



Cooperative Education Report:

**Problems of Outsourcing vs. In-house Marketing
Hotel Crowne imperial**

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**This Report Submitted in Partial Fulfillment of the Requirements for Cooperative
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Siam University

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

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Abstract

This report includes the experiences gained as an intern of Corporate Sales and Digital Marketing Intern at Hotel Crowne Imperial. Hotel Crowne Imperial situated in Ravi Bhavan, built in modern and unique style with excellent state of the art facilities, is an iconic 4-star luxury hotel that captures the essence of legendary Kathmandu valley, offering a breathtaking panoramic view of the surrounding mountains and one of the prominent world heritage sites, Swayambhunath, exposing peace and tranquility. The 4-star accommodation combines modern design with a host of premium amenities and facilities with thoughtful services to make each stay a unique and personalized experience. The story of Hotel Crowne Imperial begins with a dream of its owners to build a 4-star deluxe hotel in Nepal providing luxury services to discerning clients, celebrating Nepalese warmth, and adding one more milestone in the hospitality industry. Joining Crowne Imperial has always aligned with my future goals; during the whole internship I have never regretted the decision to be a part of this wonderful team. My understanding of the operations of a hotel has vastly increased as well as the valuable experiences that would help me shape my future career and life. By handing me the responsibility to work as a digital marketing intern on top of corporate sales intern I have learned the importance of time management and organization skills. Throughout my internship program I was excellently guided by my supervisor, manager, colleagues, and the whole team helped me get across any hurdles easily. This course has helped me apply my theoretical knowledge in the real world and has given me the opportunity to hone new skills and polish the existing ones.

Keywords: Responsibility, time management, organization skill.

Acknowledgement

I would like to express my heartfelt gratitude to the Hotel Crowne Imperial for granting me the opportunity to complete my internship. The incredible learning experience I had in the past six months has equipped me with many skills and knowledge that will always be useful for me for my future endeavors. I would also like to express my gratitude to Kathmandu College of Management (KCM) for providing a cooperative education period.

I would also like to acknowledge with much appreciation all those who directly and indirectly contributed to this project. I extend my sincere thanks to Hotel Crowne Imperial for providing me the opportunity to work in such a prestigious Hotel. I would also like to express my thanks and gratitude to my colleagues, superiors and managers, whose guidance and support helped me gain practical knowledge and learn about the corporate world.

Throughout my internship program I was excellently guided by my supervisor, manager, colleagues and the whole team helped me get across any hurdles easily. I would like to sincerely thank Hotel Crowne Imperial for giving me this opportunity and Kathmandu College of Management along with Siam University to make this possible. This course has helped me apply my theoretical knowledge in the real world and has given me the opportunity to hone new skills and polish the existing ones.

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List of Acronyms

KCM - Kathmandu College of Management

BBA - Business in Bachelor Administration

CV- Curriculum Vitae

Chapter 1: Introduction

1.1 Company Profile

Hotel Crowne Imperial, situated in Ravi Bhavan, built in modern and unique style with excellent state of the art facilities, is an iconic 4-star luxury hotel that captures the essence of legendary Kathmandu valley, offering a breathtaking panoramic view of the surrounding mountains and one of the prominent world heritage sites, Swayambhunath, exposing peace and tranquility. We are inspired by our caring attitude for our guests, people, and the environment. The hotel offers 131 well-appointed fabulous rooms and suites.

The 4-star accommodation combines modern design with a host of premium amenities and facilities with thoughtful services to make each stay a unique and personalized experience. The story of Hotel Crowne Imperial begins with a dream of its owners to build a 4-star deluxe hotel in Nepal providing luxury services to discerning clients, celebrating Nepalese warmth, and adding one more milestone in the hospitality industry.

Our distinctive feature is our highly motivated and well-trained staff that provides exceptionally attentive, personalized, and warm service.

1.1.1 Vision

To become one of the leading four star standalone deluxe hotels in Kathmandu providing excellent products and services at attractive prices to every customer, every time.

1.1.2 Mission

To delight our guests every time by offering hospitality from the heart turning moments into memories.

1.2 Company Strategy

At Crowne Imperial, we strive to stay ahead of the competition by creating a clear and effective strategy. Our strategy is based on four core beliefs: customer satisfaction, customization, perfect coordination, and sustainability.

We strive to ensure our customers are satisfied by providing them with the best services. We try to create an atmosphere of synergy and creativity to form a perfect coordination between team members to ensure we serve our customers as best as we can. Crowne Imperial focus on three main teams for sales and they are, Corporate sales Team, Events Team, Tours & Travels Team.

Corporate sales team makes sure all 5 of the halls are occupied by corporates, on hopefully a residential package; these of corporate events are usually, large scale annual general meetings, Corporate Trainings and workshops, orientations, etc. Events Team focuses to bring in events like marriage, and other cultural festivals like, *Gufa*, *Bratamandha*, *Nwaran*, etc. while lastly the Tours & Travels Team focuses mainly on agency that have inbound customers to Kathmandu whilst also handling sites like, bookin.com, Agoda, Trip Advisor, Trivago. Trip.com & MakeMyTrip. One of our unique selling points is to be able to customize our menu for such large clients and give them the best food and service on their budget, while maintaining the standard of a 4 star deluxe hotel. Finally, we prioritize sustainability by making sure our products which are used in the hotel rooms, public area, admin area, all 5 outlets, and all 5 halls are environmentally friendly. These four core beliefs shape our strategy and guide us in our decision-making. We strive to stay ahead of the competition by leveraging our strengths and capitalizing on our opportunities. We are constantly looking for new ways to improve our processes and practices to ensure our products and services are of the highest quality. By finding the right balance between perplexity and rustiness, we can create content that accurately reflects our company's strategy. Through careful consideration of our core beliefs, we can craft a strategy that will help us reach our goals and remain competitive in the marketplace.

1.3 Organization Structure

Organizations are structured in a way that helps them achieve their goals. This structure is composed of different departments and roles that work together to reach organizational objectives. Each department is responsible for specific tasks, while roles are assigned to individuals to ensure that the organization operates efficiently. To ensure that the organization is running smoothly, it is important to have a clear hierarchy and communication channels between departments and roles. By doing so, the structure of the organization can be optimized to ensure its success.

1.3.1 Job Position

The following is the diagram of the organizational structure of Crowne Imperial:

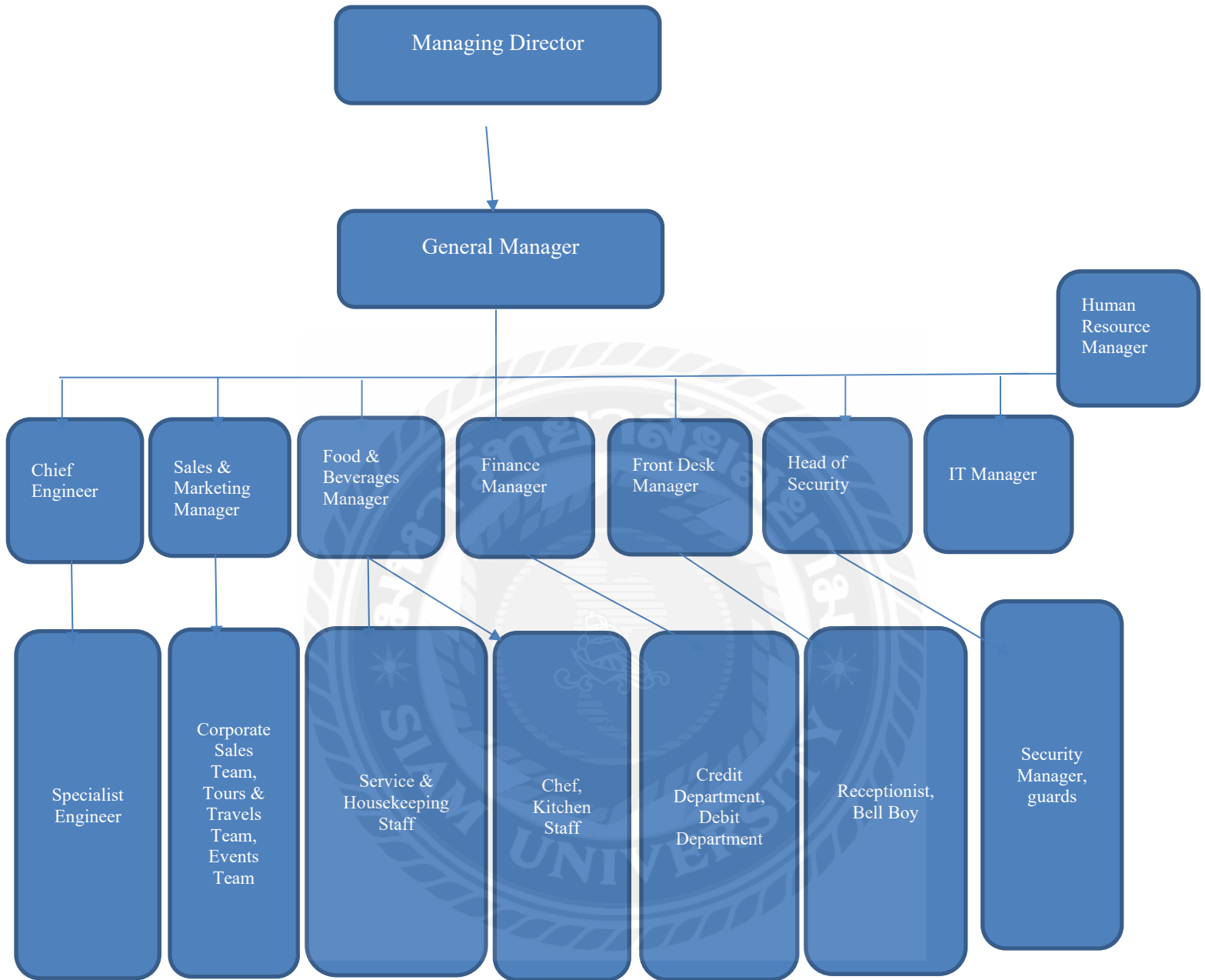


Figure 1: The job positioning flow chart

At Crowne Imperial I was assigned as a Corporate Sales and Digital Marketing Intern in the Sales & Marketing Department. The major tasks of a sales intern were to visit corporates all around the valley to pitch about the hotel, then send them an email containing various rates of our services and create social media posts.

a) Job Position in the company's organizational structure: There are seven major departments at

Crowne Imperial that function perfectly as a unit under the General Manager. While some would argue that Foods & Beverages is the most important department at a hotel, it believes that being the point of contact with clients, prospects, and key accounts is the most important. I was placed as a Corporate Sales and Digital Marketing Intern in the Sales & Marketing Department. The major tasks of a corporate sales intern were to visit corporates all around the valley to pitch about the hotel, then send them an email containing various rates of our services and create social media posts. & create posts for social media. I was also given the role to assess the outsourced marketing team.

1.4 Intention & Motivation to choose the company

Hotel Crowne Imperial is a 4 star deluxe hotel which is one of the best up and coming hotels in Kathmandu Valley. As a teenager I always wanted to own my own hotel chain and make it international, which is the reason that led me to KCM and Siam University. After my BBA degree I also want to study the Hotel Management course and acquire their degree as well. Joining the hotel aligns with my future goals. I believe that to run a hotel perfectly you must be in two departments, and they are the Sales & Marketing department and Food & Beverage department.

As I started the internship it opened my eyes to the operations of the hospitality industry and major factors that affect the growth of a business. My other motivation was that after my undergrad degree for my masters I want to go abroad and study while working on a hotel as well, which meant Crowne Imperial fit perfectly into my CV.

1.5 Strategic Analysis of the Company

The strategic analysis is mentioned below:

Strength	Weakness
<ul style="list-style-type: none"> ● Most customers are satisfied after they use the hotel, with very less complaints. ● Customizing and fitting right into the budget. ● Most of the products are sustainable and environment friendly. ● Great Architecture to impress international and national clients 	<ul style="list-style-type: none"> ● Rise in price of all supplies due to inflation. ● The tourism sector has not completely healed from the pandemic, still very few tourists. ● Huge credits by clients affect the cash flow of the company. ● Technologically sound staff ● Great marketing
Opportunity	Threats
<ul style="list-style-type: none"> ● More in-house events to showcase the product and service. ● Hiring technologically sound staff. ● Better marketing team. 	<ul style="list-style-type: none"> ● Inflation ● Another Global Lockdown. ● Inbound travel bans. ● Currently every company needs a technology friendly team to pioneer their industry.

Table 1: SWOT Analysis

1.6 Objective of the Co-op Study:

The hospitality industry in Nepal is still recovering from Covid 19. The targeted intake of tourists for the year 2023 is 3.5 million, but only 60000 tourists arrived in Nepal in the year 2022 (Shrestha, 2023). As hospitality industries must adapt to the local market to acquire customers,

most hotels are stuck in the traditional ways. The traditional ways of sales and marketing have hampered the growth of many such hotels. For those hotels that are trying to jump their competition through digital marketing are often faced with the dilemma “Where do I start?”

My study focuses on the dilemma of choice for business owners between in-house marketing and outsourcing them. Hence my topic for the co-op study is “Problems of outsourcing vs. in-house marketing”.



Chapter 2: Co-op Study Activities

2.1. Job Descriptions

As a corporate sales intern, I was assigned to visit five different corporate offices with a colleague per day. During the first two months of my internship, I have visited *sixty five* Co-corporate offices twice around Kathmandu valley. At the end of the day, I had to write a report on the conversations we had with the corporate officers. During this period, I was also assigned to help the Events Team during the Annual General Meeting of Asian Life Insurance. One of the many things I have learned is that the hotel industry is a hectic place where you cannot focus on only one thing at a moment or work on one long assignment.

2.2. Job Responsibilities and Work Duty

I had three sets of responsibilities, the first was as the corporate sales intern where I had to visit five corporate offices per day and in my two months' time, I have visited *sixty five* corporate offices twice. After visiting these corporate offices, I was tasked to write a report specifying whom I had met, what our dialogues were, what was the response of the corporate officer and would they be using our services. Finally, I had to send an email containing various rates of our services to the corporate offices. Once a week the Sales & Marketing Team attends a meeting with the general manager to give a weekly update of the sales department and forecasted sales and events for the week and ask for our thoughts on our performances the past week. Once every month I hold a meeting with the outsourced marketing team, and we talked about what strategies we can use to move ahead and about these complain that we had during the past month.

The second responsibility I was given was to create social media posts for the company and review the posts that were being created by the outsourced marketing firm. At the moment in time the Sales & Marketing Manager was not happy with the work of the outsourced marketing firm and wanted to create an in-house digital marketing team. This is also where the inspiration for my topic arises from.

Lastly, my responsibility was to help the Events Team coordinate with different departments during events, including events such as corporate events, personal events and group events done by travel agencies.

2.3. Activities in Coordinating with Team Members

According to the rule, during corporate office visits there should always be two salespeople visiting the offices. As a corporate sales intern I was tasked to go to 5 corporate offices every day while rotating each day with a colleague. This helped me bond with whole the team including my supervisor and manager very quickly as many offices would make us wait, sometimes even for hours.

Coordinating with the Events Team helped me tackle many unprecedented situations both mentally and physically as once I had to blow more than several hundred balloons for hours with a housekeeping staff for an event. This helped me understand other departments since I would not have much time to spend in the office. I would enter the office at nine am sharp, reply to any new emails, have lunch by ten thirty am, leave the hotel by eleven, visit five corporate offices, back to the hotel by three, tea at three thirty, send emails by four and finally write an ‘End of The Day’ report to submit it to the manager. During this time, I rarely have time to bond with other departments. Hence helping the Events Team improved my coordination with other team-members, both managers and staff.

2.4 Job Process Diagram

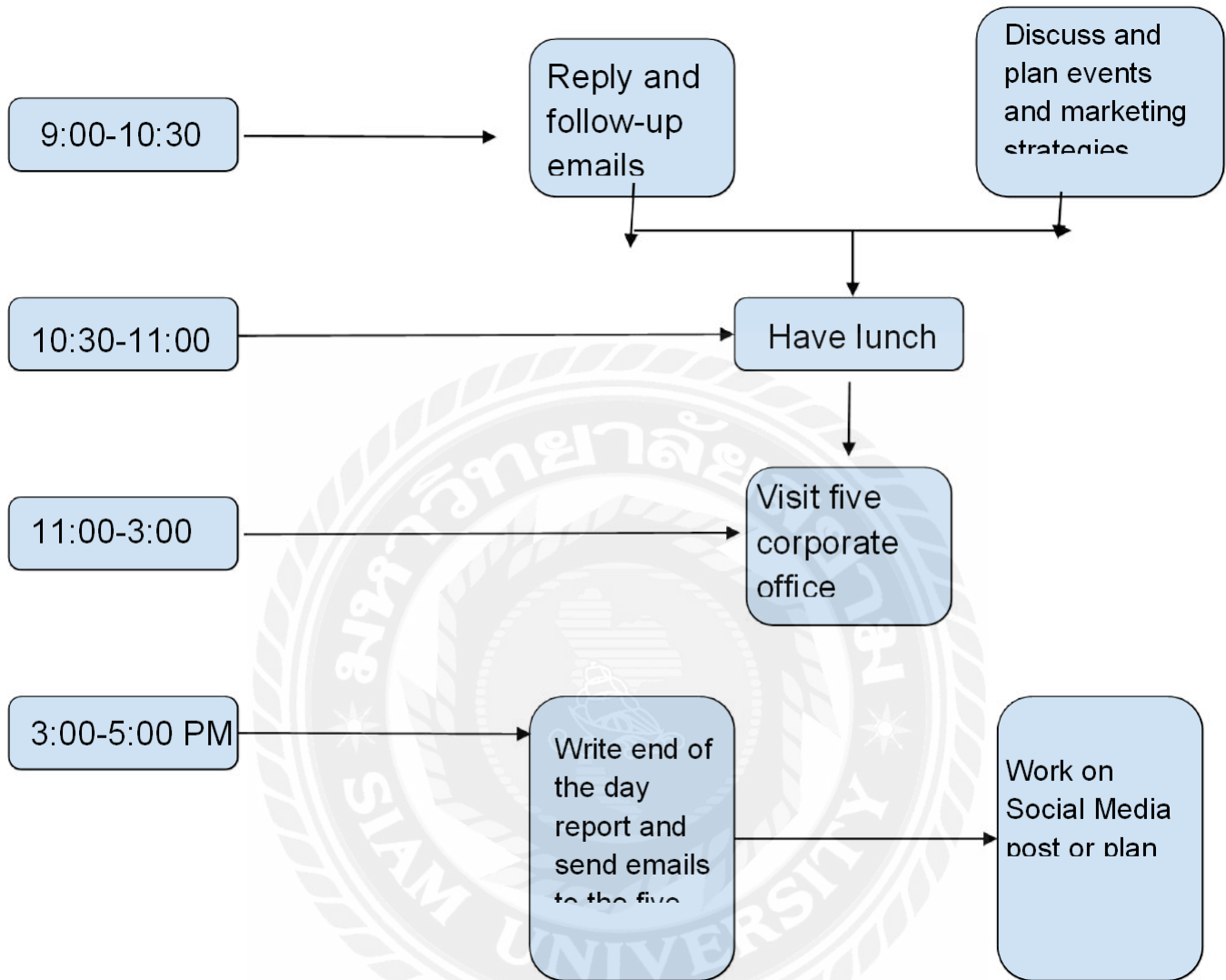


Figure 2: The Job Process Diagram

2.5 Contribution as a Co-op Student in the Company

As a Corporate Sales & Digital Marketing Intern I was given the opportunity to make contributions to the hotel, especially the Sales & Marketing department. The following are my contributions:

- a) Converted eight clients of the sixty five clients we had visited twice: Of the eight clients we had converted, four of them were from universities of a different district which I had proposed we visit. The clients being Nepal Society of Mathematics, Department of Economics, Department of Physics & Department of Management. Two were Pharmaceutical Companies,

one government agency, Department of agriculture and lastly an International Spiritual Healing Conference.

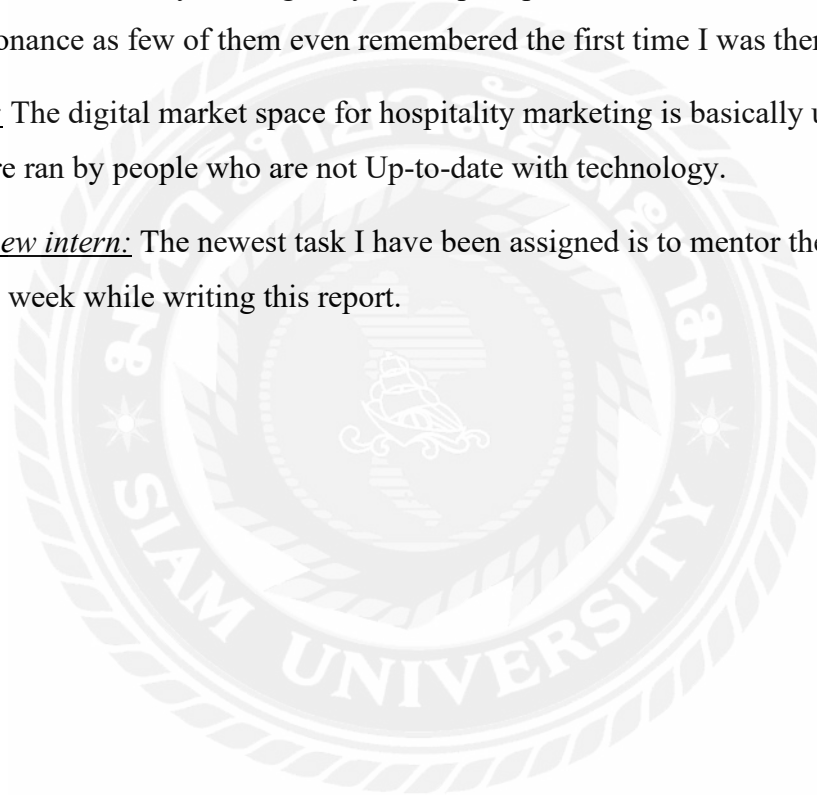
b) Reviewed the outsourced marketing firm: I reviewed the outsourced marketing firm not good enough. They did not have a clear vision going forward and were inconsistent with their timings, mostly they were unprepared for any sudden change of plan.

c) Helped creates a marketing strategy: I have helped create a marketing strategy and helped the transition from outsourcing to building an in house marketing team.

d) Create brand resonance: By visiting sixty five top corporate offices twice I feel I have helped create brand resonance as few of them even remembered the first time I was there.

e) Brand Image: The digital market space for hospitality marketing is basically untouched. As many of them are ran by people who are not Up-to-date with technology.

f) To mentor a new intern: The newest task I have been assigned is to mentor the new intern who has arrived for a week while writing this report.



Chapter 3 Learning Process

3.1 Problems and Issues of the Company

The several issues that I have faced during my internship period at Hotel Crowne Imperial are:

a) Communication with the outsourced marketing team:

One of the significant issues I felt while working as an intern and the motivation for my problem statement was the level of communication between the Hotel Crowne Imperial Team and the Outsourced Marketing Team. The communication from both the sides were awful, some of the factors that may have led to fall of the outsourced marketing team were, clear marketing vision was absent, no campaigns were run for 6 months, the social media pages started to look more like a calendar, not delivering what the Sales & Marketing Manager and the Gene Manager wanted. This broke the trust of both the personnel, hence an in house marketing team was formed which included the Events Team Coordinator, Food & Beverage Executive, IT manager and me at the moment. The process to build an actual marketing team is also on the way.

b) Technology friendly staff:

The absence of technology friendly staff at Hotel Crowne Imperial is a growing concern. With the rapid advancement of technology, guests expect staff members to be up-to-date and knowledgeable about the latest tech. Unfortunately, Hotel Crowne Imperial is falling short in this area. This lack of technology friendly staff can lead to frustration and dissatisfaction for guests and leads to miscommunication between team members. To ensure a positive experience, hotel Crowne Imperial must prioritize hiring staff with the necessary skills and knowledge to confidently assist guests. By doing so, it can create an environment that is both welcoming and technologically advanced.

c) Shortage of right employee:

When a company lacks the necessary team members, it can be difficult to reach its growth potential. Without enough staff, projects can take longer to complete, leading to missed opportunities and decreased productivity. This can also lead to a decrease in morale, as employees are forced to take on more responsibility. Ultimately, the lack of team members can have a significant impact on a company's growth. Such is the problem in many departments at the hotel.

d) Hiring staff that does not belong to the particular field:

Finding the right candidate who can quickly learn new skills and adapt to the work environment is difficult. Moreover, such an individual may lack the necessary knowledge and experience to perform the job. There are two cases at Hotel Crowne Imperial I had to face, hiring and training a staff who is at least thirty years old, that has dropped off from college and has never professionally worked who and is also technologically not sound might/will take months if not years understanding the job. The other case is also similar. To ensure success, employers must carefully assess potential hires and invest in training and development. With the right balance of complexity and variation, we can ensure that the hiring process is effective and efficient.

3.2 Solution to the Problem

According to literature review, the possible solutions for the above mentioned problems could be:

a) Quality communication:

Effective communication is an essential element for the success of any organization. It helps to establish a shared understanding among the members of the organization, promotes teamwork, increases productivity, and performance, enhances innovation and decision-making, and fosters a positive working environment. To enhance work effectiveness in an organization, it is important to establish clear communication policies, provide communication training to employees, encourage feedback, and open communication channels, and use appropriate technology to facilitate communication (Bucăța, George (2017); Rizescu, & Marius Alexandru; 2017).

b) Increasing productivity using technology:

In the information age, digital technologies have revolutionized the way we work. As a result, organizations are increasingly adopting digital workplace to improve productivity and collaboration among employees. This includes tools such as cloud computing virtual meetings, and mobile applications that enable employees to work and communicate from anywhere.

The need for digital workplaces arises from several factors, including the growing trend towards remote work, global competition, and the need for real-time access to information. Digital tools help organizations to reduce operational costs, streamline processes, and provide employees with greater flexibility, resulting in improved productivity levels (Attaran, Attaran, & Kirkland, 2019).

c) Human Resource:

Hiring an innovative workforce is essential for companies that want to stay ahead in today's fast-paced business environment. However, it is also a uniquely challenging task. Companies must attract and retain employees with diverse backgrounds and skill sets, provide opportunities for creativity and experimentation foster a culture of innovation, and invest in professional development and training. Additionally, companies must be open to collaboration and feedback from employees in order to successfully implement innovative ideas. Despite the difficulties, the benefits of an innovative workforce can ultimately lead to increased productivity, revenue, and a stronger competitive advantage (Hunter, Cushenbery, & Friedrich, 2012)

3.3 Recommendations to the Company

The following are the recommendations to the above-mentioned problems:

a) Communication with the outsourced marketing team:

At the end of my 2nd month as an Corporate Sales Intern, I was also given the responsibility of a Digital Marketing Intern, which made me 'Corporate Sales & Digital Marketing Intern' that meant the previous outsourced digital marketing team was no longer working for the hotel. The second possible solution was to have a member from the digital marketing team be always present at the hotel to communicate and stay updated.

b) Technology friendly staff:

Technology-unfriendly staff can be a major obstacle to successful implementation of new technology. To tackle this issue, Crowne Imperial must ensure that staff are properly trained and supported. They should also provide clear and concise instructions, as well as a designated contact person to address any questions or issues. Additionally, they should ensure that staff are given ample time to familiarize themselves with the new technology before it is rolled out. Through these measures, Crowne Imperial can foster a culture of acceptance and understanding towards new technology, leading to smoother transitions and better outcomes.

c) Shortage of staffs:

One solution to the shortage of the right employees is to invest in up skilling existing staff. By providing training and development opportunities, Crowne Imperial can help their current employees gain the skills they need to fill new roles. Additionally, they can use recruitment strategies that prioritize diversity and inclusion. This will help them to attract a wider range of talent and ensure that they have access to the right people for the job. Finally, they should evaluate their current hiring processes to identify any potential biases and ensure that they are selecting the best candidates for the job. By taking these steps, Crowne Imperial can ensure they have the right people for the job.

d) Hiring staff that does not belong to the particular field:

When it comes to hiring staff that do not belong to the field, there are several solutions. One option is to use a recruitment agency that specializes in finding the right candidates for a specific job. This ensures that the right skill set is found for the job. Additionally, they can look to online job boards and social media to source candidates from a wider range of backgrounds. This allows them to find candidates who may have the necessary skills, even if they don't have experience in the field. Finally, employers can also consider up skilling existing staff to fill the role. By taking the time to invest in training, Crowne Imperial can ensure that the staff they hire has the necessary Learning during the Co-op Studies knowledge and skills for the job.

3.4 Learning's During Co-op Studies

Throughout my time as an intern at Crowne Imperial I was presented with the great opportunity to learn about the operations of a hotel. The following are my learning's from the co-op studies:

- Creating Packages: One of the most interesting and important things I got to learn during my internship period was creating packages for different services of the hotel. Mainly regarding rooms, foods, and beverages, this helped me understand how to price different packages.
- Dealing with corporate clients: Meeting clients and showing them the hotel is an everyday task at Crowne Imperial. Corporate clients are esteemed guests of the hotel so to effectively manage corporate clients, it's important to establish clear expectations and maintain open communication. Establishing a strong relationship with clients is key to

success. Be sure to listen to their needs and provide timely feedback. Show them that you are reliable, trustworthy, and capable of delivering on your promises. Always strive to exceed their expectations and provide value-added services. Lastly, don't forget to thank them for their business. With the right balance of complexity and variation, you can create content that resonates with your corporate clients.

- Sales techniques: I was taught various sales techniques during my internship, and I have found them to be invaluable. The main strategy we used was we go and visit different corporations and ask for business, this is a short term strategy at the growth stage in the product life cycle of the hotel. From understanding customer needs to building relationships, these techniques have enabled me to understand deals more effectively.
- (Artificial intelligence, AI): During my time at the hotel, I was given the opportunity to try my hands on social media marketing. The world is changing as we see it, with new technological advancements and the introduction to AI. By experimenting with social media posts with AI, it has given me a better understanding of the technology.
- Improved report writing: By reporting every contact I have had with a client, it has helped me reflect on my own mistakes. Reporting 6 days a week has helped me improve my reporting skills as well as my communication skills.

3.5 Applying Knowledge from Coursework

Kathmandu College of Management has provided us with theoretical knowledge for us to work in most fields where business is related, as a marketing student, it opens the path to many career opportunities. Some of the fields to choose are marketing, data analyst, sales, report writing, branding, law, etc. are some that are at the top of my head.

During the 5th semester, 3rd year of the BBA program, we were taught 'Sales Management'. This course provided me with all the theoretical knowledge needed to work as a salesperson. It taught me that a successful salesperson requires a combination of interpersonal skills, knowledge of the industry, and a willingness to take risks. To excel in sales, it is essential to understand the customer's needs and be able to effectively communicate the value of the product or service. Additionally, it is important to be able to think critically and make decisions quickly.

The most important techniques the course taught us to 'Build Rapport', building rapport not only helped me deal with clients but helped me build a connection with my colleagues and

superiors. Building rapport was also taught during the 1st Semester of the college. It can be achieved by taking the time to understand the other person's perspective, being open to feedback, and showing genuine interest in the conversation. Additionally, it is important to be mindful of our body language and to use positive language. By doing so, we can create a strong connection with our clients or colleagues and build a lasting relationship.

3.6 Special Skills and New Knowledge Learned

Some of the special skills and new knowledge's I gained were:

- Operations of a hotel: At the start of my internship, I really wanted to learn about the operations of a hotel and just the operation of the sales department. Thankfully I was presented with such opportunities that I got to learn the management of operations of a hotel as well. This aligns perfectly with my future goals.
- Importance of coming forward: As a student I have always realized the importance of answering open ended questions, but due to my own insecurities and lack of confidence, I had never understood what teachers meant when they asked me to speak my mind out. Due to great mentors at Hotel Crowne Imperial, I have faced my problems head on.
- Proper organization: At the start of my internship period when I had just joined the team, I would go visit different corporate offices and most of them would send us back or make us wait for ages. Later I started to book appointments at the corporate offices, which was later very much appreciated by the team. This gave us the opportunity to visit more than five corporate offices a day.
- Quick call to action: The hotel is a very hectic place where staff won't even have the time to breathe all day. During such times Crowne Imperial has taught me to always be quick on my feet. Even a slight hesitation will lead to unsatisfied guests.

Chapter 4: Conclusion

4.1 Summary of highlights of Co-Op studies

Digital marketing is still new to the hospitality industry hence there is opportunity for tremendous growth. Hotel Crowne Imperial has taken the steps to implement a marketing strategy whether it is from an outsourced firm or an in house team. Both are correct paths to move forward which is always better than never trying anything new with fear of failure.

I was assigned as a corporate sales and digital marketing intern at a four-star deluxe hotel. I was tasked to visit corporate offices and deliver my sales pitch; I have visited sixty five offices twice within the two months. Some of my other duties is to help Events Team coordinate with rest of the team during programs, create social media posts and lastly evaluate the outsourced marketing team.

The several issues that I have faced during my internship period at Hotel Crowne Imperial are communication with the outsourced marketing team, technology friendly staff, shortage of the right employee and hiring staff that does not belong to the field. But all these issues have a solution and are not something to frown upon.

I personally feel that the internship program has been fruitful and has helped me by understanding the operations of a hotel, how to think on my feet and to always be prepared. During my stay I have also learned to create packages, deal with corporate clients, learn sales techniques, AI and improved report writing.

4.2 Evaluation of Work Experience

As a corporate sales & digital marketing intern, I have had the opportunity to gain invaluable experience in the corporate world. Working in this environment has taught me the importance of teamwork, communication, and problem-solving. I have also developed an understanding of the importance of customer service, and how to effectively use digital marketing to reach a wide audience.

I am grateful for the opportunity to gain such valuable experience and skills, and I am confident that my work experience has prepared me for success in the corporate world. I now have the knowledge and confidence to take on more complex tasks and challenges.

Overall, my experience as a corporate sales & digital marketing intern has been incredibly rewarding. I have been able to hone my skills, learn new ones, and understand the importance of customer service and digital marketing. I am confident that this experience will serve me well in the future.

4.2. Limitations of Co-Op Studies

The limitations of the Co-op studies are as follows:

- Completing substantial marketing strategy or making significant contributions to the hotel's operations can be challenging within a limited 16-week timeframe. Complex marketing strategy may require additional research, planning, and execution time, which may not be feasible within the internship's duration.
- Interns may not have enough time to develop a wide range of skills within a 16-week program. Some skills such as leadership or complex problem-solving, may require more time and practice to cultivate effectively.
- Building a professional network is crucial for future career prospects, but a 16-week internship may not allow interns enough time to establish meaningful connections within the hotel industry. Networking often requires ongoing engagement and building relationships that extend beyond the duration of a short internship.
- A 16-week internship program at a hotel may not provide interns with sufficient time to explore and experience all aspects of the hotel industry. They may only get a glimpse into certain departments or roles, limiting their understanding of the hotel's overall operations.

4.3. Recommendations for the Company and Co-op Studies

Recommendation for the company:

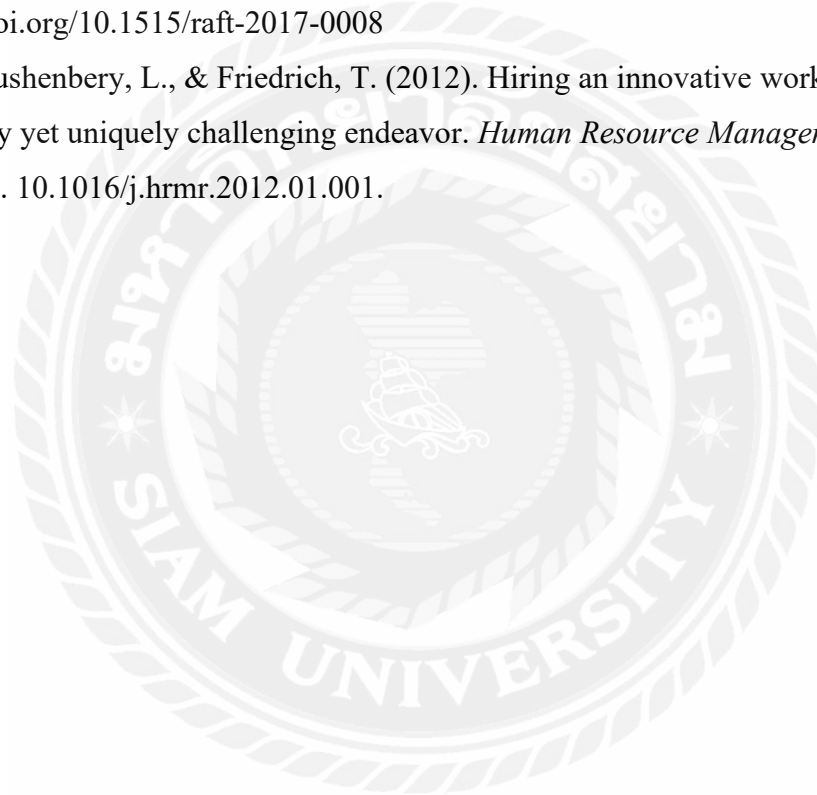
- To try to be more flexible and adapt to the new generation of technology.
- Use employee retention schemes as most employees don't feel much appreciated. Using such schemes, we can motivate them to make them more productive.
- Provision to work from home is a must in today's world Recommendation for Co-op Studies.

- I believe a virtual meeting at the beginning of the semester as well as in the middle of the semester is important for the students to understand if they are in the correct path.



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Annex



Figure 3: My Workplace



Figure 4: Photo with Working Staffs and Colleagues



Figure 5: Photo with my Job Supervisor



Figure 6: Photo with my Co-working Staff