



## **Cooperative Education Report**

### **Sales Representative at Bodhi Holidays**

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

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

**Academic Advisor:** Bikash Dahal

We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2023.

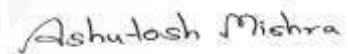
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This Cooperative report entitled “Sales Representative at Bodhi Holidays” has the goal to provide awaked service facilities during holiday in Nepal. Objective of the study includes: (1) To learn more about the Tourism community in Nepal. (2) To understand the various sectors, roles, and functions within the industry. (3) To build professional networks within the travel and tourism industry. (4) To develop my skills, including communication skills, customer service skills, problem solving abilities, and cultural awareness. With the company I was assigned to work as Sales Representative under the direct supervision of the CEO. This report outlines the skills and knowledge acquired including customer relationship management, effective communication, market research, and strategic sales techniques.

Additionally, it includes a strategic analysis of Bodhi Holidays using framework such as SWOT, Porter’s Five Forces, and PESTLE to assess the company’s competitive advantages and macro-environmental influences.

**Keywords:** Customer Relationship Management, Tourism, Effective Communication, Strategic Sales Technique

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I would also like to convey my sincere gratitude to my supervisor Mr. Mr. Kshetra Bahadur Basnet, for accepting me as a part of their company and working with them at the level of other employees. Their constant guidance and undivided attention helped me learn about the work under a comfortable working environment. Also, I am grateful to all the staff members for accepting me as my own and for not hesitating to answer my queries whenever I was in doubt.

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Being a part of this internship program here at KCM and Siam has indeed helped me a lot as an individual to grow in the practical field. The greatest thing about these internships was getting a chance to build connections and relations and to understand the perspective of a variety of people with different mindsets for which I wholeheartedly would like to appreciate the university's efforts for supporting me throughout my undergrad journey.

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## Chapter 1: Introduction

### 1.1 Company Profile:

#### Mission:

The mission of Bodhi Holidays is to provide personalized travel experience that inspire and enrich our customer's experience, while promoting sustainable and responsible tourism.

#### Vision:

The vision of Bodhi Holidays is to become the leading travel company known for transformative and sustainable journeys.

Bodhi Holidays is a local travel partner in Nepal. As the word "Bodhi" refers to awakening or enlightenment, they promise to provide very awaked service facilities during holidays in Nepal (Bodhi Holidays, 2016). They are committed to promote Nepal's cultural destination- A country rich in history and traditions with unique landscapes including famous Himalayas and stunning people. They offer a wide of customized and personalized tours and around Nepal, Tibet and India, for visitors seeking authentic and unforgettable holiday experience.

The company was founded by the CEO Mr. Mr. Kshetra Bahadur Basnet with the aim of creating a positive impact that extends beyond travel experience. Though the company was only established in 2016, the owners have an experience of working in the field for almost 15 years mainly focusing on the Chinese tourist in Nepal.

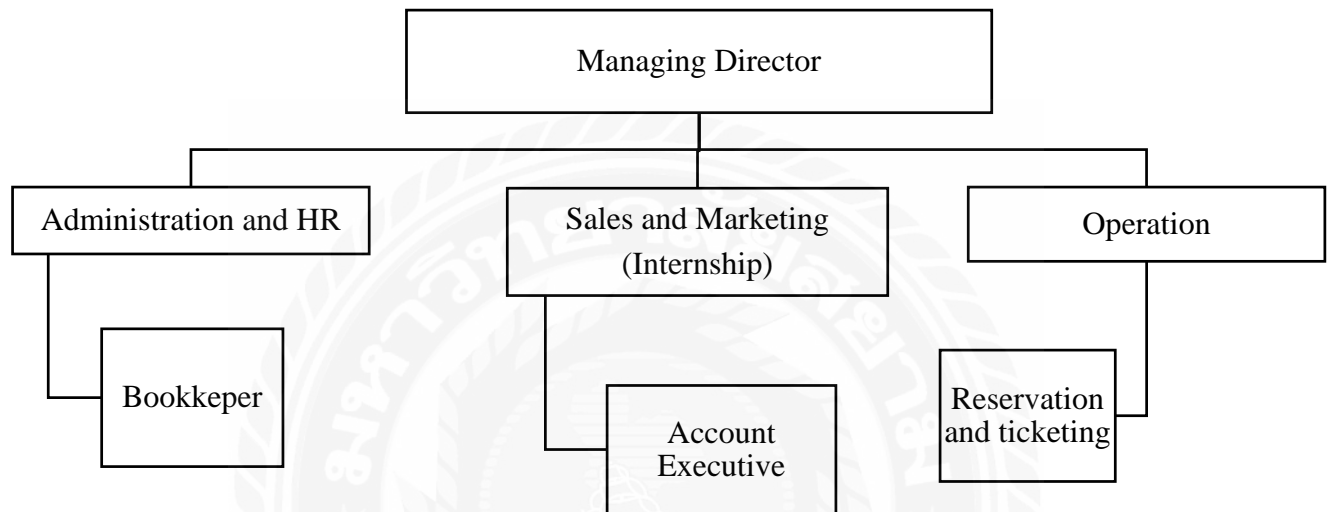
As for now, this company is involved in tour management, flight bookings, hotel booking and vehicle renting facilities. The company strives to grow its business with each passing day.



*Figure 1 Company Logo*

## 1.2 Organization Structure:

In Bodhi Holidays, the company follows a flat hierarchical line of command. The company consists of the CEO, and has separations for various departments such as finance, marketing and sales and administration. The company only has 6 employees currently. The organization structure is as follows.



*Figure 2 Organization Structure*

At the top of the company hierarchy is the managing director of the company, who provides strategic direction and oversees the overall operations of the company. Reporting directly to the managing director are the heads of various departments including administration, sales and operation. Each department's head is responsible for managing their respective team and ensuring to achieve the department's goals. My internship department has been highlighted in the figure above.



### **1.3 Intentions to Join the Company**

My intention to join Bodhi Holidays stemmed from a combination of factors that aligned with my career aspiration and personal values.

I have always been passionate for exploring new cultures, discovering hidden gems, and immersing myself in diverse experience. Tourism is Nepal's fourth largest industry by employment (Prasain, 2021). Nepal is a hot spot destination for adventure seekers. Nepal is home to the world's largest peak, Mount Everest. Including that there are 8 out of 10 highest mountains in the world, which makes Nepal prime destination for mountaineers, rock climbers and trekkers. There are other important religious pilgrimage sites throughout the country for the followers of various sects and religions (Ministry of Foreign Affairs, 2012). I was able to learn and explore this experience by helping others create memorable travel experience in Bodhi Holidays.

The role of Sales Representative at Bodhi Holidays presented an excited opportunity to combine my passion for travel with my interest in sales and customer relationship management. I was eager to engage with clients, tailor personalized travel packages, and contribute to the growth of the company's customer base.

As a curious person I was always curious to learn new things and I was very willing to understand the diverse tourism industry and the rise of eco-tourism in Nepal. Ecotourism in Nepal is focused, on ecotourism initiatives sustainable development, and community empowerment (Nepal Mountain Trekkers, 2021). I found the alignment with company values as Bodhi Holidays is committed to sustainable and responsible tourism resonated strongly with my personal values. I was drawn to the company's ethos of promoting eco-friendly travel practices, support local communities and preserving cultural heritage of destinations.

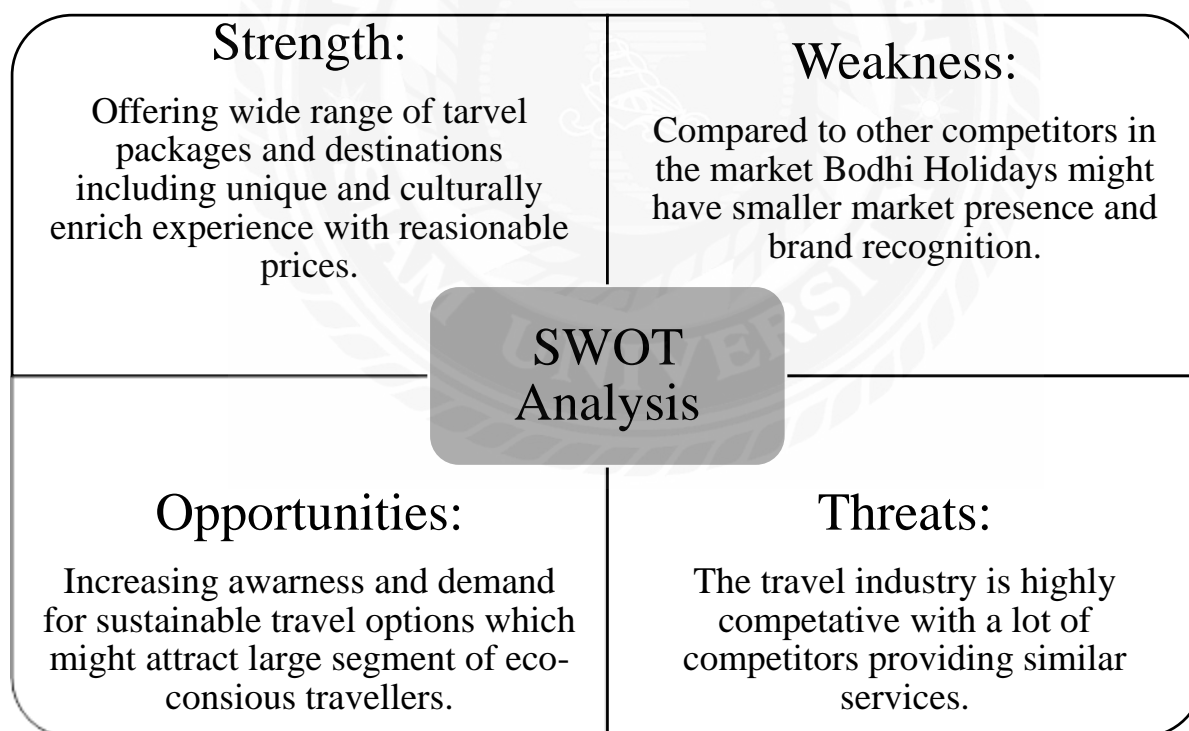
In summary, my intention to join Bodhi Holidays was driven by a genuine passion for travel, alignment with the company's values, opportunities for professional growth, curiosity to learn new policies in tourism and responsibilities it offered.

### 1.4 Objective of the Study:

1. To learn from mentors and experts from the field about the Tourism community in Nepal.
2. To understand the various sectors, roles, and functions within the industry.
3. To build professional networks within the travel and tourism industry.
4. To develop my skills, including communication skills, customer service skills, problem solving abilities, and cultural awareness.
5. Exploring competitive landscapes within the travel industry.
6. To make meaningful contributions to Bodhi Holidays by actively participating in sales activities.

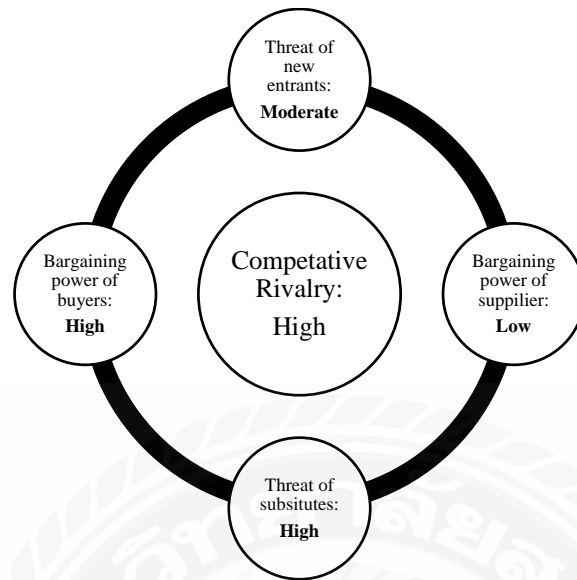
### 1.5 Strategic Analysis of the Company

#### 1. SWOT Analysis:



*Figure 3 SWOT Analysis of Bodhi Holidays*

## 2. Porter's 5 Forces:



*Figure 4 Porter's 5 Forces of Bodhi Holidays*

Strategic implications of Porter's 5 forces for Bodhi Holidays:

### 1. Differentiation:

To mitigate the threat of substitutes and high industry rivalry, Bodhi Holidays should focus on differentiating its offerings through unique travel experiences, exceptional customer service, and sustainable travel options.

### 2. Cost Management:

Efficient cost management can help in competing on price without sacrificing quality, especially important given the high bargaining power of buyers.

### 3. Supplier Relationships:

Building strong relationships with key suppliers can ensure better service quality and more favorable terms, helping to reduce the bargaining power of suppliers.

#### 4. Brand Loyalty and Customer Engagement:

Investing in brand-building and customer loyalty programs can help reduce the impact of high buyer power and intense rivalry. Personalized marketing and exceptional post-sale service can enhance customer retention.

#### 5. Innovation and Technology:

Investing more on advanced technology for personalized travel planning, virtual tours, and efficient operations can provide a competitive edge and appeal to tech-savvy travelers.

By addressing these strategic areas, Bodhi Holidays can strengthen its position in the competitive landscape and better navigate the challenges posed by Porter's Five Force.

### 3. PESTLE Analysis

Political Factors	Economical Factors	Social Factors	Technological Factors	Legal Factors	Environmental Factors
<ul style="list-style-type: none"> <li>• Changes in travel regulations.</li> <li>• Government policies promoting tourism can help the industry grow</li> </ul>	<ul style="list-style-type: none"> <li>• Global and regional economic condition can influence to disposable income.</li> <li>• Inflation in Nepal can affect in operational costs</li> </ul>	<ul style="list-style-type: none"> <li>• Increase in eco-tourism and sustainability</li> <li>• Ongoing health concerns due to pandemic.</li> </ul>	<ul style="list-style-type: none"> <li>• Importance of strong online presence and user friendly booking platforms.</li> <li>• Social media and digital marketing has become a necessity</li> </ul>	<ul style="list-style-type: none"> <li>• Legal consideration incase of cancellations.</li> <li>• Protecting travel itineraries, trademarks and brand identity.</li> </ul>	<ul style="list-style-type: none"> <li>• Focus on sustainable travelling</li> <li>• Respecting and protecting the cultural</li> </ul>

*Figure 5 PESTLE Analysis of Bodhi Holidays*

By addressing these factors through strategic planning and adaption, Bodhi Holidays can navigate that macro-environment effectively and strengthen its market position.

## Chapter 2: Internship Activities

### 2.1 Job Description and Responsibilities:

Internship Role: Sales Representative

Internship Description:

As sales representative, the primary responsibility is to promote and sell travel packages and services offered by the company. The intern must work closely with customers to tailor travel packages to meet their specific needs, preferences and. Furthermore, interns must also maintain good relationships with hotels, flight companies, tour guides and vehicle companies to foster business and referrals in the market. There will be ample opportunity to contribute ideas to management through on-the-job research. Additional job responsibilities could be developed around the candidates' strengths.

Initially, I was assigned some sales and marketing tasks as I was from the marketing background. But later the company asked me if I would like to switch help to the financial department. As I had previously worked in the marketing department, I thought it would be a great opportunity to widen my knowledge and expand my experience in different fields.

Below mentioned includes all the roles and responsibilities of the activities I had to do during my internship period:

1. In-person Customer Dealing
2. Developing Itineraries
3. Sales Booking
4. Market Research
5. Documentation and Administration
6. Customize Travel planning

1. In-person Customer Dealing:

Under in-person customer dealing I had to engage with potential customers through in-person meetings to understand their travel preferences, interests, and budget requirements. Then I would develop a travel plan according to their preferences, requirements and their budget. I would also offer some personal suggestions to enhance their experience.

2. Developing Itineraries:

After knowing their requirements, the itineraries were developed and edited. I would take help with my mentor in creating an itinerary keeping important things on my mind. The itinerary must meet all the requirements that the guest has requested and in time of some unseen circumstances like weather or timing changes the itinerary must be flexible to adopt the change without hampering the actual tour.

3. Sales Booking:

I was also given the responsibility for sales booking. The sales must be closed by providing compelling offers, negotiating prices, and facilitating booking transactions and also ensuring accuracy and efficiency in processing bookings and payments. The bookings for the hotels, flight and the vehicle must also be communicated properly with the third-party company.

4. Market Research:

As for my market research task I must stay updated on industry trends, competitor offerings, and market demands to identify new business opportunities, product enhancements, and promotional strategies. I also should gather feedback from customers to improve existing products and develop new offerings which is very crucial for the business growth.

5. Documentation and Administration:

In jobs like these there is a lot of information from different types of guests as they have different preferences so documenting all that information is one of the crucial tasks in the business. I must ensure complete information in necessary paperwork, documentation, and

administrative tasks related to sales, bookings, invoicing, and customer inquiries. Along with that I also had to maintain accurate records and databases to track sales performance and customer interactions.

6. Customize Travel Planning:

I must work closely with customers to tailor travel packages to meet their specific needs, preferences, and budget constraints. Offer personalized recommendations and advice to enhance the overall travel experience.

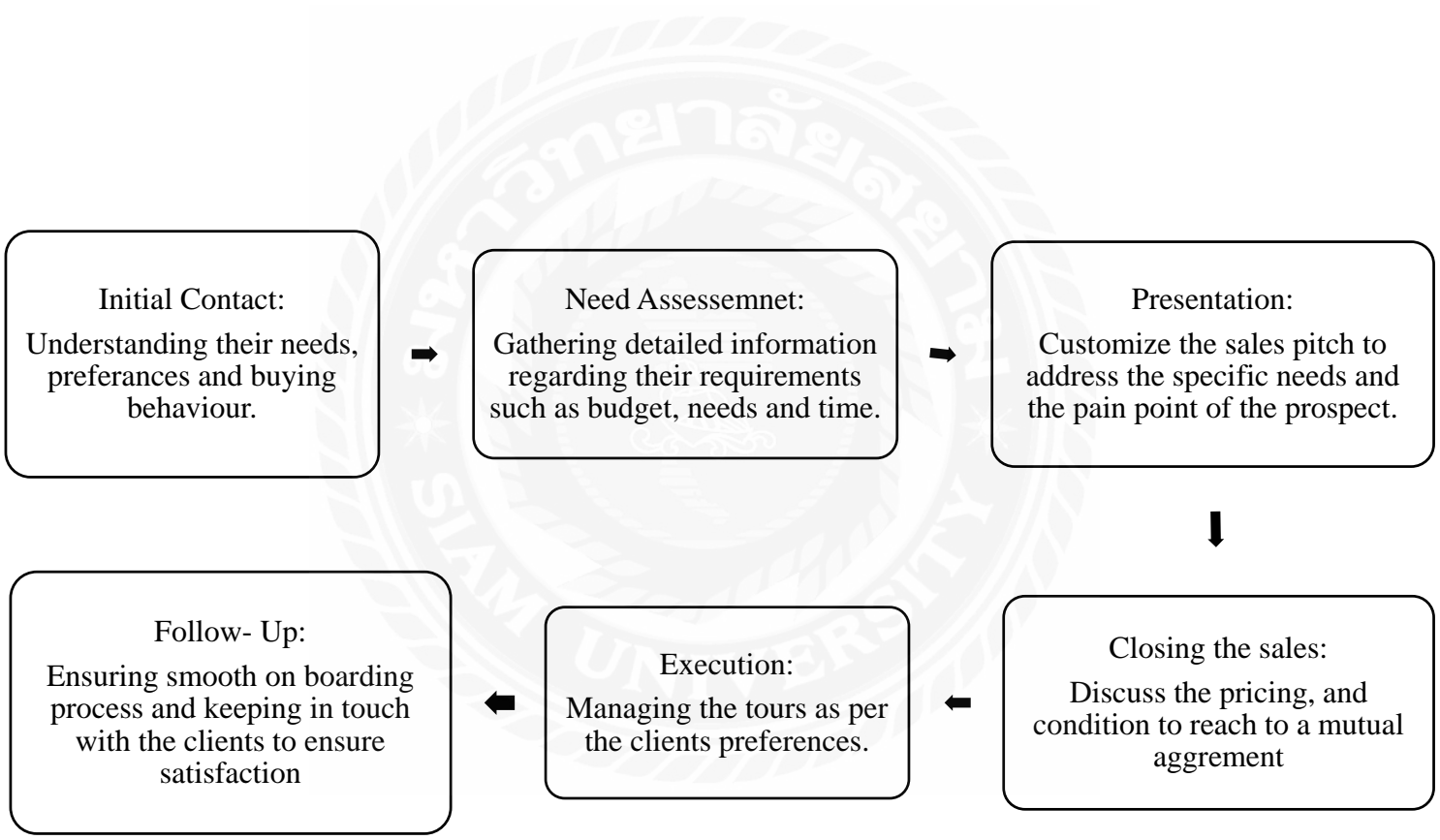


Figure 6 Job Process Diagram

### 2.2 Contribution Made During Internship:

During my internship at Bodhi Holidays, I made significant contributions to various aspects of the company's operations. Firstly, I conducted comprehensive market research to identify emerging travel trends and competitor strategies, enabling Bodhi Holidays to refine its product offerings and target marketing efforts effectively.

Secondly, I actively participated in the development of new travel packages, focusing on sustainability and unique cultural experiences. Mostly, I focused in the use of our company vehicle which is and electric van. By integrating this idea, I helped the company attract a broader audience of environmentally conscious travelers.

Additionally, I played a key role in creating compelling content for Bodhi Holidays' marketing materials, including managing pamphlets, social media posts, and sales pitches, enhancing the company's brand presence and attracting potential customers.



Figure 7 Total Sales from January to May 2024

The above is the pie chart of the total sales from January to May 2024. In my internship period I had most sales in bus ticketing likewise there were sales in sightseeing and Pokhara tours as well.



### Pokhara Sightseeing Itinerary

**Day 1 :**  
**Arrival in Pokhara and Sightseeing**

- **Arrival in Pokhara:** Arrive in Pokhara and check-in to your hotel. Take some time to relax and settle in.
- **Explore Phewa Lake:** Head to Phewa Lake, the second largest lake in Nepal. Enjoy a peaceful boat ride and witness the reflection of the Annapurna mountain range in the tranquil waters.
- **Visit World Peace Pagoda:** Take a short hike or a boat ride to the World Peace Pagoda. Enjoy the panoramic views of Pokhara and the surrounding mountains from this Buddhist shrine.
- **Evening at Lakeside:** Spend the evening at Lakeside, the bustling tourist hub of Pokhara. Explore the shops, cafes, and restaurants, and soak in the vibrant atmosphere.

**Day 2 :**  
**Full Day Sightseeing in Pokhara and Some Extra Activities (if needed)**

- **Sunrise at Sarangkot:** Wake up early to catch the mesmerizing sunrise at Sarangkot. Drive up to the viewpoint and witness the golden hues illuminating the Annapurna and Chaukegi mountain ranges.
- **Shiva Statue Pundarikot:** Shiva Statue (Pundrikot) is one of the major attractions of Pokhara Sightseeing. Nepal's Tallest Lord Shiva Statue in Pokhara is the emerging local attraction for domestic and international travelers. Pundarikot Shiva Statue is located in the southern part of Pokhara at an elevation of 1500 meters from sea level. Another attraction of Pundarikot Shiva Temple is Shiva Damsru which is the biggest in Asia.
- **Devil's Fall and Gupteshwor Cave:** Visit Devil's Fall, a unique waterfall that disappears into an underground tunnel. Explore the nearby Gupteshwor Cave, known for its sacred Hindu shrine.
- **Bindabasini Temple:** Pay a visit to Bindabasini Temple, a revered Hindu temple dedicated to Goddess Durga. Seek blessings and enjoy the peaceful ambience.

**Day 3 :**  
**Sightseeing and Departure**

- **Sunrise Paragliding:** Start your day with an exhilarating sunrise paragliding experience. Soar high above Pokhara and witness the breathtaking landscapes from a bird's eye view.
- **Visit Pokhara Museum:** Explore the Pokhara Museum to learn about the history, culture, and art of the region. Gain insights into the local traditions and heritage.
- **Explore Local Markets:** Spend some time exploring the local markets, such as the Old Bazaar, where you can find unique handicrafts, souvenirs, and local delicacies.
- **Departure:** Bid farewell to Pokhara and depart for your onward journey, carrying beautiful memories of your trip.

Note: This itinerary can be customized based on your preferences, available time, and any specific attractions or activities you would like to include.

**\$159** Adult **\$112** Child

**Cost Includes:**

- All Accommodation in 3 star Hotel in Pokhara
- 3 Times meal a Day (Breakfast, Lunch, and Dinner)
- High standard Transportation from Arrival to Departure
- Professional Cultural Guide to enlighten you very unique way
- All entrance ticket as per itinerary

**Cost Excludes:**

- Drinks during the Trip
- Travel Insurance
- Anything doesn't mention or inclusive

Figure 8 Itinerary of Pokhara

The above is the sample if the itinerary of Pokhara which I created. I also created such itinerary for other prime tourist destinations such as Lumbini and Chitwan.

### Kathmandu Sightseeing

Recommend 4 Places:

- Pashupatinath
- Boudha
- Swoyambhu
- Bushanlikantha
- Durbar square (Kathmandu, Bhaktapur, Lalitpur)

Price including car and guide: 10,00

### Pokhara

1 nights 2 days (suggestion for flight booking only)

- Sunrise: Sarangkot
- Paragliding: Fishtail Paragliding
- Lunch
- International Mountain Museum
- David's Fall
- Gupteshwor Cave
- Peace Pagoda
- Dinner

Sunset: Thulekot  
Not included in the package

Price With Guide and car: 21,500

Figure 9 Guideline for sales pitch

The above are some important guidelines for creating sales pitch as per requirements.

Date	Date	Duty Done by	Duty Details	Cost	Debit	Credit	Expenses
12/1/80	3/14/24	Rakesh Uncle	Three Jewels Full Day	5000			Charging 7120
12/2/80	3/15/24	Rakesh Uncle	Pokhara drop	16000			
12/3/80	3/16/24	Lok	Airport pick up to Kapan	2000			Bhatta 2000
12/3/80	3/16/24	Rakesh Uncle	Airport Drop	3000			
12/4/80	3/17/24	Three Jewels	Airport Drop	1000			
12/4/80	3/17/24	Rakesh Uncle	Sukute				Bhatta 1000
12/5/80	3/18/24	Rakesh Uncle	Sukute to KTM	12000			Bhatta 1000
12/6/80	3/19/24						
12/7/80	3/20/24	Lok Drop	Airport Drop	1000			
12/8/80	3/21/24	Bodhi Holidays	Sindhupalchok	8000		8000	Bhatta 1000
12/9/80	3/22/24	Rakesh Uncle	Kathmandu sightseeing	5000			
12/9/80	3/22/24	Ram Uncle	Airport Drop	1000		1000	
12/10/80	3/23/24						
12/11/80	3/24/24						
12/12/80	3/25/24	Rakesh Uncle	Airport Drop	1500			
12/12/80	3/25/24	Rakesh Uncle	Airport Drop	1500			
12/13/80	3/26/24	Rakesh Uncle	Airport Drop				
12/13/80	3/26/24	Rakesh Uncle	Airport Drop	3000			
12/13/80	3/26/24	Bodhi Holidays (Tek Dahal)	Chandragiri Full day	6000		6000	
12/14/80	3/27/24	Bodhi Holidays (Tek Dahal)	Full Day sightseeing	6000		6000	
12/15/80	3/28/24						
12/16/80	3/29/24	Amber Saila	Round Duty				
12/17/80	3/30/24	Rakesh Uncle	Airport Drop	2000			
12/17/80	3/30/24						
12/18/80	3/31/24						
12/19/80	4/1/24						
12/20/80	4/2/24						
12/21/80	4/3/24						
12/22/80	4/4/24	Amber Saila	Round Duty	48000		48000	
12/23/80	4/5/24	Bodhi Holidays	Airport Drop	2000		2000	
12/24/80	4/6/24						
12/25/80	4/7/24	Rakesh Uncle	Sightseeing	10000			
12/26/80	4/8/24						
12/27/80	4/9/24						
12/28/80	4/10/24	Bodhi Holidays	Sightseeing	8000		8000	
12/29/80	4/11/24						
12/30/80	4/12/24	Bodhi Holidays	Pokhara	20000		20000	
<b>Total</b>				<b>152000</b>			<b>12120</b>

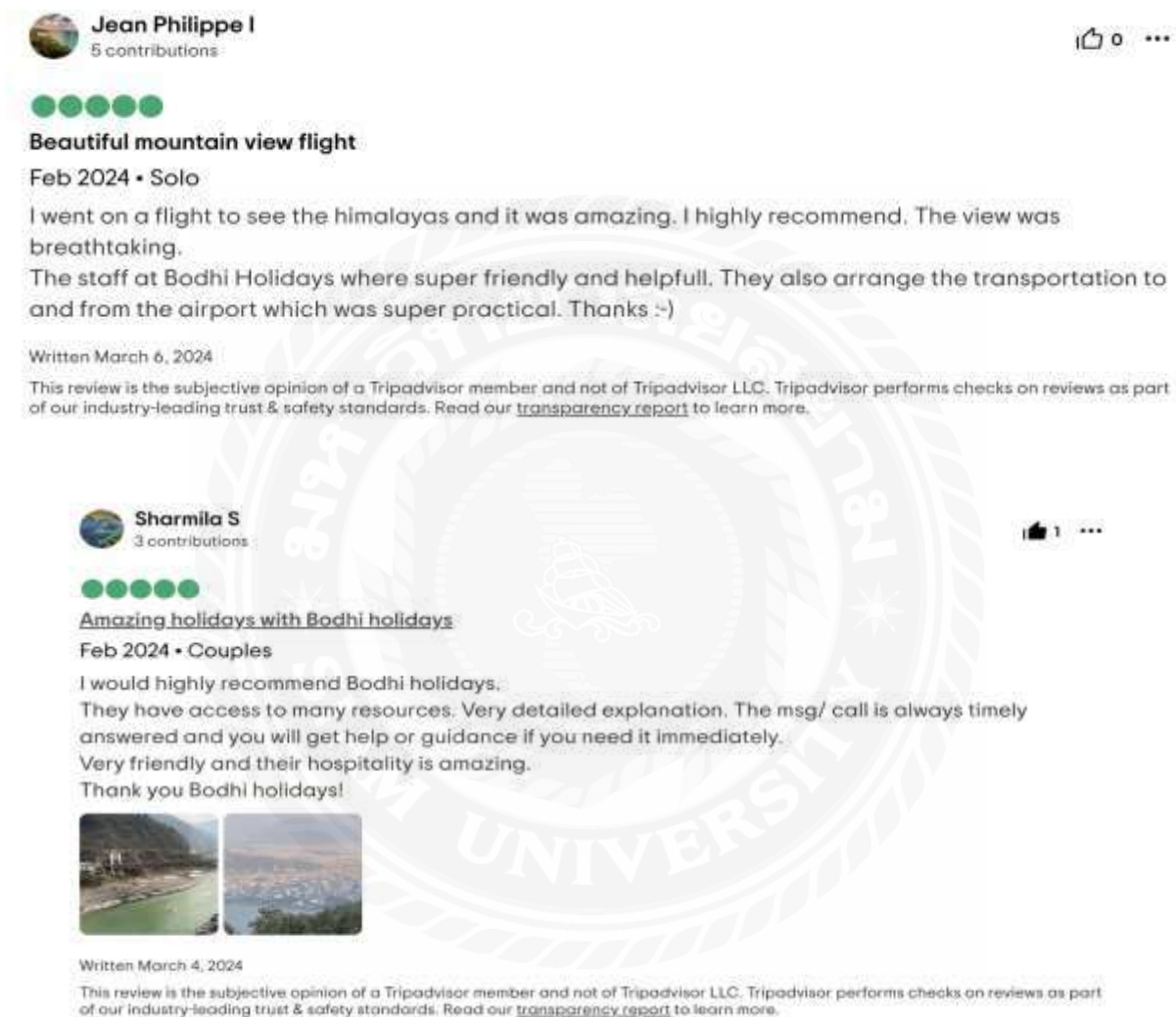
Figure 10 Vehicle duty documentation of March 2024

As I was also responsible for bookkeeping data for the company vehicle, the above picture is Microsoft Excel sheet of the duty data of the vehicle.

Moreover, I identified opportunities for process improvement within the sales and booking workflow and implemented solutions to streamline operations and enhance efficiency. Through

participation in training sessions and knowledge-sharing activities, I contributed to the team's professional development and fostered a culture of continuous learning.

Lastly, I collected feedback from customers and internal stakeholders to evaluate service quality and implemented actionable recommendations to enhance customer experiences.



*Figure 11 Client's feedback on TripAdvisor*

The above two pictures are the reviews of clients on Bodhi Holidays' TripAdvisor account. I customized their Mountain Flight journey and Pokhara tour. Likewise, they were very satisfied with the service.

Overall, my contributions during the internship significantly contributed to Bodhi Holidays' success in achieving its business objectives and driving growth in sales and revenue.

## Chapter 3: Learning Process

### 3.1 Problem/ Issue of the Company

During my internship, there were few minor challenges that I faced mostly during the beginning of my internship which are mentioned below:

1. COVID-19 Pandemic:

Due to COVID-19 pandemic there was unpredictability of the travel industry, effected by external factors. Travel restrictions, health concerns, lockdowns, and fluctuating customer confidence greatly impacted booking volumes and revenue streams.

2. Seasonal Impact:

As tourism in Nepal fluctuates according to the seasons, I began my internship journey in January, which is considered as off season, due to the seasonal impact there is not much of a walk-in customer in the office. It was difficult to maintain sales during that time.

3. Language Barrier:

Our company accompanies many tourists from various parts of the world, likewise I had a hard time communicating with people from different countries whose first language is not English. Especially as I am not a fluent Chinese speaker, I was unable to understand some Chinese clients.

4. Regulatory Hurdles:

As an intern I was not familiar with the regulatory environment of Nepal, including travel permits, tax payments for various tours and activities which was time consuming and complex.

5. Natural Disaster:

Nepal is very prone to natural disasters such as monsoon floods, avalanche, forest fire, which disrupt travel plans and impact tourism activities. Due to frequent change in weather conditions, there were a lot of flight cancellations and delays where I was responsible to properly communicate with the clients and also the management team.

6. Infrastructure Challenges:

Infrastructure such as transportation and road conditions are not very reliable in Nepal especially in the rural areas affected in the execution of tour planning. As there are many roads construction happening in Nepal especially in prime tourist areas like: Pokhara and

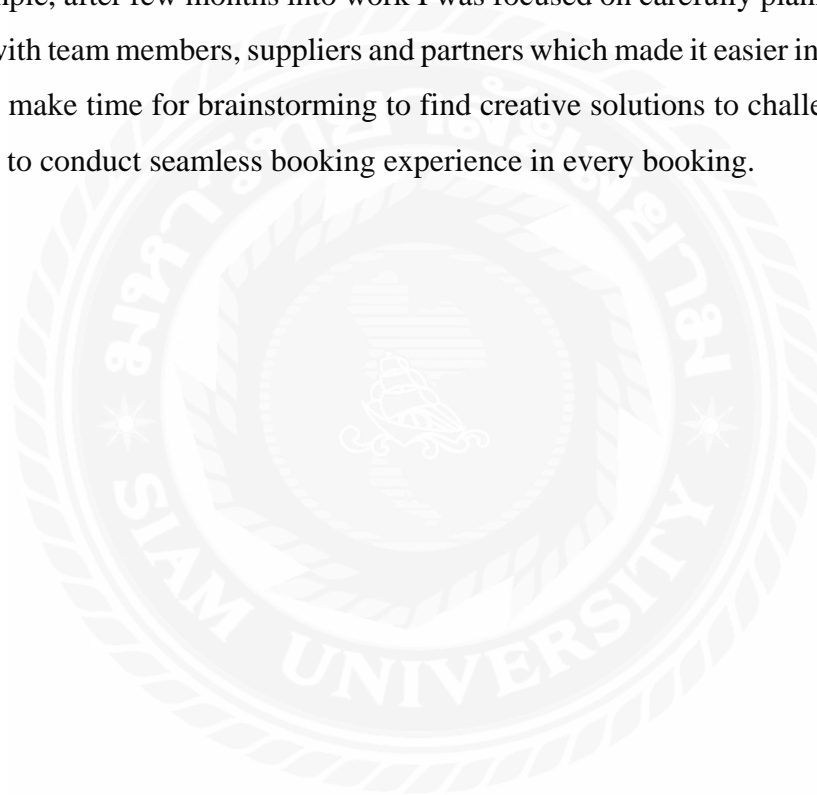
Chitwan many of our clients face problems while traveling by road in these locations. Adding on I also had some problem arranging proper transportation facilities for our clients on season time as many transportations were fully booked.

Despite these challenges, I approached each obstacle by collaborating with team members and continuous adaption to changing circumstances, contributing to the success of Bodhi Holidays during my internship time.

### **3.2 Example How Such Problem Were Solved**

1. For example, I encountered my first Chinese client, and I was not able to understand so I used to google translate and also requested him to do so. Thanks to technology, we were able to communicate smoothly and understand each other easily. Even though my director is fluent in Chinese, in his absence I was able to make sales to Chinese clients. But for reassurance I requested my director to communicate with the client through social media which made both of us clearer regarding the tour.
2. For instance, I was making my first helicopter tour to Everest Base Camp where I was unaware about the airport taxes. So, I did not relay that information to our clients, they were totally unaware and so was I but I communicated to the team members and I was aware about the airport taxes. I immediately communicated with the clients and they had their trip run smoothly.
3. For example, this is also an incident on a helicopter tour to Kanjing Ghumpa. I booked their trip through a helicopter company who was working with the office for a long time but on the time of departure me along with my client reached airport at 5:30AM as they have mentioned but we had to wait for helicopter for more than 4 hours and at the end of the day they told my client to cancel and postpone their flight to the next day. It was a very tense situation for me but I was continuously communicating with the helicopter company and clients so our client had clear information about what was going on. I handled the situation properly and was able to manage a new helicopter for the next day and the tour was a success.

4. For instance, I took a booking from a big group and had to manage the transportation for them, but as it was prime season time many vehicle companies were already fully booked. After trying for a while, we were able to find a van large enough to accommodate them. On their way to their tour to Chandragiri one of our clients accidentally broke the window of the van. We had to rush to see the van and had to take responsibility for their action. We also communicated with the van company and they were also able to give us some compensation regarding the incident.
  
5. For example, after few months into work I was focused on carefully planning and working closely with team members, suppliers and partners which made it easier in problem solving. I used to make time for brainstorming to find creative solutions to challenges. With that I was able to conduct seamless booking experience in every booking.



## **Chapter 4: Contribution and Learning Process**

### **4.1 Things Learned During the Internship**

During my internship as a sales representative at Bodhi Holidays, I learned a multitude of valuable lessons that enriched my knowledge of sales in tourism industries and equipped me with practical knowledge in this field. Firstly, I gained the understanding of effective communication and interpersonal skills when engaging with customers. Whether it was pitching travel packages or addressing concerns, I realized the significance of having clear communication is necessary to close any kind of deals.

Moreover, I was able to adapt my communication skills according to different customer needs and preferences. Each client had unique preferences and according to their needs, budget and requirements. I learned to articulate product information clearly and persuasively, tailoring my communication style to resonate with diverse customer preferences and demographics. This not only helped in building customer satisfaction but also increased my sales performance as I could effectively cater to different clientele. I gained proficiency in prioritizing leads and optimizing sales efforts to maximize conversion rates.

Furthermore, my internship at Bodhi Holidays taught me the significance of resilience and perseverance in the face of rejection and challenges. Not all pitches are converted to sales, and overcoming rejection requires resilience and a positive attitude. Through practice and feedback, I learned to handle customer rejection constructively.

Additionally, my internship experience taught me valuable insight into the travel industry, including market trends, competitor analysis, and product knowledge. Understanding the competitive landscape, I was able to learn the unique selling points of Bodhi Holidays and effectively differentiate the products and services accordingly.

Overall, my internship at Bodhi Holidays was a transformative learning experience. It taught me many essential skills, equipped me with a lot of insights and knowledge. It not only enhanced my professional skills but also helped me improve my personal skills. It has made me passionate about sales and commitment to delivering excellent customer service in whichever business I work in future.

## 4.2 Detailed Learning Process and Knowledge Received

My learning process during my internship at Bodhi Holidays was very comprehensive and covered various aspects of the sales industry and customer service. First few weeks of my internship program I familiarized myself with the product knowledge. Learning more about the tour packages, their prices and other additional facilities provided in the packages and their costs and also gained some knowledge about the hidden costs and external costs of the company. As I progressed, I enhanced my sales technique and strategies. Refining my sales pitch and learning how to cultivate sales and enhance customer engagement creating better customer satisfaction.

Furthermore, I have been able to gain knowledge about the tourism industry including market trends, competitive analysis, product knowledge and main problems. Through SWOT analysis exercise, I gained invaluable insights into Bodhi Holidays' market position, identifying opportunities for growth and differentiation. Understanding the competitive analysis helped me understand the unique selling point of Bodhi Holidays and helped in differentiating the services in comparison to the competition. By understanding the main problem of many tourism companies; being low to no involvement of government parties in the tourism sector, I was able to clarify my clients with proper information rather than exceeding their expectation. It was better to be truthful and clear about the current conditions.

Continuous improvement and feedback were my core pillar of my internship program. Regular feedback sessions with the supervisor provided invaluable opportunities for reflection and growth, enabling me to identify my strengths and weaknesses. From resolving customer inquiries to handling complaints, I was able to learn exceptional customer service and its importance in building a business. Moreover, I cultivated a deep appreciation for delivering exceptional customer service is not just a transactional aspect but a foundational pillar for business success.

Additionally, I was also able to enhance my knowledge on marketing mostly being; email marketing, digital marketing and out of home marketing. I was able to implement various theoretical knowledge in the practical world and practice on a day-to-day basis which helped in gaining tremendous knowledge about the real business world. I can truly say that this internship has broadened my horizon and made me realize the potential of myself.



In conclusion, my internship at Bodhi Holidays was transformative and enriching with knowledge and comprehensive skills. I was able to have practical knowledge with profound insights into dynamics of sales and marketing. It was a journey of continuous growth and improvement.



## **Chapter 5: Conclusion**

### **5.1 Self-Assessment as Professional**

As an intern at Bodhi Holidays, I would like to assess my journey as continuously growing and evolving. Throughout the internship I demonstrated a strong commitment to learning, growing and understanding, actively participating in any work to enhance my skills and would help the organization. My ability to learn and understand new things easily allowed me to become proficient in product knowledge, sales technique, and customer relationship management.

I constantly exhibited strong communication skills both verbally and in writing, effectively articulating product information and engaging with customers in a persuasive and empathetic manner. I was always optimistic towards my work because I was able to learn different things every day. I was willing to take all the responsibilities whether it was my expertise or not because it taught me new things every time.

Moreover, I was able to handle rejections with resilience and professionalism, maintaining a positive attitude towards challenges. I always approached feedback whether it be our clients or my supervisor with an open mind, actively seeking for opportunities and improvements to improve my sales strategies and learning new sales techniques.

My self-assessment also recognized the importance of collaboration, teamwork and communication in achieving common goals. I actively participated in team discussion, shared insights, and supported my team members whenever possible, fostering a positive and supportive work environment.

Overall, I am proud of my performance as a professional during my internship at Bodhi Holidays. I believe I made a valuable contribution to the team and the organization, developed my skills and knowledge and laid a solid foundation of future success in the sales industry. I am eager to unlock my new potential and continue growing and learning as I embark on the next stage of my career journey.

## 5.2 Recommendations for the Company

Based on my experience as an intern at Bodhi Holidays, I have few recommendations to enhance the Cooperative Education studies for future interns.

Short term recommendations:

- Implementing regular feedback mechanism:

Implementing regular feedback mechanism would help intern to improve their skills more and understand their abilities and enhance their talent. Receiving and giving constructive feedback is necessary for intern as it gives intern time to self-reflect and work on improvements. Insights into what works well and at could be improved is necessary not only for interns but betterment of all the team members. This can also be implemented in collecting regular customer feedback, including post-trip surveys, reviews, and direct communication channels.

- Help interns learn more about eco-tourism and importance:

As many interns are curious, expanding the range of eco-friendly travel packages and actively promoting it through social media and booking apps will help interns learn more about eco-tourism and importance in country like Nepal. Also pursuing green certifications and partner with eco-certified suppliers to strengthen the company's commitment to sustainability and appeal to broader market segment and increase the brand identity.

Long term recommendations:

- Implementing structured onboarding process:

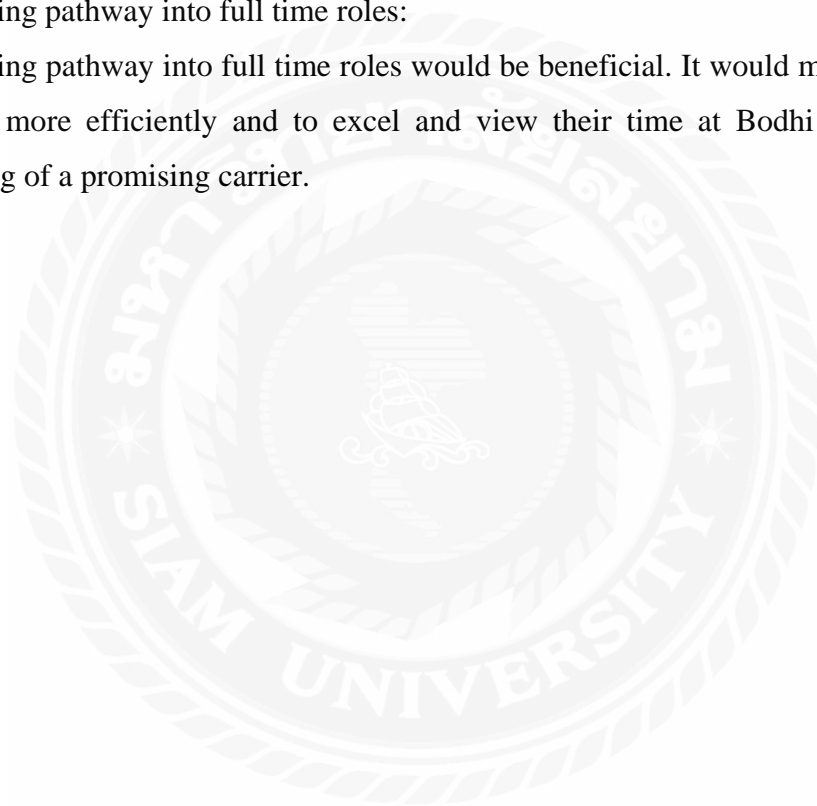
First and foremost, would be implementing structured onboarding process would definitely benefit new interns. The process should include comprehensive training sessions for product knowledge, sales process, and services. This interactive session will ensure that interns will be well prepared before they begin interacting with the customers.

- Establishing more rigid organization structure:

As an intern I came across a lot of work that were not related to my field and sometimes I also had to play the role of decision maker. As I intern, I had to take many responsibilities which sometimes would be really overwhelming. Thus, having a proper organization structure would not only help the company but also enhance teamwork and collaboration within the team member. For future intern they will have a clear responsibility and won't be overthrown at work.

- Developing pathway into full time roles:

Developing pathway into full time roles would be beneficial. It would motivate interns to perform more efficiently and to excel and view their time at Bodhi Holidays as the beginning of a promising carrier.



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Annex



Figure 12 Company Entrance



Figure 13 Tours brochure

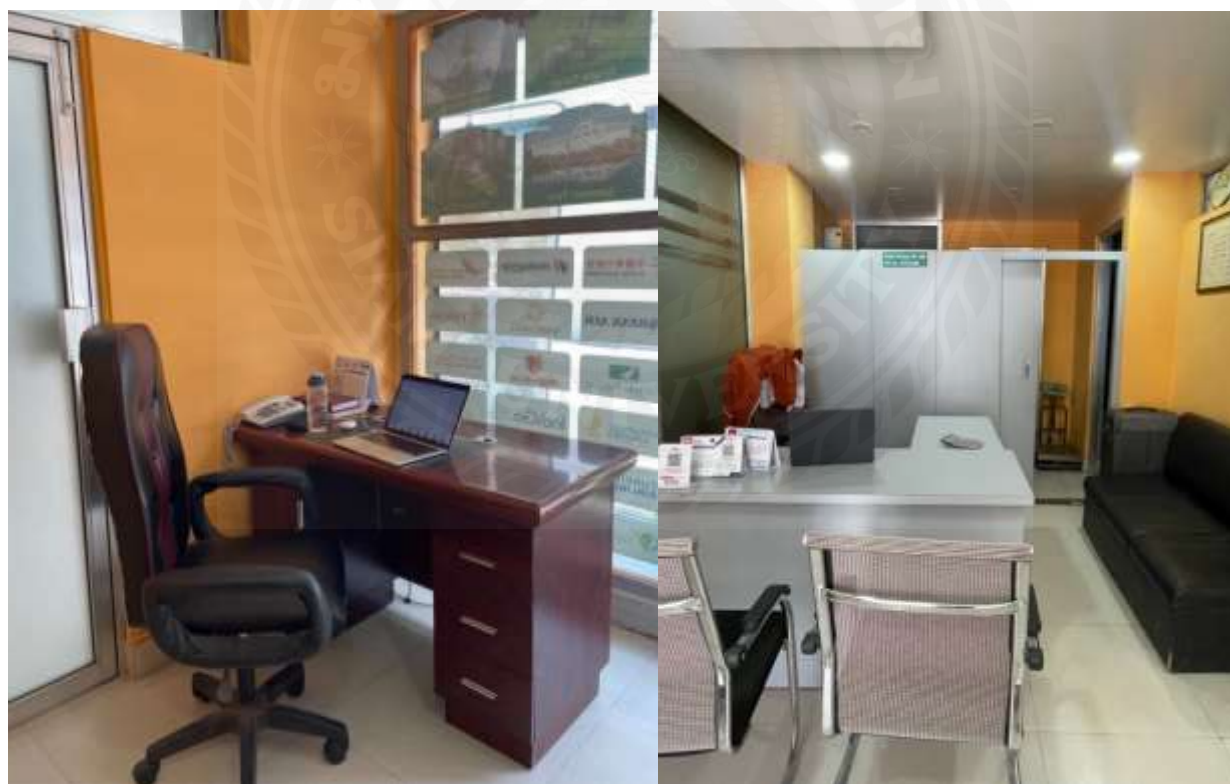


Figure 14 Office space