_web_copy_link)
4. [https://www.instagram.com/p/B-wnBKRAZUb/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/B-wnBKRAZUb/?utm_source=ig_web_copy_link)  
(Royal Orchid Sheraton Bangkok)

**Facebook**

1. [https://www.facebook.com/l.php?u=https%3A%2F%2Fwww.anantara.com%2Fen%2Friverside-bangkok%2Foffers%2Friverside-romance%3Ffbclid%3DwAR12wueX8f-Ddi0ne7qEY5yaQ\\_IrUKlODkRWR5VArb7i91dP1youu\\_ptcHS&h=AT04LRYw1LfuZJpl\\_j0cwHu1avafvA16yxF0UlkvQDF\\_iBSnmWSh2iOexUbC\\_KMbDx8Vzro84eKpIKZkzS3BWH7PMKYHH6TzrmYbSL4Dtpb1Rdib\\_REmSWO4N8XcpCOf8H3uFWMOVA.Jh8d9l&s=1](https://www.facebook.com/l.php?u=https%3A%2F%2Fwww.anantara.com%2Fen%2Friverside-bangkok%2Foffers%2Friverside-romance%3Ffbclid%3DwAR12wueX8f-Ddi0ne7qEY5yaQ_IrUKlODkRWR5VArb7i91dP1youu_ptcHS&h=AT04LRYw1LfuZJpl_j0cwHu1avafvA16yxF0UlkvQDF_iBSnmWSh2iOexUbC_KMbDx8Vzro84eKpIKZkzS3BWH7PMKYHH6TzrmYbSL4Dtpb1Rdib_REmSWO4N8XcpCOf8H3uFWMOVA.Jh8d9l&s=1)  
(Anantara Riverside Bangkok)
2. [https://www.facebook.com/100064711929317/posts/pfbid02DvwnNTFqrl\\_M2kTFVozs5WQyvhX4f1Zg2Y8kHkFMzGDhH2r2aR1PzQNI7mbTazvpgl/](https://www.facebook.com/100064711929317/posts/pfbid02DvwnNTFqrl_M2kTFVozs5WQyvhX4f1Zg2Y8kHkFMzGDhH2r2aR1PzQNI7mbTazvpgl/)
3. [https://www.facebook.com/100064711929317/posts/pfbid02CVwoSR\\_e8HgtDSH5LChcd5mSd577UVXzHQGqhhnMkpnfLT9HincTbXxmKEwL\\_C8Xa7l/](https://www.facebook.com/100064711929317/posts/pfbid02CVwoSR_e8HgtDSH5LChcd5mSd577UVXzHQGqhhnMkpnfLT9HincTbXxmKEwL_C8Xa7l/)
4. [https://www.facebook.com/100064711929317/posts/pfbid02hMorFU\\_pja9DP3q54xaDR7YDwasuLmSwTk6rZQZ546K1W6tJJEYauUVKz7w5P1Kc1l/](https://www.facebook.com/100064711929317/posts/pfbid02hMorFU_pja9DP3q54xaDR7YDwasuLmSwTk6rZQZ546K1W6tJJEYauUVKz7w5P1Kc1l/)  
(Shangri-La)
1. [https://www.facebook.com/59796074158/posts/pfbid036TbeVouroxdc7OpP\\_cc4c2GqGMh92PAbORuS6ISAZ5Fu2TuJdcGmKkWFmSowQDml/](https://www.facebook.com/59796074158/posts/pfbid036TbeVouroxdc7OpP_cc4c2GqGMh92PAbORuS6ISAZ5Fu2TuJdcGmKkWFmSowQDml/)  
(Royal Orchid Sheraton Bangkok)

**Link for the best contents in the Instagram of our competitors:**

1. [https://www.instagram.com/p/B7hfr7KHw5r/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/B7hfr7KHw5r/?utm_source=ig_web_copy_link)
2. [https://www.instagram.com/p/BvL3GxMnPlw/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/BvL3GxMnPlw/?utm_source=ig_web_copy_link)
3. [https://www.instagram.com/p/Bq9FcfKHnUp/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/Bq9FcfKHnUp/?utm_source=ig_web_copy_link)
4. <https://www.instagram.com/p/Bj6qhdCDYIv/>
5. [https://www.instagram.com/p/CeLQ7C0JFBg/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CeLQ7C0JFBg/?utm_source=ig_web_copy_link)
6. [https://www.instagram.com/p/B1UE2ZnHnJl/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/B1UE2ZnHnJl/?utm_source=ig_web_copy_link)
7. [https://www.instagram.com/p/Co6TaPUJ3b5/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/Co6TaPUJ3b5/?utm_source=ig_web_copy_link)
8. [https://www.instagram.com/p/CoYtycoplfb/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CoYtycoplfb/?utm_source=ig_web_copy_link)
9. [https://www.instagram.com/p/CjmXcV5GZXY/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CjmXcV5GZXY/?utm_source=ig_web_copy_link)
10. [https://www.instagram.com/p/CJrxFUsYln/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CJrxFUsYln/?utm_source=ig_web_copy_link)
11. [https://www.instagram.com/p/CjPMRP3sEPK/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CjPMRP3sEPK/?utm_source=ig_web_copy_link)
12. [https://www.instagram.com/tv/ChbuYlJmAc/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/tv/ChbuYlJmAc/?utm_source=ig_web_copy_link)
13. [https://www.instagram.com/reel/Cm1PkQRhEH0/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/reel/Cm1PkQRhEH0/?utm_source=ig_web_copy_link)
14. [https://www.instagram.com/tv/CjjJG4\\_syDI/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/tv/CjjJG4_syDI/?utm_source=ig_web_copy_link)
15. [https://www.instagram.com/tv/Cek4\\_RMphl/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/tv/Cek4_RMphl/?utm_source=ig_web_copy_link)
16. [https://www.instagram.com/p/CSYQKMPztk/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CSYQKMPztk/?utm_source=ig_web_copy_link)
17. [https://www.instagram.com/p/CRKf40fnEr3/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CRKf40fnEr3/?utm_source=ig_web_copy_link)
18. [https://www.instagram.com/p/COXCxtpHckb/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/COXCxtpHckb/?utm_source=ig_web_copy_link)
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38. [https://www.instagram.com/reel/Ca\\_fRi5psHk/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/reel/Ca_fRi5psHk/?utm_source=ig_web_copy_link)

Figure 11: Example of competitor analysis

**Influencers Survey Form**

Form description

Name \*

Short-answer text

IG / FB Name \*

Short-answer text

Period of Stay \*

Short-answer text

Overall Experience about your stay:

Description (optional)

Breakfast Satisfaction \*

(1 Very poor, 2 Poor, 3 Fair, 4 Good, 5 Very Good, 6 Excellent)

1 2 3 4 5 6

Figure 12: Example of Influencer survey form



Figure 13: Example of Digital designation



Figure 14: Fun Activities

Date	Link Name	Engagement
Mar 11	4.4 Summer Sales - 90-minute After Work Remedy Package	0 clicks
Mar 11	4.4 Summer Sales - Dinner Buffet	0 clicks
Mar 11	Flow Online Reservations   Operable	0 clicks
Mar 21	Easter Sunday Brunch at FLOW on Sunday, 30 April 2023	129 clicks
Mar 21	Easter Online Reservations   Operable	750 clicks
Mar 10	Explore More Functions   M-Q	88 clicks
Mar 10	Landing page   LINE Official Account	2 clicks
Mar 10	LINE 2023   Operable	207 clicks

**4.4 Summer Sales - 90-minute After Work Remedy Package**

March 11, 2023 2:29 PM GMT+7 by Milintra Hatan Bangk...

0 Total engagements

**bit.ly/SummerSaleSpa**

0 clicks

https://shop.line.me/atom/qr/flow/remedy/0004256132

**QR Code**

0 No logs

**Link-in-bio**

0 TOTAL ENGAGEMENTS



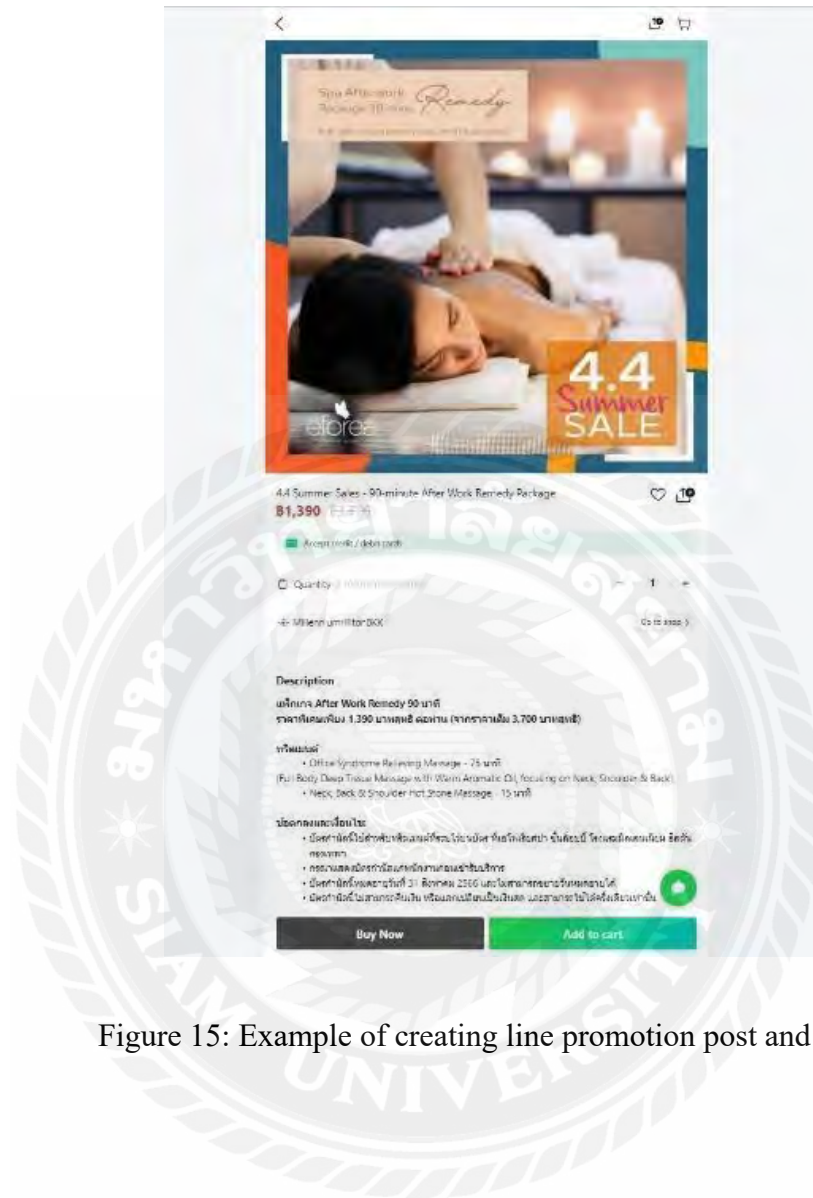


Figure 15: Example of creating line promotion post and QR.

**MEDIA AND PUBLICITY RELEASE**



<b>Authorized Parties</b>	Hilton Domestic Operating Company Inc. and each of its parent companies, subsidiaries, affiliates, agents, franchisees, advertising, marketing, public relations or promotional agencies, and partners and the foregoing entire officers, directors, agents, employees, respective successors and assigns.
<b>Claims</b>	All rights, claims, liabilities, losses, damages, costs, expenses (including attorneys' fees), and causes of action.
<b>Losses</b>	Any loss or harm in any way related to the Materials and/or the use or modification of them, including, but not limited to, any liability for loss, damage or harm due to invasion of privacy, defamation, copyright, right of publicity and any other intellectual or personal property right.
<b>Materials</b>	Any currently existing or future photographs, video recordings, sound recordings, statements or endorsements (including any portions thereof) made by me regarding or relating to any issues of concern or interest to the Authorized Parties and all other tangible or intangible forms of media, including without limitation any and all names, identities, sites, likenesses, distinctive appearances, physical likenesses, images, portraits, pictures, photographs (whether still or moving), screen personas, voices, vocal styles, statements, gestures, mannerisms, personalities, performance characteristics, biographical data, signatures, and any other media or imitations of my identity or likeness listed, provided, referenced, or otherwise contained therein, in their current form(s) or as retouched, digitized, cropped, altered, distorted or modified in any way, in any and all materials, including advertising and promotional materials, based upon or derived from them.
<b>Permitted Uses</b>	To use, sell, publish, republish, distribute, broadcast, publicly display, creative derivative works based upon, exhibit and/or copyright in any way.
<b>Release</b>	This entire Media and Publicity Release.

By signing this Release, I grant the Authorized Parties the absolute and irrevocable right to make the Permitted Uses of the Materials in any manner, throughout the universe, in perpetuity, in any and all media now known or hereafter devised (including without limitation on the internet), for any and all purposes, including, but not limited to, advertising, promoting or publicizing products, without any or additional compensation to be paid to me.

I agree that the Materials or anything derived from them will be owned solely by the Authorized Parties. I shall not authorize anyone other than the Authorized Parties to use the Materials or any copy of them. I acknowledge and agree that I have no right of approval for any use of the Materials. I do not have now nor will I have in the future any claim for any Loss. I represent and warrant to the Authorized Parties that this Release does not in any way conflict with any existing understandings, agreements, or commitments. I assume the sole and complete risk of any Loss. I hereby, for myself, my children, parents, guardians, trustees, heirs, executors, administrators, successors and assigns do waive and release any and all Claims I or they may now or in the future have against the Authorized Parties for any Loss.

I understand and acknowledge that the Authorized Parties hereby disclaim any responsibility or liability for any Loss. I agree to defend, indemnify and hold harmless the Authorized Parties from any Loss. I also acknowledge that the Authorized Parties do not carry insurance of any kind for my benefit or that of my parents, my children, guardians, trustees, heirs, executors, administrators, successors and assigns relative to the Materials. I also understand that this is a contract which grants general rights to and eliminates the liability of the Authorized Parties. I hereby waive any moral rights or any similar law in any country of the world and agrees not to institute, support, maintain, or permit any action or lawsuit on the ground that any use of the Materials pursuant to this Release in any way constitutes an infringement of my moral rights. I agree that this Release will be governed by and construed in accordance with the internal laws of the State of New York applicable to contracts made and performed in such State without regard to conflicts of law principles. I submit to the exclusive jurisdiction of any federal or state court located within County of Fairfax, in the State of Virginia, USA over any dispute arising out of or relating to this Release and hereby irrevocably agree that all claims in respect of such dispute or any suit, action, or proceeding related thereto may be heard and determined in such courts. I irrevocably waive, to the fullest extent permitted by applicable law, any objection which I may now or hereafter have to the laying of venue of any such dispute brought in such court or any defense of impropriety forum for the maintenance of such dispute. I agree that if judgment in any such dispute may be enforced in other jurisdictions by suit on the judgment or in any other manner provided by law.

I am submitting this Release with the understanding and intent that it be relied upon by the Authorized Parties.

Signed: \_\_\_\_\_  
 Printed Name: Ms. Rhea Mayhew  
 Date: 15 / 04 /2023

If you are under 18 years of age, this form must be signed by your parent or legal guardian.  
 Signed: \_\_\_\_\_  
 Parent or Legal Guardian Printed Name: \_\_\_\_\_  
 Date: \_\_\_\_\_

**THIS IS A LEGAL DOCUMENT. PLEASE RETAIN A COPY OF THIS RELEASE FOR YOUR RECORDS.**  
 Page 1 of 1


<ul style="list-style-type: none"> <li>* Voucher is valid only Sun-Fri, and subject to room availability at the discretion of the hotel. (Blackout date on Festive Season, public holidays and long weekend)</li> <li>* Voucher is non-redeemable for cash, non-transferable and must be used by the expiry date.</li> <li>* No extensions will be granted.</li> <li>* Voucher lost will not be replaced.</li> </ul>	Voucher Number: E 097/23
	1-night stay in an Executive Room w/Lounge access for two persons (validity from 10 <sup>th</sup> April 2023 till 10 <sup>th</sup> August 2023)
Authorised Signature:  Tim Tate General Manager	

Figure 16: Example of media & publicity release form



	April 2022					
	SUN	MON	TUE	WED	THU	FRI
Week 1						
Sun						
Contents						
Platform						
Activity						
Media visit						
Other						
Week 2	2	3	4	5	6	7
Sun						
Contents		- FLOW! generics - Sunday Branch Focus Easter	Shared post ing Su + 4 4 Summer sale	post ing Su + 4 4 Summer sale	Cocktail of the Month	post annual - Su Buffet
Platform		FB	FB	FB	FB	FB
Activity						
Media visit	Pa story & B R E E Z E w a y Family Sunday Branch Review		@sonaliora_ 4 6 April (Indian) Panorama Executive Suite & Full board (2 par)	@sonaliora_ 4 6 April (Indian) Panorama Executive Suite & Full board (2 par)		@w3kk 7 8 April (Chinese) Tua Executive Room & Full board (2 par)
Other			FB MK Meeting	Meeting - MKS Team (Dunee)		
Week 3	9	10	11	12	13	14
Sun						
Contents		FLOW! Dinner VOO 9 PM				
Platform	FB	FB	FB	FB	FB	FB
Activity						
Media visit					Thes & Sam 13-15 April (British) Panorama Executive Suite & Full board (2 par)	Thes & Sam 13-15 April (British) Panorama Executive Suite & Full board (2 par)
Other						
Week 4	16	17	18	19	20	21
Sun						
Contents						

Figure 18: Example of MK calendar







Figure 20: Example of the monthly special drink picture, The Lantern and The Beach



Figure 21: Marketing team member

### In-Room Dining

**BREAKFAST**  
SERVED 7:00 AM - 11:00 AM

**600**

**THE CONTINENTAL**

**Fresh Fruit or Vegetable Juice**  
Your choice of freshly squeezed orange, pineapple, watermelon, guava, grapefruit, apple, tomato or carrot juice.

**Fresh Fruit**  
Your choice of watermelon, pineapple, cantaloupe, papaya, dragonfruit or seasonal berries or seasonal fruit plate.

**Basket of Freshly Baked Breads and Pastries**  
Your choice of butter croissant, pain au chocolat or whole wheat croissant. Danish pastries, fruit or Danish muffins.

**Toast**  
Your choice of white, brown or whole wheat served with butter, honey, jam or seasonal butter.

**Your choice of Freshly Brewed Coffee or Decaffeinated Coffee.**  
Selection of Herbal or Aromatic Premium Teas. Glass of Hot or Cold Milk, Hot Chocolate.

**650**

**HILTON NATURAL**

**BREAKFAST**

**Fresh Fruit or Vegetable Juice**  
Your choice of freshly squeezed orange, pineapple, watermelon, guava, grapefruit, apple, tomato or carrot juice.

**Low-fat Yogurt with Seasonal Fruits**

**Basket of Rye and Rolled Oats Croissants, Fruit Muffin, Four Grain Rye Loaf and Multigrain Roll**  
Served with butter and jam.

**Exotic Fresh and Dry Fruit Plate**  
Served with cottage cheese.

**Selection of Herbal or Aromatic Premium Teas**

**800**

**THE AMERICAN**

**Fresh Fruit or Vegetable Juice**  
Your choice of freshly squeezed orange, pineapple, watermelon, guava, grapefruit, apple, tomato or carrot juice.

**Fresh Fruit**  
Your choice of watermelon, pineapple, cantaloupe, papaya, dragonfruit, kiwi, apple, berries or seasonal fruit plate.

**Basket of Freshly Baked Breads and Pastries**  
Your choice of butter croissant, pain au chocolat or whole wheat croissant. Danish pastries, fruit or English muffins.

**Toast**  
Your choice of white, brown or whole wheat served with butter, honey, jam or oil for toasting.

Healthy options    vegetarian dishes    spicy

Please contact MAJ@H if you have special dietary needs or food allergies.  
กรุณาติดต่อ MAJ@H หากมีข้อสงสัยเกี่ยวกับความต้องการพิเศษด้านอาหาร

All prices are in Thai Baht and subject to 10% service charge and applicable government taxes.  
ทั้งหมดเป็นราคาใน Thai Baht และอยู่ภายใต้ 10% ค่าบริการและภาษีรัฐบาลที่เกี่ยวข้อง

Millennium Hilton BANGKOK

VISA

Enjoy up to **30%**  
Millennium Hilton Bangkok

Exclusive offer for KTC VISA at all restaurants. Enjoy up to 30% off!

**FROM THE KITCHEN**  
SERVED 11:00 AM - 10:45 PM

**STARTERS**

**FROM OUR SPECIALTY CHEESE LIBRARY & JUAN PEDRO DOMINGO CHARCUTERIE**  
Served with honey mustard sauce.

**4 Types of Artisan Cheese Selection (120 Grams)** 625

**4 Types of Artisan Cheese Selection (120 Grams) and 50 Grams of Chef's Selection of Iberico Cold Cuts** 1,110

**4 Types of Artisan Cheese Selection (120 Grams) and 100 Grams of Chef's Selection of Iberico Cold Cuts** 1,550

**FLOW Restaurant**

- 15% discount on food (a la carte menu)
- 20% discount for Sunday Brunch, Special price! THB 1,826 net/person (From THB 2,200)

**ThreeSixty Bars**

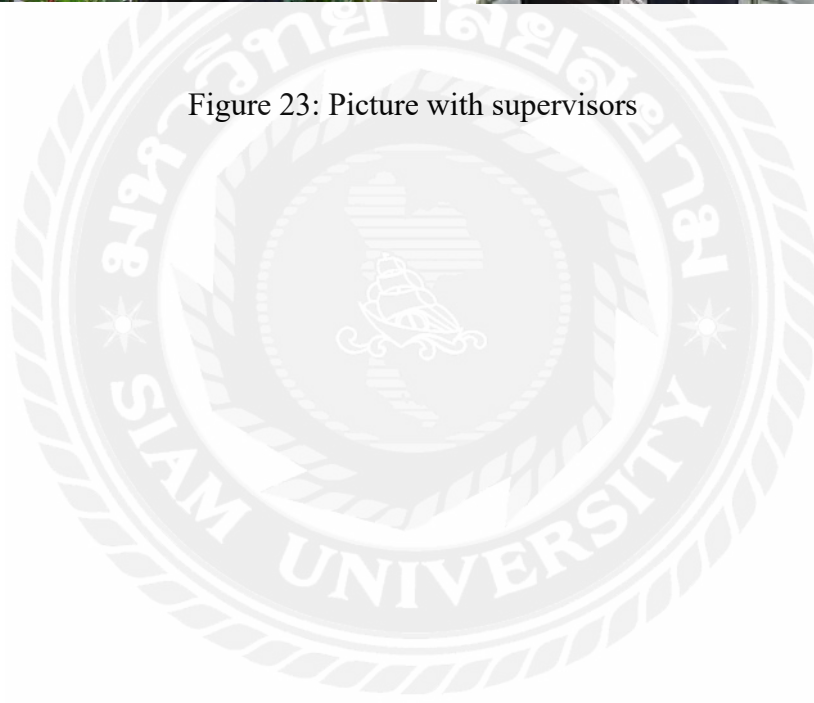
- 15% discount on food (a la carte menu)



Figure 22: Example of 7 Principles of marketing



Figure 23: Picture with supervisors





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