



**Cooperative Education Report**  
**Digital Marketing as the Way to Bridge the Communication Gap**

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We have approved this cooperative education report as partial fulfillment of the cooperative education program semester 2021-2024.

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### **Abstract**

This co-operative education report, titled "**Digital Marketing to Bridge the Communication Gap**," explores issues of miscommunication between the resort and its guests and suggests digital marketing strategies to improve understanding and connection. During my internship at Cholchan Pattaya Beach Resort, I focused on identifying guest satisfaction. Using qualitative analysis through ATLAS.ti software, I discovered that 20% of guest complaints were related to the resort's distance from the city, 20% were linked to staff attitude, and 60% outdated or misleading promotional photos. These findings highlighted the resort's credibility issues and a gap in guest expectations versus reality.

To address these challenges, I proposed and implemented a strategic digital marketing initiative, creating a YouTube channel to showcase updated and authentic content. This approach aimed to provide guests with accurate visual representations and real-time updates on the resort's amenities and experiences. This project applied core marketing concepts such as customer satisfaction theories, project management techniques, and digital content strategies.

The outcomes of this initiative enhanced the resort's online transparency, improved guest perceptions, and addressed miscommunication issues effectively. My experience offered valuable insights into digital marketing strategies and their practical applications in the hospitality industry.

**Keywords:** Digital Marketing, Communication Gap, Guest Satisfaction

## Acknowledgement

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I would also like to express my excessive thanks to our supervisor and all team members of Cholchan Pattaya Beach Resort for their excellent support, and proper guidance throughout my internship report. My primary appreciation goes to my supervisor of KCM and SIAM University who has guided me in this cooperative education report with constant feedback. I perceive this opportunity as an open door in my career development.

This internship has not only provided me with practical insights into addressing marketing challenges in the hospitality industry but has also equipped me with essential skills in marketing strategy, guest engagement, and teamwork. I am committed to utilizing the knowledge and skills gained here to pursue my career objectives diligently. Thank you once again to everyone who has supported and contributed to my professional development during this internship at Cholchan Pattaya Beach Resort.

**Nisab Lamsal**

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## CHAPTER 1: INTRODUCTION

This chapter introduces my co-op placement at Cholchan Pattaya Beach Resort, where I aimed to apply my academic knowledge in a hands-on role focused on digital marketing within the hospitality industry. I chose this resort for its strong B2B and B2C presence and its emphasis on using social media to enhance guest satisfaction.

### 1. Company Profile

Cholchan Pattaya Beach Resort is a premier beachfront destination that offers a unique blend of relaxation, comfort, and modern amenities. It is located along the picturesque coastline of Pattaya, this resort is known for its magnificent sea views, luxurious accommodations and exceptional hospitality. With a range of facilities including variant elegant rooms options, beachfront bar, restaurants, a wave pool, and versatile event spaces. The hotel also caters to both leisure and business travelers.

Cholchan Pattaya Beach Resort has a rich history that dates back to its origins as part of the global hospitality industry. The resort initially began construction in 1988 (พ.ศ. 2531), marking the first steps in creating what would become a premier beachfront destination in Pattaya. After several years of development, the resort opened its doors on January 15, 1996 (พ.ศ. 2539) under the name “Mercure Pattaya Resort” as part of the Accor group, a renowned international hospitality company. This partnership helped establish the resort as a high-standard accommodation with a focus on exceptional service and guest experience. On December 20, 1999 (พ.ศ. 2542), the property rebranded itself as Cholchan Pattaya Beach Resort, separating from the Mercure brand but continuing to grow as a leading independent resort in Pattaya. Since then, the resort has maintained its commitment to providing guests with a serene beachfront experience, complete with modern amenities, top-notch facilities, and warm Thai hospitality.

Over the years, the resort has adapted to the evolving tourism landscape, continuously upgrading its facilities and services to cater to both leisure and business travelers. Today, Cholchan Pattaya

Beach Resort is well-regarded for its beautiful sea views, luxurious rooms, and proximity to key attractions in Pattaya, making it a favored destination for vacationers and event organizers alike. The resort's serene atmosphere, combined with its proximity to major attractions such as the Sanctuary of Truth and Pattaya's vibrant beach life, makes it an ideal getaway for those seeking both relaxation and adventure. Whether you are planning a romantic getaway, a family vacation, or a business retreat, Cholchan promises an unforgettable experience with top-tier service and beautiful surroundings.

### **1.1 Mission**

“Our mission is to foster a culture of discipline, diligence, and harmony, where each member knows their duties and fulfills them with a strong sense of responsibility. We are committed to upholding integrity and honesty in all our actions, ensuring that every effort contributes to the greater good of our organization and community.”

### **1.2 Vision**

“Our vision is to be a leading organization recognized for our unwavering commitment to hard work, disciplined practices, and harmonious collaboration. We aspire to build a future where integrity and responsibility are the cornerstones of our success, inspiring others to follow a path of honesty and dedication.”

## **2. Organizational Structure**

Cholchan Pattaya Beach Resort operates under a well-structured organizational framework to ensure efficient operations and exceptional guest experiences. This hierarchical structure is divided into several key departments, each playing a crucial role in the resort's success. The Front Office Department manages guest check-in, check-out, inquiries, and concierge services. The Housekeeping Department maintains cleanliness and hygiene in guest rooms and public areas. The Food and Beverage Department oversees restaurant, bar, banquet, and catering operations. The Engineering Department ensures the proper functioning of resort facilities and equipment. The Human Resources Department handles recruitment, training, performance management, and employee relations. The Sales and Marketing Department develops and implements marketing strategies, manages sales channels, and handles public relations and corporate events. The Finance

Department manages the resort's financial operations, including budgeting, accounting, financial reporting, revenue management, and cost control.

Each department works collaboratively to ensure seamless operations and a consistent level of service. Regular departmental meetings and cross-functional communication foster a strong team environment and facilitate effective problem-solving.

By maintaining a well-structured organization and fostering a culture of excellence, Cholchan Pattaya Beach Resort continues to deliver exceptional guest experiences and maintain its position as a premier beachfront destination.

## 2.1 Organizational Structure

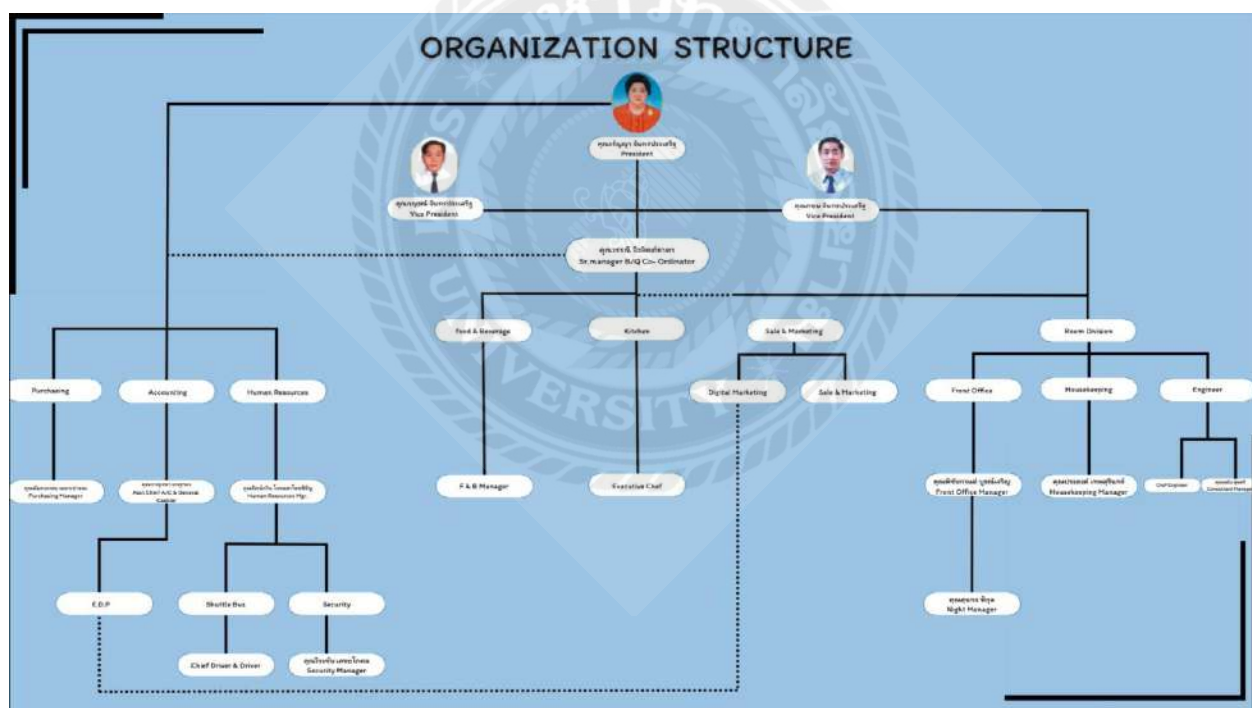


Figure 1 Organization Chart

## **2.2 Job Position**

As an intern at Cholchan Pattaya Beach Resort, I was tasked with managing the resort's YouTube channel. My primary responsibility was to create engaging and informative videos that showcased the resort's unique offerings and experiences. By producing high-quality content, we aimed to attract a wider audience and generate interest in the resort.

To achieve this, I focused on creating videos that highlighted the resort's luxurious accommodations, stunning beachfront location, and diverse range of amenities. These videos included virtual tours of the rooms and suites, showcased the resort's dining options, and provided insights into the various activities and entertainment available to guests.

Through strategic content planning and consistent posting, I was able to increase the resort's online visibility and attract a growing number of followers. By effectively utilizing YouTube's platform, we were able to connect with potential guests on a deeper level and inspire them to choose Cholchan Pattaya Beach Resort for their next vacation.

## **3. Intention and motivation to choose this company as your Co-op studies workplace.**

I chose Cholchan Pattaya Beach Resort for my co-op studies because of its reputation as one of Pattaya's leading resorts, offering top-notch accommodation, dining, and event services. For a BBA Marketing student like myself, this was an exciting opportunity to dive into the hospitality world and put into practice everything I'd been learning about marketing and digital media. I was drawn to the idea of working in such a dynamic environment, where I could see how a major resort operates and connects with its guests on both personal and business levels.

What really appealed to me was Cholchan's focus on B2B services, especially the partnerships they have with tour operators and travel agents who bring in guests through curated tour packages. This side of marketing was new to me and seemed like the perfect chance to explore how business-to-business relationships are built and managed in hospitality. I was particularly interested in learning how digital tools like social media and YouTube could be leveraged not just to reach

individual travelers, but to strengthen relationships with industry partners. It felt like a unique learning opportunity to see marketing strategies at work on a broader, more interconnected level.

Most of all, I wanted hands-on experience in a real-world setting where I could interact with various departments and actually contribute to the resort's marketing efforts. I was excited by the idea of helping to create and share content that would highlight the resort's best features and attract a wider audience. Getting to brainstorm, execute digital strategies, and collaborate with a team would be invaluable experience, and I was ready to apply my skills to solve real challenges. Altogether, Cholchan Pattaya Beach Resort felt like the ideal place to grow my knowledge and gain meaningful experience in the hospitality industry.

#### **4.Strategic Analysis of the Company: GAP Analysis**

##### **4.1 GAP Analysis Overview**

A GAP Analysis compares Cholchan Pattaya Beach Resort's current performance with its strategic goals, identifying the areas that need improvement to meet both guest expectations and business objectives. This analysis is especially crucial for the resort, given its reliance on B2B services and guest satisfaction for long-term growth. By identifying current shortcomings and formulating targeted recommendations, the resort can build a more effective strategy to address feedback, enhance service quality, and strengthen its digital presence.

##### **4.2 Current State**

Cholchan Pattaya Beach Resort currently focuses heavily on B2B services, partnering with tour operators, travel agents, and package providers to attract guests. These partnerships have been effective in maintaining a steady flow of visitors, yet feedback from guests has revealed some significant areas where the resort's offerings fall short of expectations:

1. **Content Authenticity Issues:** 60% of guest complaints centered on outdated or misleading photos displayed on booking websites, leading to unmet expectations. This gap in content authenticity has caused frustration for guests who feel that the resort's actual condition doesn't match the visual representations they encountered online.

2. **Location Concerns:** 20% of complaints referenced the resort's distance from the main city center, which some guests found inconvenient. While the tranquil, removed location may appeal to some, it can also be perceived as a drawback by those seeking closer proximity to city attractions and nightlife.
3. **Service Quality Issues:** Another 20% of complaints mentioned staff behavior, pointing to a lack of politeness or enthusiasm in guest interactions. This feedback highlights an area for improvement in training and service quality, which are vital components of the guest experience in the hospitality industry.

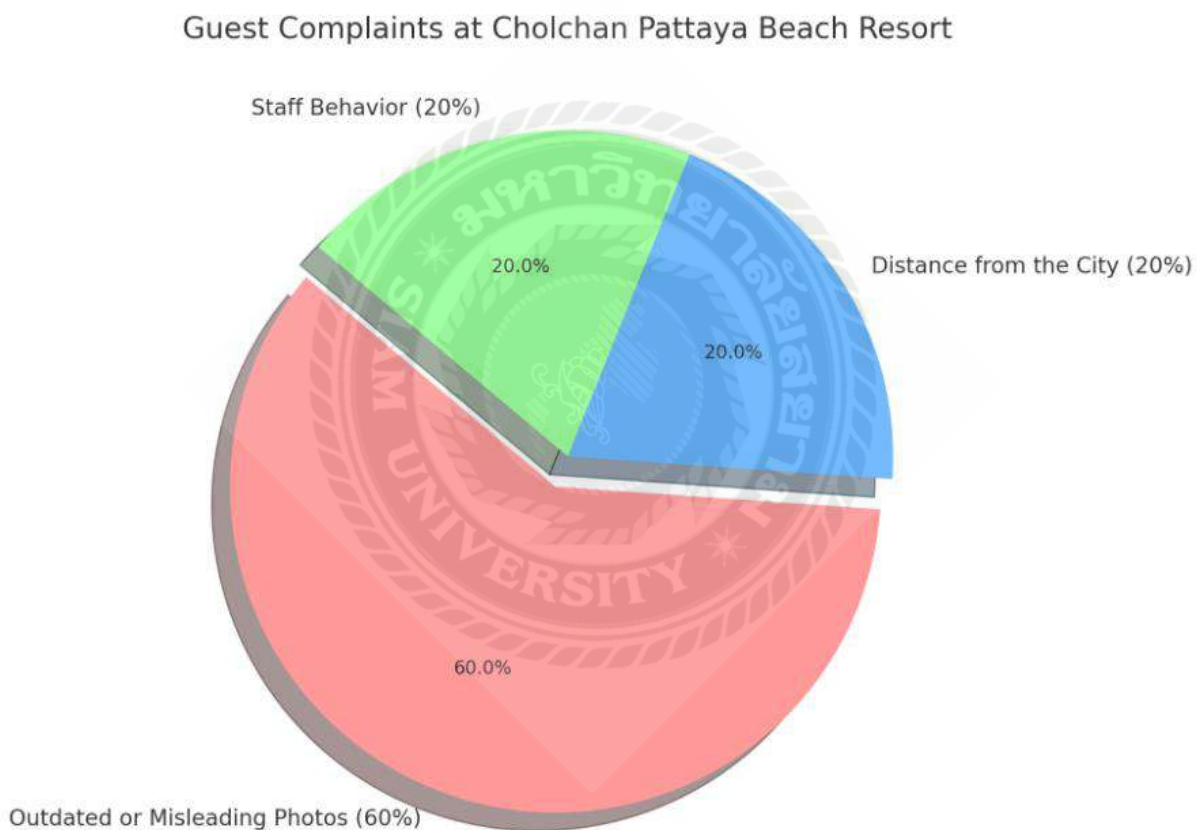


Figure 2: Piechart of Guest Complaints at Cholchan Pattaya Beach Resort

#### 4.3 Desired State

Cholchan Pattaya Beach Resort's goal is to elevate its online presence, maintain strong B2B connections, and significantly improve guest satisfaction. This involves addressing the content authenticity issues, enhancing service quality through improved staff interactions, and better

positioning the resort's unique features such as its serene, secluded environment etc. Additionally, the resort seeks to leverage digital marketing more effectively by expanding into platforms like YouTube to reach a wider audience and build trust with prospective visitors through genuine content.

#### 4.4 Identified Gaps

The analysis revealed three primary gaps that, if addressed, could bridge the current performance to the desired future state:

1. **Content Authenticity Gap:** Guests often felt misled due to outdated photos on booking websites, leading to a mismatch between expectations and reality. The resort's current reliance on these old images has impacted guest satisfaction, highlighting the need for updated visuals that accurately represent the property's offerings and conditions.
2. **Digital Engagement Gap:** Cholchan Pattaya Beach Resort has not fully utilized social media platforms such as YouTube, which can play a significant role in presenting current and engaging content to a broader audience. The limited use of such platforms has led to an underwhelming digital presence, reducing the resort's ability to showcase its amenities, location, and unique selling points effectively.

#### 4.5 Strategic Recommendations

To close these gaps, Cholchan Pattaya Beach Resort can implement several strategic initiatives to enhance its digital presence, increase guest satisfaction, and strengthen its B2B relationships:

1. **Establish a YouTube Channel for Updated Content:** Creating and regularly updating a YouTube channel would allow the resort to showcase authentic content, including videos of its accommodations, amenities, dining options, and serene environment. This channel would serve as a valuable resource for guests seeking more accurate information about the resort and help build transparency and trust with potential visitors.

2. **Collaborate with Travel Agents to Share Accurate Content:** By partnering with tour operators and travel agents, Cholchan Pattaya can ensure that accurate and up-to-date digital content is shared through these third-party platforms. This collaboration will help bridge the content authenticity gap by providing guests with reliable visuals that match the current state of the resort, improving their initial impressions.
3. **Highlight Unique Selling Points in Digital Marketing:** Since the resort's location may not appeal to everyone, positioning it as a peaceful retreat surrounded by nature would help target the right audience. Showcasing the advantages of the resort's serene environment, away from the city's hustle, could attract guests looking for a relaxing getaway, thereby aligning expectations with reality.

## 5. Objective of this Co-operative Studies

The co-operative studies program at Cholchan Pattaya Beach Resort provided me with an invaluable opportunity to put my academic knowledge to practical use in a dynamic hospitality setting. The primary objective of this program was to integrate my studies in digital marketing and content creation into the real-world operations of the resort, helping me develop essential skills while contributing to the resort's goals. My specific objectives were to identify key issues impacting guest satisfaction, strengthen the resort's digital presence, support its B2B relationships, and gain professional experience that would prepare me for a career in marketing.

### 1. Identifying and Solving Key Challenges

A major goal was to identify issues that directly affected guest satisfaction and to propose effective solutions using digital marketing tools. To do this, I conducted research and analyzed guest feedback to pinpoint areas of improvement. For example, through guest reviews, I noted that outdated images on booking websites often led to a mismatch between guests' expectations and their experiences at the resort. By recognizing these pain points, I was able to develop a content strategy that provided fresh and authentic visuals, creating a more accurate online presence to improve guest satisfaction.

## 2. **Improving Digital Presence**

Another objective was to enhance the resort's digital presence by developing authentic and engaging video content. I took on the responsibility of producing YouTube videos that would visually capture the best aspects of the resort, from its serene beachfront views to the amenities that set it apart from competitors. This objective was crucial in bridging the gap between guests' expectations and what they would actually experience upon arrival. By sharing updated and transparent content, I aimed to build trust with potential guests, ultimately making them feel more confident in choosing Cholchan Pattaya Beach Resort for their stay.

## 3. **Strengthening B2B Relationships**

Cholchan Pattaya Beach Resort relies heavily on B2B connections, particularly with tour operators and travel agents. To support this strategic focus, I worked to create a content strategy that would not only appeal to individual guests but also serve as a valuable asset for B2B partners. I crafted content that could easily complement tour packages and travel promotions, helping agents market the resort's unique offerings. This objective required a deeper understanding of how B2B relationships are nurtured and the critical role digital marketing plays in these partnerships.

## 4. **Gaining Professional Experience**

Lastly, the co-op program aimed to provide me with direct, hands-on experience in social media management, video production, and strategic content planning. My role involved everything from developing content ideas and storyboarding to filming, editing, and sharing the final product. This experience was instrumental in helping me understand how digital content supports broader marketing objectives in a real business environment. Each project contributed to my professional growth, giving me insights into the operational challenges and creative demands of marketing within the hospitality industry.

In conclusion, Chapter 1 highlights the objectives of my co-op experience at the resort, emphasizing the chance to bridge theory and practice in digital marketing. The skills gained here set the groundwork for the detailed activities and learning experiences outlined in the following chapters.

## **CHAPTER - 2: CO-OP STUDY ACTIVITIES**

In this chapter, I will describe my main responsibilities as a Social Media Manager intern at Cholchan Pattaya Beach Resort. My work focused on planning and producing digital content to improve the resort's online presence, with particular emphasis on engaging video content for platforms like YouTube. This section also explains how I collaborated with different departments to align content strategies with the resort's goals, addressing guest concerns and showcasing the resort's unique offerings.

### **2.1 Job Descriptions**

As an intern at Cholchan Pattaya Beach Resort, I was deeply involved in driving the resort's digital marketing efforts, particularly on YouTube. My main responsibility was to plan, produce, and manage video content that would showcase the resort's unique amenities and services to a broader audience. This wasn't just about creating videos; it was about storytelling—finding the most engaging ways to highlight everything that makes the resort special, from the tranquil beach views and beautiful poolside spaces to the cozy accommodations and dining experiences.

One of my key objectives was to help strengthen the resort's online presence, which was essential not only to attract new guests but also to build trust with potential visitors. By producing high-quality, authentic videos, I aimed to bridge the gap between guest expectations and reality, addressing some common complaints we had identified in guest feedback. For example, some guests had mentioned that online images didn't fully represent the resort as it is today, so updating these visuals through video content became a priority. This allowed us to create a more transparent and inviting online image that would resonate with future guests.

### **2.2 Job Responsibilities and Work Duties**

Throughout my internship at Cholchan Pattaya Beach Resort, I was entrusted with responsibilities that allowed me to apply my academic learning and develop practical skills in digital marketing and content management. My primary role was to plan, produce, and manage the resort's video content, particularly on YouTube, to enhance the resort's online presence and address guest

concerns. Each day presented a range of tasks that helped me gain hands-on experience while contributing to the resort's marketing efforts.

## Content Planning and Strategy Development

One of my first responsibilities was to establish an organized content schedule. To manage this, I created a Gantt chart and a content calendar, which served as essential tools to map out the timeline for video production.

A1	B	C	D	E	F
	Excellent	Very Good	Ordinary	Badly	Very Bad
1	I had the opportunity to stay here again. This hotel still has the same quality and standards as when I was a child. The staff still provides good service and cares for customers as before. The food is delicious, especially breakfast. In the afternoon, I went to play at the pool. The pool area is very wide. The children loved it and played until the evening. Very impressive.	Impressive swimming pool, but so crowded at the breakfast. Really nice room with great view over the swimming pool and a bit of the ocean. The wifi in room was strong and the air-con cooled really well. The bed was very comfy and the amenities in the room worked well. The swimming pool was one of the best I have experienced with a very deep section, which I like for deep diving, and the adjacent on-demand jacuzzi worked great. The less impressive about this stay was that the breakfast buffet was very crowded with a huge team of youngsters gathering for breakfast, food and drinks at the same time. At least when there is a big tour group coming to stay, the hotel management could at least split the eating time for the group.	We chose this resort for our stay at pattaya. Though the property looks very elegant on the first visit after we checked in series of events turned our mood down. The house keeping staffs are extremely good. We booked a sea facing room from where only a part of sea is visible. It should be better called pool facing room. Now waiting for the worst part the staffs don't understand english at all. At exactly 9:30pm thailand time we went for dinner where a lady maybe the manager frowned upon us and checking her watch indicating why we came so late. We went back as she was not in a mood to co operate with the baby food. Now we bought butter from outside and asked for steamed rice from them which they were not understanding over phone. Seems like they are not in a mood to co operate with english speaking people. Finally we had to go down and order our food. Next we asked the lady sitting at sauna about where is spa to which she bluntly told we don't have spa. But the resort claims it has spa. Food is ok. But staffs are highly unprofessional in the hotel. P.s - its far away from the main pattaya beach or nightlife. Would not recommend the hotel	Very poor management. Making customers wait for rooms, waiting to check in chaotically. Waiting since 2 pm. Waiting for check in, waiting for a room for 4 hours. Customers wasted until 4 because of chaos. Can't cancel. If you still manage like this, no one will want to come again. The swimming pool has few beds, not enough for customers. There are few cleaning staff. Foreign guests waiting to check in waited so long that it's confusing.	Very poor management. Making customers wait for rooms, waiting to check in chaotically. Waiting since 2 pm. Waiting for check in, waiting for a room for 4 hours. Customers wasted until 4 because of chaos. Can't cancel. If you still manage like this, no one will want to come again. The swimming pool has few beds, not enough for customers. There are few cleaning staff. Foreign guests waiting to check in waited so long that it's confusing.
2	Read the summary				
3		Our overall stay was very good - spacious rooms, great swimming pool and easy parking. Breakfast was good too. The swimming pool is right next to the sea, pop over the small separating wall (in the gaps) and you find yourself on a walk way along the sea, look to your left and you can make out the 'Sanctuary of Truth' in the distance. To your right, after 2 minutes walk is a small and quiet beach. There is a nice vibe on the sea front, with plenty of people jogging, cycling and walking.			The rooms are run down and falling apart. The staff are rude and unhelpful, especially the manager. Jeez, poor. The breakfast at 5k but again rude and dirty staff. I asked for an omelet 20 minutes before the end of breakfast. The cook told me they had run out of eggs. I made a fuss and got him a hotel this size doesn't run out of eggs. He got the manager on duty for breakfast & well, dressed lady, we had the same conversation where they had run out of eggs. I offered to go and look in the kitchen for them. 5 minutes later a chef appeared with eggs he had just laid & cooked a lovely omelet. While I was waiting I was watching the lady putting the plates away & made

Figure 3: Data Collection From Trip advisor

This planning stage involved researching guest feedback using ATLAS.ti software, allowing me to identify recurring themes and issues raised by guests. Based on this data, I developed content ideas focused on addressing specific guest concerns, such as showcasing updated visuals of the resort's facilities and providing an authentic view of what guests could expect.

Cholchan Agoda Review

File Edit View Insert Format Data Tools Extensions Help

100% 12

A1	A	B	C	D	E	F
1	SN	9+ Exceptional	8-9 Excellent	7-8 Very Good	6-7 Good	<6 Below Expectation
2		There are facilities. Fitness, gym, pool which I think worth for money I spent.	A nice, but slightly rundown hotel. The rooms and the interior look quite old. But with the beachfront access and a nice pool, along with the price you pay, it's a steal!	I like the hotel, but it's too far from walking street. They have place to walk and 2-3 restaurants near by. The think that I don't like is the guy from reception doesn't wanna give remote control for 2nd AC. The central AC doesn't work good, but another employee do it good job and I survived in they temperature 32 degrees! Thank you guys! The swimming pool was very good also.	Would suit big groups or functions. Hotel room are dated and need to be upgraded. Hotel felt empty and quiet. For my personal opinion too quiet.	Everything was great except their wifi facility was very bad. If you want to travel while doing some work with your laptop, you will cry for connection in this hotel.
3	1	Everyone was super friendly. The buffet was really good clean place overall would recommend it. It's a little bit away from Downtown so it's way better in that aspect as well.	Staff in all departments were great - it is an older hotel but they work to keep it clean, a little nervous in the bath tub - an old narrow style and the no-slip decals badly needing replacement - or a safety mat.	Close to sea. Stay close to sea and road to far away. Good old style concept hotel. Pool is great evening walk at sea front is good. Have small food shops nearby. Quiet getaway, but need to have car to commute else book taxi to anywhere.	Old glory. Good hotel with nice facilities, but old now and has not been upgraded for many years.	"The place is quite old. The hotel is not very clean. It is old and the beach is not suitable for swimming."
4	2	You will surprise with the seaview every morning. Nice hotel, beautiful area. The room was a good size, the pool was nice and the wifi was	Good food Good swimmingpool Good room comfortable Shower good	Very good. The location is far away from the main city for which finding taxi is a headache - also if you find one it will charge hell lot - otherwise the property is very good.	The refrigerator. The resort is great the room is spacious but old fashioned. The smell of the room seems like it has not been used for a long time. While we are checking our room we checked our refrigerator and it is very filthy and dirty. Sad to say the beach area is not accessible because its dirty.	"Not cleaning". This hotel not 5 star not cleaning very dirty.
5	3					Old Hotel. This hotel is really old and

Figure 4: Data Collection from Agoda

Cholchan Booking.com reviews - Sheet1 (1).pdf

Search Tools

16

SN Very Poor(1-3) Poor(3-5) Passable (5-7) Good (7-8) Suberb (9+) 1 Air conditioner is not good and the hotel is very hot

+ Room was very old. Nosy from Chinese guests that come back from bar in the middle of night, not supposed to book the room for some one who travel with family close to the big group!!! Room service open very late can't order any food!!!

The Hotel is a little boring ( No activities) They can have a party in the pool No Music or drinks in the pool I was waiting for any activity my whole stayed but same routine everyday it's a quite place for those who looking for relaxation. Lovely hotel Nice clean staff where good The staff, the hospitality, quiet, nice pool 2 Staff behaviour at the pool is very bad

breakfast was rubbish

Fridge did not work Telephone did not work Safe didn't work Hotel was beautiful and the room was amazing. The breakfast wasn't that great however it was edible.

Clean and nice.

3 The location is terrible, nothing close by nd restaurant and bar closed in hotel The room was old the location is terrible, unhelpful rude staff

far from the main attractions 80's dec...

No Music or drinks in the pool

location difficult to get using public tr...

We need someone there who is knowl...

nothing close by

The pictures on this website must be...

it looks nothing like it

robbery and it is criminal to false adver...

DO NOT BELIEVE THE IMAGES ON...

Outdated it was stepping back to the...

The property was run down and not at...

Feedback & Help

Figure 5: Atlas.ti for data analysis

## Video Production and Editing

I was responsible for the end-to-end process of video production, from scripting to editing. Each video required a detailed script that highlighted different aspects of the resort, from dining areas and recreational facilities to accommodations and special events. I carefully selected locations within the resort to film, ensuring they showcased its unique offerings in the best light. Filming was followed by an intensive editing process, where I incorporated music, graphics, and branding elements to create a professional and cohesive style. My aim was to make each video not only visually appealing but also informative and engaging, reflecting the resort's brand identity and standards.

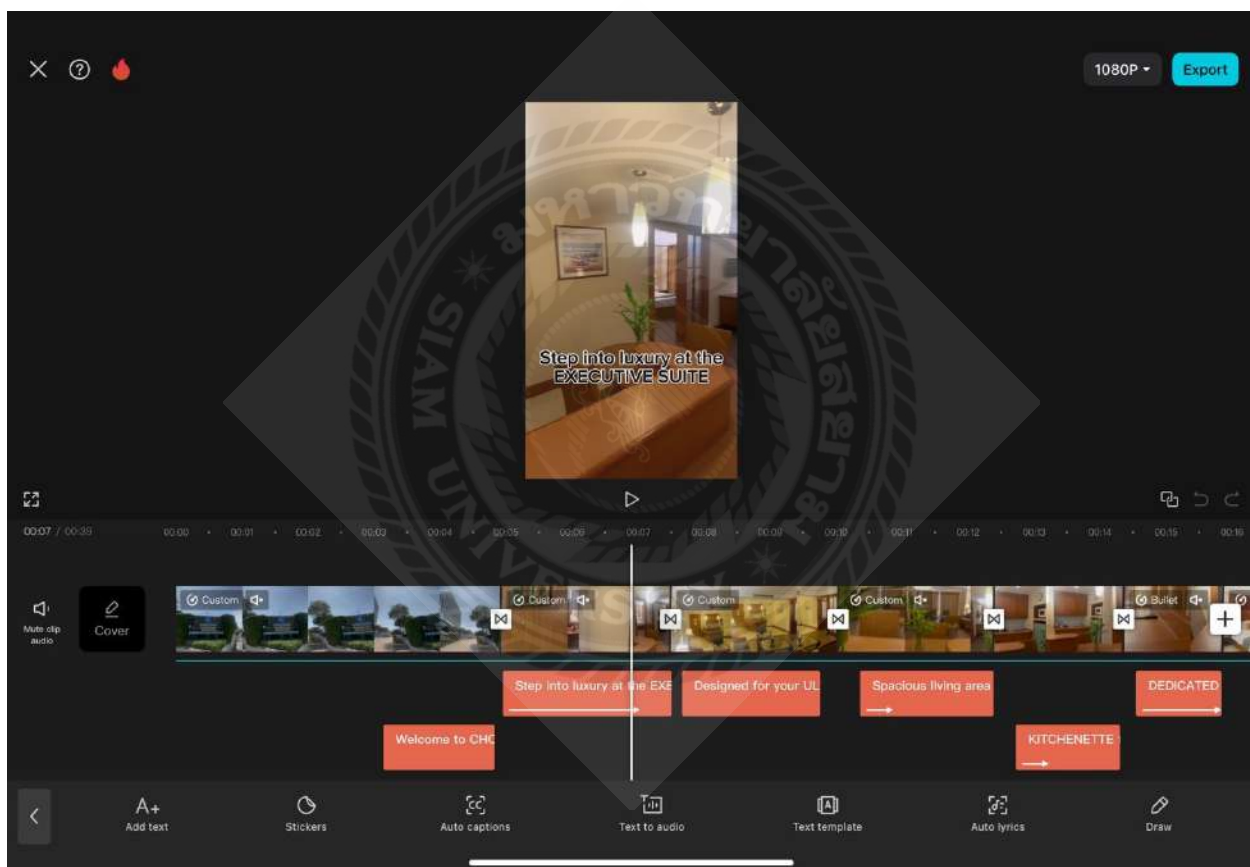


Figure 6: Editing Raw Video

## Copyright Management

As I worked on video content, I also had to be mindful of copyright issues. This meant identifying any potential risks associated with using certain music, graphics, or third-party content, and ensuring compliance with YouTube's copyright guidelines. Part of my

responsibility was to manage copyright claims and disputes, acting quickly to resolve any issues that might restrict the resort's content. By handling copyright management effectively, I ensured that our content reached audiences without disruptions and maintained a positive reputation on digital platforms.

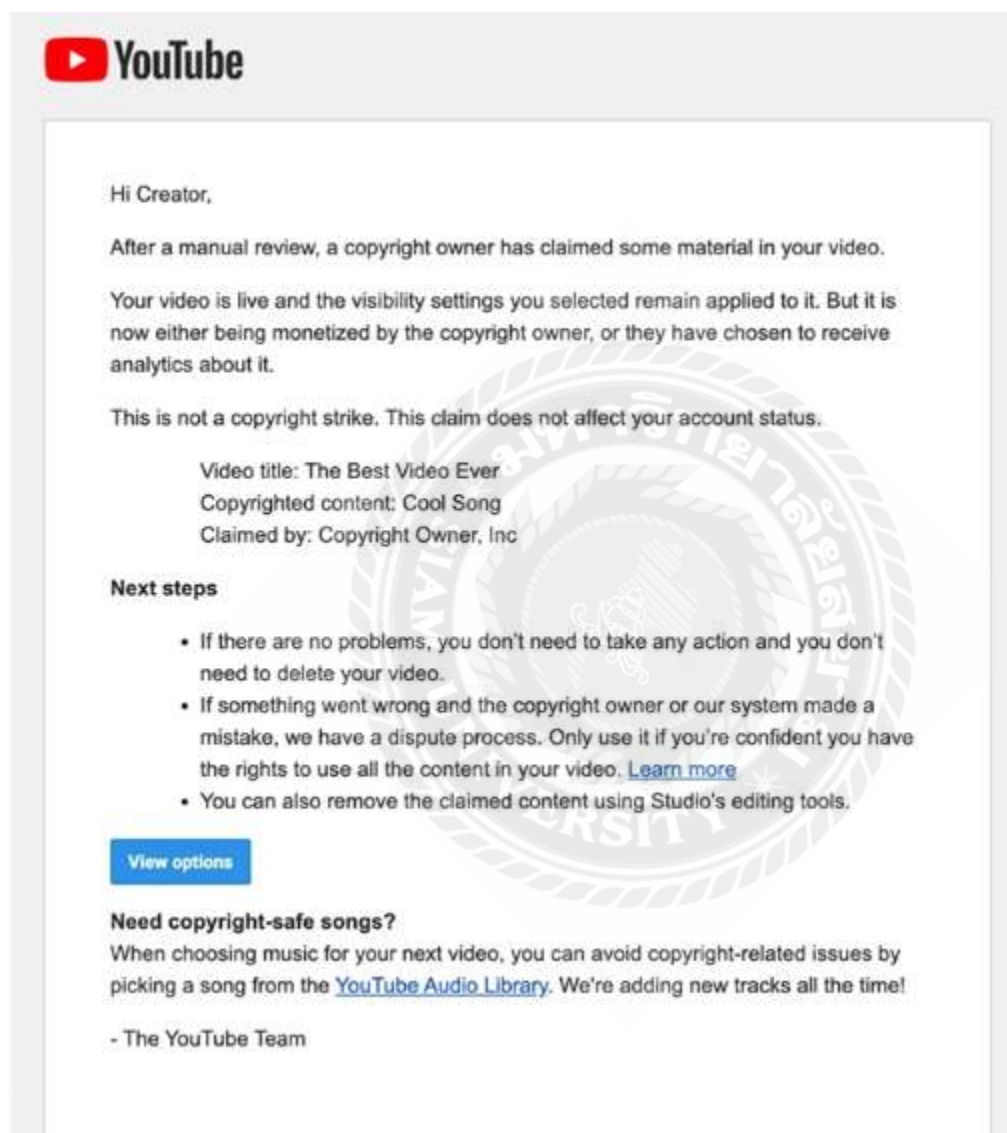


Figure 7 : Youtube Copyright Claim Problem

## Social Media Coordination

In addition to producing long-form videos for YouTube, I also adapted content for other platforms like Instagram, Facebook, and TikTok. This involved creating shorter clips and teasers from the

YouTube videos, formatted specifically for YouTube Shorts to maximize engagement and reach. My role required me to tailor content to each platform's audience while keeping the brand message consistent, allowing us to reach a diverse audience and maintain an active social media presence.





Youtube Content Calendar						
File Edit View Insert Format Data Tools Extensions Help						
Q Menus 100% 123 Arial 12 B I A						
A1	fx Publish Date					
	A	B	C	D	E	F
1	Publish Date	Location of the post	Copy ( English)	Caption and Hashtags	Social Media Post Content	Review/Remarks
2						
3	Oct 24, 2024	Youtube Shorts	Explore The DELUXE ROOM, with ultimate comfort	#pattayahotel #shorts #explore #CholchanPattaya		
4	Oct 30, 2024	Youtube Shorts	Sip, splash & repeat ✨	#Pattaya #hotel #shorts #explore #explorepage #thailand		
5	Oct 30, 2024	Youtube Shorts	Perfect escape to paradise ✨	#pattayahotel #shorts #explore #explorepage #vacation #CholchanPattaya		
						

Figure 8: Content Calendar for Youtube





Post for TikTok							
File Edit View Insert Format Data Tools Extensions Help							
Q Menus 100% 123 Default...							
A1	Publish Date						
1	A	B	C	D	E	F	G
	Publish Date	Publish time	Location of the post	Copy ( English)	Copy ( Thai )	Caption and Hashtag	Social Media Post Con Review/Remark
2			wave pool bar	"Experience luxury at its finest at Cholchan Hotel. Dive into relaxation at our Wave Pool Bar, where every moment feels like a vacation."	สัมผัสประสบการณ์ความหรูหราที่ Cholchan Hotel ผ่านคลื่นที่ Wave Pool Bar ของเรา ซึ่งจะพาให้ทุกช่วงเวลาของคุณรู้สึกเหมือนเป็นวันพักผ่อน	#CholchanPattaya #PattayaBeachResort #LuxuryStay #BeachVibes #ResortLife #WavePoolBar #TropicalGetaway #TravelGoals #VacationMode #ExplorePattaya	
3			Hotel	Experience the beauty of Pattaya at Cholchan Pattaya Beach Resort!	สัมผัสความสวยงามของเมืองพัทยาที่อลังการ พัทยา ชัย รีสอร์ท	#CholchanPattaya #BeachResort #TropicalEscape #LuxuryTravel	
4			Overall hotel	"Pack your bags for an unforgettable stay at Cholchan Pattaya Beach Resort!"	แพ็คเกจกระเป๋าของคุณไปพักผ่อนที่อลังการ พัทยา ชัย รีสอร์ท	#CholchanPattaya #BeachResort #TropicalEscape #LuxuryTravel #BeachVibes #LuxuryStay	
5			Overall hotel plus beach bar areas	Discover paradise at Cholchan Pattaya Beach Resort! Unwind in luxury, soak up the sun, and create unforgettable memories.	ค้นพบสวรรค์ที่ชายหาดพัทยา ชัย รีสอร์ท! ผ่อนคลายไปกับความหรูหรา อ่างแดด และสร้างความทรงจำอันน่าจดจำ	#CholchanPattaya #BeachResort #TropicalEscape #LuxuryTravel	

Figure 9: Content Calendar

## 2.3 Activities in Coordinating with Supervisors

As part of the video production process, I coordinated with supervisors and operations staff to arrange shoot schedules that would minimize any disruptions to guests' experiences. I also engaged with the front office team to gather insights into common guest questions, preferences, and feedback, which allowed me to address real guest concerns in the video content. This cross-departmental collaboration was invaluable, as it enabled me to create content that was both accurate and relevant to guest expectations.

## 2.4 Job Process Diagram

### Content Planning Process

1. **Research and Theme Identification:** Using ATLAS.ti, I analyzed guest feedback to identify key themes for content.
2. **Content Calendar Creation:** I developed a structured calendar based on these themes to streamline video production.
3. **Script Drafting:** For each video, I drafted a detailed script to ensure it addressed specific guest concerns.
4. **Content Approval:** I reviewed and finalized the script and content calendar with the marketing team to ensure alignment with the resort's objectives.

### **Video Production Process**

1. **Location Scouting:** I selected suitable shoot locations within the resort to highlight its unique amenities.
2. **Filming Setup:** Setting up the necessary equipment, I carried out video shoots to capture the desired footage.
3. **Editing and Graphics:** I edited the footage, added music and graphics, and aligned it with the resort's branding.
4. **Review and Revisions:** After editing, I reviewed the video with the team and made necessary adjustments before publishing.

### **Copyright Management Process**

1. **Content Review:** I reviewed each video to identify any elements that might raise copyright issues.
2. **Verification and Permissions:** Using YouTube's copyright tools, I verified permissions and ensured compliance.
3. **Dispute Resolution:** In case of copyright claims, I addressed the issues promptly to prevent content restrictions.

## **2.5 Contributions as a Co-op Student**

During my time at Cholchan Pattaya Beach Resort, I made significant contributions toward enhancing the resort's digital presence, aligning guest expectations, and supporting the resort's marketing goals.

## **Improving Digital Presence**

By producing authentic and engaging video content, I helped the resort revamp its online image and address recurring guest complaints, particularly regarding outdated visuals. The YouTube channel became a platform to showcase the resort's offerings in real-time, which allowed guests to get a transparent and updated view of the resort's facilities.

## **Strategic Content Planning**

My implementation of a content calendar ensured a well-organized approach to video production that aligned with the resort's promotional efforts. This structured method allowed for consistent updates, streamlined the workflow, and improved coordination within the marketing team, contributing to a more efficient and focused digital marketing strategy.

## **Bridging the Communication Gap**

Through video content, I directly addressed the key concerns raised in guest reviews. By visually addressing issues like outdated photos and highlighting current amenities, I helped bridge the gap between guest expectations and reality, ultimately improving satisfaction and strengthening the resort's brand credibility. This effort also helped the resort establish a trustworthy online presence, building confidence among prospective guests and agents alike.

In conclusion, my co-op role at the resort allowed me to develop valuable skills in content creation and digital strategy. By coordinating with various teams and creating engaging content, I contributed to enhancing the resort's online image and bridging the gap between guest expectations and actual experiences at the property.

## CHAPTER 3: LEARNING PROCESS

Chapter 3 outlines the key learning experiences gained during my internship at Cholchan Pattaya Beach Resort as a Social Media Manager. In this chapter, I reflect on the challenges the resort faced, particularly those related to digital marketing and guest satisfaction. Through a combination of research, theoretical applications, and practical problem-solving, I was able to identify and address several critical issues, such as outdated promotional content and service quality concerns. By examining these issues, I was able to propose solutions and gain a deeper understanding of how digital marketing can impact customer experience and business reputation. Additionally, I will highlight the new skills I acquired, both technical and theoretical, and how they helped me grow professionally during this internship.

### 3.1 Problems/Issues of the Company

During my internship as a Social Media Manager at Cholchan Pattaya Beach Resort, I uncovered several critical issues that had a direct impact on the resort's reputation, guest experience, and overall brand perception. These challenges were closely related to my responsibilities in managing the resort's digital presence, as outlined in Chapter 2.3.

#### Problem Statement

The resort faced a significant credibility gap stemming from the use of outdated or misleading promotional photos on booking websites. Additionally, inconsistencies in service quality and the resort's location presented challenges for attracting and retaining guests. These factors collectively affected guest satisfaction, loyalty, and overall trust in the resort.

#### Significance of the Problems

- **Content Authenticity Issue:** Many guests reported feeling disappointed when they arrived and discovered that the actual facilities differed from the promotional images. This led to a mismatch in expectations, which resulted in negative reviews and a decline in trust. Ensuring that the resort's digital representation aligns with its current offerings is vital to building credibility and managing guest expectations.

- **Service Quality Issue:** Guest feedback revealed consistent complaints regarding staff behavior, particularly in terms of politeness and enthusiasm. Since staff interactions play a crucial role in shaping the guest experience, these service quality issues impact overall satisfaction, making it essential for the resort to address any gaps in employee training and morale.

### 3.2 How to Solve the Problems

To address these issues, I combined various approaches, including research, theoretical applications, and industry best practices, to identify sustainable solutions.

#### Reviewing Literature and Applying Theories

I referenced the Expectancy Theory in marketing, which suggests that a gap between expectations and actual experiences can heavily impact customer satisfaction. This theory emphasized the need for transparency in digital content, highlighting the importance of updating the resort's online imagery to match current facilities accurately. Additionally, I applied Project Management Theories, which helped me structure and prioritize tasks effectively. By creating a Gantt chart and a content calendar, I was able to organize video production and ensure timely updates that aligned with the resort's broader marketing goals.

#### Research and Professional Insights

- **Guest Feedback Analysis:** Using ATLAS.ti software, I conducted a thorough analysis of guest feedback, quantifying the frequency of complaints and identifying recurring themes. This data-driven approach helped in pinpointing the most critical issues affecting guest satisfaction, providing a basis for targeted content strategies.
- **Interviews with Staff and Marketing Professionals:** To gain a deeper understanding of the resort's internal processes, I conducted interviews with front office staff. Their insights into common guest concerns, along with advice from marketing professionals, were instrumental in shaping the content approach and ensuring it addressed real guest pain points.
- **Competitor Analysis:** Observing successful digital marketing strategies employed by competing resorts allowed me to identify effective practices and emerging trends in content

creation. This analysis provided a framework for positioning Cholchan Pattaya Beach Resort as a reliable, transparent, and guest-focused destination.

### 3.3 Recommendations to the Company

Based on my findings and analysis, I proposed several recommendations to address the identified issues and improve the resort's overall guest experience and reputation.

- **Enhance Digital Presence:** Launch and maintain an up-to-date YouTube channel showcasing authentic and real-time video content of the resort's amenities, events, and guest experiences. By providing accurate visuals and honest portrayals, the resort can better align guest expectations with the actual facilities and offerings, ultimately building trust and attracting a more loyal customer base.
- **Improve Staff Training:** Conduct regular training sessions that emphasize positive guest interactions, communication skills, and service etiquette. A structured training program could improve staff behavior and ensure that all employees uphold the resort's standards for quality service, directly enhancing the guest experience.
- **Highlight Unique Selling Points:** In digital content, particularly on YouTube, emphasize the resort's peaceful location and scenic surroundings. By positioning the resort as an ideal escape from the city, it can attract guests specifically looking for a tranquil retreat. This unique selling point can help the resort differentiate itself from more centrally located competitors and attract a segment of guests who value relaxation over proximity to the city.

### 3.4 What I Learned During the Co-Op Studies

My time at Cholchan Pattaya Beach Resort provided invaluable lessons in digital marketing, project management, and customer relations. Throughout my co-op studies, I learned to:

- **Conduct Comprehensive Research and Data Analysis:** The experience of analyzing guest feedback using ATLAS.ti software gave me the skills to interpret large volumes of data and extract actionable insights. I learned the importance of using data-driven approaches to understand customer needs and identify areas for improvement.
- **Develop and Implement Structured Content Strategies:** Managing a Gantt chart and content calendar taught me how to strategically plan content creation to meet marketing

goals. I understood how to balance multiple tasks and ensure timely delivery, gaining insight into efficient project management.

- **Enhance Guest Experiences through Transparent Digital Content:** By directly addressing key guest complaints in our digital content, I recognized the impact of transparency on guest satisfaction. Creating honest and relatable content improved the resort's credibility and helped align guest expectations with reality, ultimately contributing to a more satisfying guest experience.

### 3.5 How I Applied Knowledge from Coursework to Real-World Situations

During my internship, I was able to practically apply several key concepts and techniques I had learned in my academic coursework.

- **Marketing Theories:** I drew upon theories related to customer satisfaction and brand positioning to create a refined content strategy. These theories helped me identify areas where the resort could enhance its brand image and better meet guest expectations.
- **Project Management Techniques:** The project planning methods I studied in coursework became essential in organizing and executing my responsibilities. From planning shoot schedules to managing editing timelines, these techniques allowed me to approach each task methodically, ensuring the smooth execution of our digital marketing efforts.
- **Digital Marketing Practices:** Implementing best practices from digital marketing classes, I was able to optimize the resort's social media engagement and YouTube content. This included adapting videos for various platforms and understanding platform-specific strategies to reach and engage a broad audience.

### 3.6 Special Skills and New Knowledge Gained

The co-op program not only allowed me to apply my existing knowledge but also to acquire new skills specific to digital marketing and content creation.

- **Technical Skills in Video Production:** I developed hands-on skills in scripting, filming, and editing videos, gaining proficiency with professional editing tools. This experience

allowed me to create visually appealing content that aligned with the resort's brand standards and successfully attracted viewer engagement.

- **Copyright Management:** Managing YouTube copyright issues taught me how to navigate intellectual property considerations. I learned to verify permissions, handle claims, and ensure compliance with YouTube's guidelines, skills that are essential for maintaining a reputable online presence.
- **Cross-Platform Content Coordination:** Creating and sharing content across multiple social media platforms, including Instagram, Facebook, TikTok, and YouTube Shorts, expanded my knowledge of platform-specific strategies. I learned to optimize each piece of content for its intended platform, increasing reach and maximizing engagement across diverse audiences.

In conclusion, my internship experience at Cholchan Pattaya Beach Resort was a highly enriching learning journey. The challenges I encountered allowed me to apply theoretical knowledge in real-world situations, particularly in the areas of digital marketing, project management, and customer satisfaction. By addressing the resort's credibility and service quality issues, I developed solutions that not only aimed to improve guest satisfaction but also contributed to the resort's long-term success. Furthermore, the practical skills I gained, including video production, copyright management, and cross-platform content coordination, will serve as valuable assets in my future career. This chapter emphasizes the importance of adaptability and continuous learning in the dynamic field of hospitality marketing.

## CHAPTER-4: CONCLUSION

Chapter 4 provides a reflection on my co-op experience at Cholchan Pattaya Beach Resort, summarizing the key moments, lessons learned, and insights gained during my internship as a Social Media Manager. In this chapter, I will highlight the contributions I made to the resort's digital marketing efforts, particularly in content creation and strategy development. I will also evaluate my personal and professional growth, emphasizing the skills I developed and the challenges I faced. Additionally, I will discuss the limitations of my co-op experience and offer recommendations to improve both the internship program and the resort's marketing approach in the future. This chapter captures the value of my time at Cholchan Pattaya Beach Resort and the practical knowledge I gained throughout the internship.

### 4.1 Summary of Highlights of My Co-Op Studies at Cholchan Pattaya Beach Resort

My co-op studies at Cholchan Pattaya Beach Resort have been a transformative and enriching experience, offering me the chance to apply my academic knowledge in a real-world setting while contributing meaningfully to the resort's marketing efforts. I worked as a Content Creator, focusing on improving the resort's digital presence through a series of strategic and hands-on tasks. Key highlights of my internship included:

- **Guest Feedback Analysis:** One of the first tasks I undertook was analyzing guest reviews using ATLAS.ti software. This helped identify common issues, such as outdated photos, service quality concerns, and location challenges. Understanding these issues allowed me to develop strategies for addressing them through digital content.
- **Content Strategy Development:** I played a significant role in planning and executing a structured content strategy. Using tools like Gantt charts and content calendars, I was able to organize video production efficiently, ensuring that content aligned with the resort's ongoing promotional campaigns and guest expectations.
- **Video Content Creation:** My responsibilities also involved producing authentic and engaging video content. By filming, editing, and sharing videos that showcased the resort's amenities, events, and real-time experiences, I worked to enhance the resort's online

visibility. These videos helped bridge the gap between guest expectations and actual experiences, aligning the resort's online presence with its true offerings.

Throughout my time at Cholchan Pattaya Beach Resort, I not only contributed to the company's marketing efforts but also gained valuable insights into the importance of digital transparency and the need for an authentic online presence in today's hospitality industry.

#### 4.2 My Evaluation of the Work Experience

Reflecting on my co-op experience, I can confidently say that it has been a valuable learning opportunity that contributed significantly to both my professional growth and personal satisfaction. The hands-on experience I gained in various aspects of digital marketing has enhanced my skill set in the following ways:

- **Skill Development:** My technical skills in video production, project management, and copyright management were greatly enhanced. From scripting and filming to editing and resolving copyright disputes, I gained practical experience with every aspect of the content creation process. Additionally, managing the production schedule through tools like Gantt charts taught me how to balance multiple tasks and ensure timely delivery.
- **Professional Growth:** Working with a diverse team, including the marketing department, front office staff, and management, helped me sharpen my communication and collaboration skills. I learned how to coordinate with different departments to ensure that our marketing efforts aligned with the overall goals of the resort. Solving real-world problems, such as addressing negative guest feedback and improving digital content, also boosted my problem-solving abilities.
- **Career Goals:** This internship solidified my interest in pursuing a career in digital marketing, particularly in content creation. The experience provided me with a deeper understanding of how impactful digital content can be in building brand awareness and enhancing customer engagement. I now feel more equipped to navigate the digital marketing landscape and contribute meaningfully to a company's growth.
- **Personal Satisfaction:** On a personal level, I am deeply satisfied with my co-op experience. It was not just a learning opportunity but a chance to make a tangible impact on the resort's digital presence. Knowing that my work contributed to the resort's efforts

to align guest expectations with reality gives me a sense of accomplishment. Moreover, the mentorship and feedback I received were invaluable in helping me grow both professionally and personally.

### 4.3 Limitations of My Co-Op Studies

While my co-op experience at Cholchan Pattaya Beach Resort was overwhelmingly positive, there were a few limitations that impacted the extent to which I could fully explore some areas of digital marketing:

- **Limited Time:** The duration of the co-op program was relatively short, which meant that I was unable to explore every possible avenue for expanding the resort's digital marketing strategy. There were opportunities for further growth, particularly in developing additional digital channels and strategies that could have had a more lasting impact on the resort's brand presence.
- **Resource Constraints:** At times, the availability of resources such as equipment and personnel restricted the scope of video production. While we were able to produce quality content, there were instances where more resources could have enhanced the quality and quantity of our output. Additionally, having a larger team or additional staff support could have streamlined the video production process, allowing for a greater variety of content to be created within the program's timeframe.

Despite these limitations, I was able to make significant contributions, and the experience allowed me to learn how to work efficiently within constraints, which is an important skill in the professional world.

### 4.4 Recommendations for the Company

To further enhance both the co-op experience and the overall effectiveness of the resort's marketing efforts, I would like to propose the following recommendations:

- **Enhanced Digital Strategy:** The resort should continue to focus on creating real-time, authentic content for platforms like YouTube, Instagram, and TikTok. Maintaining a high-quality, consistent video production schedule will be key to building and sustaining the

resort's online credibility. Allocating more resources to this area, including professional equipment and staff support, would help elevate the overall digital strategy. By investing in these resources, the resort can continue to improve its digital presence and align with guest expectations more effectively.

- **Structured Co-Op Programs:** Based on my experience, I believe Cholchan Pattaya Beach Resort would benefit from implementing a more structured co-op program. By establishing clear learning objectives, providing additional resources, and ensuring more comprehensive mentoring support, future interns could maximize their learning potential and make even greater contributions to the company. A well-defined program would not only enhance the intern's experience but also help the resort achieve its marketing goals more effectively.

In conclusion, my co-op experience at Cholchan Pattaya Beach Resort has been incredibly rewarding. It has provided me with a solid foundation in digital marketing, content creation, and customer relations. Through hands-on work, feedback, and real-world challenges, I've gained insights and skills that I will carry forward into my career. The experience has deepened my passion for digital marketing and given me the confidence to pursue a career in this dynamic field.

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## Appendices

