



## **COOPERATIVE EDUCATION REPORT**

**Creative Marketing Communication Strategies in the Travel Industry: A Case  
Study of Arihant Company Thailand**

Written by:

**Annanya Pradhan**

**Student ID: 6508040014**

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

**Faculty of Business Administration**

**Academic Year 3/2024**

**Siam University**

**Title:** Creative Marketing Communication Strategies in the Travel Industry: A Case Study of Arihant Company Thailand

**Written by:** Ms Annanya Pradhan

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

**Academic Advisor:** Mr Ashutosh Mishra

We have approved this cooperative education report as partial fulfilment of the Cooperative Education Program Semester 3/2024

**Oral Presentation Committee:**

*Ashutosh Mishra*

(Mr Ashutosh Mishra)  
Academic Advisor



(Mrs Silaporn D. Kasliwali)  
Job Advisor

*Srisuda*

(Dr. Srisuda chongsithiphol)  
Cooperative Education Committee



(Asst. Prof. Maruj Limpawattana, PhD.)  
Assistant President and Director of Cooperative Education Department

**Project Title:** Creative Marketing Communication Strategies in the Travel Industry: A Case Study of Arihant Company Thailand

**Credits:**

**Author:** Ms Annanya Pradhan

**Degree:** Bachelor of Business Administration

**Major:** Marketing

**Faculty:** Business Administration

**Semester/Academic Year:** 3/2024

**ABSTRACT**

This internship report presents a comprehensive analysis of my professional learning experience as a Marketing Intern at **Arihant Thailand**, a Thailand-based travel and tourism agency specialising in B2B services for Indian customers. The purpose of this report is to document the tasks I performed, the skills I developed, and the strategies I implemented during my internship from July to December.

The study provides an overview of the company profile, organisational structure, my job role, and the marketing communication activities I executed—particularly in social media content creation, video editing, client communication, and promotional email campaigns. A detailed **SWOT analysis** is included to evaluate the internal and external factors influencing the company's marketing performance.

The report also highlights the major challenges I encountered, such as **language barriers, cultural differences, high creative demands, and the pressure to maintain accuracy** in all social media materials due to their public visibility. It further evaluates my problem-solving techniques, skill development, and the practical application of academic knowledge in a real-world environment.

The outcomes of this internship demonstrate significant growth in digital marketing, content creation, professional communication, time management, and adaptability in a multicultural work setting. The report concludes with reflections, recommendations, and key learnings relevant to future career development and academic enhancement.

**Keywords:** Tourism Marketing, Social Media Content Creation, B2B Travel Industry, Marketing Communication, Canva, CapCut, Client Handling, SWOT Analysis, Digital Marketing Internship, Thailand Tourism

## ACKNOWLEDGEMENT

I would like to express my gratitude to all the individuals and institutions who supported me throughout this internship journey and helped me complete this final report.

First and foremost, I am deeply grateful to my home university, **Kathmandu College of Management (KCM)**, for providing me the opportunity to participate in this international internship program and for consistently encouraging experiential learning.

I also extend my sincere appreciation to **Siam University, Thailand**, for hosting the cooperative education program and providing academic support throughout my stay. I am especially grateful to **Dr Srisuda Boonyada** for her time, guidance, and valuable suggestions during the review and preparation of this report.

My heartfelt thanks go to my internship supervisor at Arihant Thailand, **Mr Ashutosh Mishra**, for his continuous support, feedback, and trust. His guidance helped me develop confidence in real working situations and improve my marketing communication skills in a practical environment.

Finally, I would like to express gratitude to my colleagues at Arihant Thailand for their kindness, collaboration, and support throughout the internship period. Their willingness to help and the positive team environment made this experience truly meaningful.

This report would not have been possible without the encouragement and assistance of all the individuals mentioned above.

Regard,

Ms Annanya Pradhan

## Table of Contents

<b>ABSTRACT.....</b>	<b>2</b>
<b>ACKNOWLEDGEMENT.....</b>	<b>3</b>
<b>CHAPTER 1: INTRODUCTION.....</b>	<b>7</b>
1.1 Company Profile .....	7
History and Business Evolution.....	7
Nature of Business .....	8
Company Vision .....	8
Company Mission .....	8
Core Values.....	9
1.2 My Position in Organisation .....	9
1.3 Motivation to Join Arihant Thailand.....	10
1.4 SWOT Analysis of Arihant Thailand .....	11
Strengths (Internal) .....	11
Weaknesses (Internal).....	11
Opportunities (External) .....	11
Threats (External) .....	12
1.5 Statement of the Report .....	12
1.6 Objectives of the Internship .....	12
Main Objective: .....	12
Specific Objectives: .....	12
<b>CHAPTER 2: CO-OP STUDY ACTIVITIES.....</b>	<b>13</b>
2.1 Overview of Job Description .....	13
<b>2.2 Detailed Duties and Responsibilities .....</b>	<b>14</b>
A. Social Media Content Creation (Primary Responsibility) .....	14
1. Designing Posters and Promotional Graphics.....	14
2. Creating Short Videos and Reels .....	14
3. Content Accuracy and Compliance .....	14
B. Managing WhatsApp Communication with Clients .....	15
C. Customer Inquiry Support & Hotel Availability Checks .....	15
D. Email Marketing and Promotional Communication .....	16
E. Research and Creative Development.....	16
<b>2.3 Activities in Coordination with Co-Workers .....</b>	<b>17</b>
A. Coordination with the Supervisor .....	17
B. Coordination with Operations Team .....	17
C. Coordination with External Partners .....	18

<b>2.4 Job Processes and Workflow .....</b>	<b>18</b>
1. Planning and Research.....	18
2. Content Creation Process.....	18
3. Review and Revision .....	18
4. Final Approval .....	19
5. Posting and Client Communication .....	19
6. Monitoring and Organisation.....	19
<b>2.5 Contributions as a Co-op Student .....</b>	<b>19</b>
Key Contributions:.....	20
<b>CHAPTER 3: LEARNING PROCESS AND OUTCOMES.....</b>	<b>20</b>
3.1 Challenges Encountered.....	20
1. Language Barrier .....	21
2. Cultural Differences and Work Environment Adjustments.....	21
3. Creative Pressure and the Need for Continuous Innovation.....	22
4. Strict Requirement to Avoid Copyright Issues .....	22
5. Multiple Revision Cycles and Feedback Pressure .....	23
6. Fear of Errors Due to Public Visibility .....	23
7. Multitasking Across Different Marketing Channels.....	24
3.2 Problem-Solving Approaches Used.....	24
1. Communication Techniques for Overcoming Language Barriers.....	24
2. Structured Workflow for Creative Content.....	25
3. Time Management Tools for Multitasking.....	25
5. Positive Approach to Feedback .....	26
3.3 Examples of Problem Resolution.....	26
Example 1: Video Rejection Due to Copyrighted Music .....	26
Example 2: Client Inquiry Overload.....	26
Example 3: Cultural Misunderstanding .....	27
3.4 Recommendations to the Company .....	27
1. Establish a Copyright-Free Media Database.....	27
2. Implement a Content Calendar .....	27
3. Provide Basic Thai Language Training to Interns .....	27
4. Introduce a Standard Review Checklist.....	27
3.5 Technical and Soft Skills Acquired .....	27
Technical Skills.....	27
Soft Skills.....	28
3.6 Application of Coursework to Real Work Situations .....	28
3.7 Learning Outcomes and Growth.....	28
4.1 Summary of Highlights from My Internship Experience at Arihant Thailand.....	29

4.2 Self-Assessment of Professional Development .....	30
A. Technical Skill Development.....	30
B. Soft Skill Development .....	30
4.3 Benefits from the Internship for My Future Career .....	31
1. Practical Industry Understanding.....	31
2. Portfolio Development.....	31
3. Increased employability .....	31
4. Real-World Application of Classroom Knowledge.....	31
5. Enhanced Communication Skills.....	31
4.4 Limitations of the Co-op Studies .....	32
1. Limited Exposure to Multiple Departments .....	32
2. Language Barriers .....	32
3. Limited Decision-Making Authority .....	32
4. Pressure of Accuracy .....	32
4.5 Recommendations for the Internship Program .....	32
1. Basic Thai Language Orientation .....	32
2. Content Calendar System.....	33
3. Database of Copyright-Free Resources .....	33
4. Rotational Exposure.....	33
5. Clear Guidelines for Content Approval .....	33
4.6 Final Reflections .....	33
<b>REFERENCES: .....</b>	<b>34</b>
Books & Academic Sources.....	34
Reports, Articles & Industry Sources .....	34
Company & Organisational Sources.....	35
Conceptual & Framework References .....	35
General Tourism Context.....	35

## CHAPTER 1: INTRODUCTION

### 1.1 Company Profile

Arihant Thailand is a Pattaya-based travel and tourism agency that specialises in providing **B2B travel services** primarily to the Indian market. The company collaborates closely with travel agents and tour operators in India to provide curated travel experiences throughout Thailand, encompassing destinations such as Bangkok, Pattaya, Phuket, Krabi, Samui, Chiang Mai, Chiang Rai and Ayutthaya. As a ground-handling partner, Arihant Thailand ensures smooth operations encompassing everything from accommodation bookings to guided tours, airport transfers, sightseeing, and customised group arrangements.

The company's operations reflect a blend of strategic partnerships, local expertise, and a customer-first approach designed to support travel agents in offering reliable and enjoyable experiences to their clients. Arihant Thailand is recognised for its responsiveness, trustworthy service delivery, and dedication to fostering strong B2B relationships.

### History and Business Evolution

Arihant Thailand was established to meet the rising demand for Thailand travel packages among Indian tourists. Over the years, the company has grown from offering a limited set of travel services to becoming a full-service destination management company (DMC). Its growth is driven by the continuous expansion of tourism in Thailand, especially among Indian travellers seeking cost-effective group travel, family vacations, corporate trips, and leisure tours.

### Nature of Business

The company operates exclusively as a **Business-to-Business (B2B) travel agency**, meaning it collaborates with Indian travel agencies rather than directly with end customers. This model facilitates smooth coordination, bulk bookings, and consistent service quality for both group travellers and individual travellers. Core services include:

- Hotel bookings
- Airport transfers
- City tours and sightseeing



- Group packages
- Customized itineraries
- Festival and peak-season travel arrangements
- Destination promotion for tourism partners

By focusing on B2B operations, Arihant Thailand maintains long-term relationships built on trust, accuracy, and timely communication.

### **Company Vision**

To become one of the most reliable and preferred B2B destination management companies in Thailand by delivering high-quality travel experiences and exceptional service to partner agencies.

### **Company Mission**

- To provide seamless and trusted travel services to travel agents and their customers.
- To maintain efficient communication, accurate information flow, and timely service delivery.
- To support partner agencies with updated promotional materials and destination knowledge.

### **Core Values**

- **Integrity** – Providing honest, accurate information to partners.
- **Professionalism** – Maintaining consistency in communication and service quality.
- **Customer Satisfaction** – Ensuring smooth and memorable travel experiences for clients.
- **Collaboration** – Working closely with internal teams and external partners.
- **Efficiency** – Delivering timely services and responses.

## 1.2 My Position in Organisation

I worked in the **Marketing Department** of Arihant Thailand, specifically focusing on digital marketing, content creation, and communication support. Unlike interns who rotate between departments, my role was clearly defined within marketing and required consistent coordination with other teams, such as Operations and Reservations.

My responsibilities contributed directly to the company's branding, online identity, and communication with B2B partners. As the marketing intern, my role included:

- Creating daily social media posts (static + video)
- Designing flyers, posters, and promotional content
- Editing videos using **Canva** and **CapCut**
- Managing WhatsApp communication with travel agents
- Responding to inquiries about hotels, packages, and availability
- Calling hotels to confirm room availability
- Sending promotional emails for October's Bangkok–Pattaya deals
- Creating customer-feedback videos
- Designing destination-based promotional videos (Bangkok, Pattaya, Phuket, Krabi, Samui, Ayutthaya)

This position allowed me to contribute creatively while also gaining exposure to customer communication, digital marketing, and tourism operations.

## 1.3 Motivation to Join Arihant Thailand

Several academic, professional, and personal factors influenced my decision to join Airhant Thailand.

### 1. Relevance to My Field of Study

As a marketing student, I wanted an internship that would allow me to apply digital marketing, communication, branding, and creative design concepts in a real-world

setting. Arihant Thailand offered daily opportunities to practice these skills.

## **2. Interest in the Tourism Industry**

Tourism is a dynamic, fast-paced industry that heavily relies on marketing communication. Working in Thailand, one of Asia's most popular tourist destinations, offered global exposure.

## **3. Creative Opportunities**

The company's need for daily content creation aligned with my interests in graphic design and video editing, providing me with opportunities to practice creativity while making meaningful contributions.

## **4. International Experience**

I wanted to experience the challenges and learning opportunities of working in a multicultural workplace, especially in Thailand, where the work culture and communication style differ from those in Nepal.

## **5. Desire to Improve Professional Confidence**

The role involved independent responsibilities, communication with clients, and handling real-time tasks, allowing me to strengthen my confidence in professional settings.

### **1.4 SWOT Analysis of Arihant Thailand**

#### **Strengths (Internal)**

- Strong knowledge of the Indian travel market
- Fast communication and responsiveness
- Established hotel and transportation partnerships
- Ability to handle group bookings efficiently
- Professional and visually appealing social media presence
- Reliable operations team that ensures timely service for clients

**Weaknesses (Internal)**

- Small marketing team (only one intern managing most digital tasks)
- Limited amount of original photo and video content
- Occasional communication gaps between departments
- Lack of a fixed content calendar
- Overdependence on peak-season bookings

**Opportunities (External)**

- Growing Indian tourist arrivals to Thailand
- Increasing demand for short videos and digital promotions
- Opportunity to expand to other South Asian markets
- New destinations like Samui and Ayutthaya are gaining popularity
- Tourism rebounds after global travel restrictions

**Threats (External)**

- High competition from other DMCs in Thailand
- Price fluctuations in hotels during peak season
- Unpredictable travel regulations or visa issues
- Market dependency on the Indian festival seasons
- Rapid changes in digital trends require constant updates

**1.5 Statement of the Report**

This report presents a complete account of my internship experience at Arihant Thailand. It includes an overview of the company, my role, the activities I performed, the skills I developed, the challenges I faced, and the overall outcomes of my learning. The report aims to evaluate how my academic knowledge was applied in real work situations and how the internship contributed to my personal and professional growth.

## **1.6 Objectives of the Internship**

### **Main Objective:**

To gain real-world experience in marketing communication by contributing to the digital marketing responsibilities of Arihant Thailand.

### **Specific Objectives:**

- To create and manage digital content for social media platforms
- To practice graphic design and video editing
- To improve communication skills through client interactions
- To understand the structure of a B2B travel agency
- To develop time management and creativity under real deadlines
- To strengthen professional confidence and workplace adaptability

## CHAPTER 2: CO-OP STUDY ACTIVITIES

### 2.1 Overview of Job Description

As a Marketing Intern at **Arihant Thailand**, my primary role was to support the company's digital marketing operations, content creation efforts, and communication with B2B clients. The position was fully focused on the **Marketing and Communication Department**, and my responsibilities centred on enhancing the company's online presence, assisting with client engagement, and ensuring accurate and timely promotional updates.

Unlike rotational internships, my role was specialised and concentrated within a single department, which allowed me to develop depth rather than general exposure. The job description included:

- Designing visual content for Facebook and Instagram
- Editing videos for customer feedback, destination highlights, and promotional purposes
- Managing WhatsApp Business communication with customers on tour in Thailand
- Responding to queries regarding hotels, availability, and package details
- Occasionally, contacting hotels to confirm room availability
- Updating and sending promotional email campaigns
- Creating destination videos for Bangkok, Pattaya, Phuket, Krabi, Samui, Chiang Mai, Chiang Rai and Ayutthaya
- Coordinating with supervisors for approvals on posts and promotional materials

The role demanded creativity, accuracy, attention to detail, and strong communication skills, as every piece of content represented the company's brand and was visible to travel agencies and customers.

### 2.2 Detailed Duties and Responsibilities

#### A. Social Media Content Creation (Primary Responsibility)

A significant portion of my internship involved producing creative content for Arihant Thailand's social media platforms, especially Facebook and Instagram. My duties included:

### 1. Designing Posters and Promotional Graphics

- Created multiple posters for ongoing promotions, group tours, seasonal campaigns, and destination highlights.
- Used **Canva** to design high-quality visuals aligned with the company's branding.
- Maintained consistency in colour palette, theme, typography, and layout.

### 2. Creating Short Videos and Reels

- Edited destination-based videos highlighting Bangkok, Pattaya, Phuket, Krabi, Samui, Chiang Mai, Chiang Rai and Ayutthaya.
- Produced customer feedback videos and trip highlight reels.
- Combined video clips, transitions, text overlays, and background music using **CapCut**.
- Ensured videos were engaging, professional, and culturally appropriate for the Indian audience.

### 3. Content Accuracy and Compliance

Creating just one poster or video often took a long time due to:

- Frequent feedback loops with supervisors
- Continuous revisions
- The need to avoid **copyrighted music, photos, and clips**
- The requirement for **100% accuracy**, since the content was public-facing
- Verification of hotel names, prices, inclusions, and tour details

Even small mistakes could lead to confusion or miscommunication with client travel agencies, so I had to be extremely careful before finalising and publishing any content.

## **B. Managing WhatsApp Communication with Clients**

A major part of my practical experience was handling WhatsApp Business chats with customers travelling in Thailand to ensure proper communication.

My responsibilities included:

- Replying to customers promptly
- Forwarding important information to the concerned supervisor
- Keeping customers updated about the day's events, addressing their queries, and ensuring a seamless experience throughout their stay.
- Maintaining professional, polite, and clear communication

This task improved my responsiveness, client-handling experience, and professional communication skills.

## **C. Customer Inquiry Support & Hotel Availability Checks**

To ensure accurate information was relayed to agents, I regularly contacted hotels to verify room availability.

Tasks included:

- Calling partnered hotels
- Confirming dates, number of rooms, and room types
- Cross-checking if rates were still applicable
- Relaying information back to my supervisor



This helped me understand the operational side of a DMC and improved my practical negotiation and communication skills.

#### **D. Email Marketing and Promotional Communication**

During October, I was responsible for sending promotional emails to B2B clients on daily basis. These emails promoted:

- Bangkok–Pattaya tour packages
- Travel itinerary
- Festive discounts valid until 30 October

My responsibilities involved:

- Designing the promotional content
- Writing concise and professional email copy
- Ensuring the details (price, inclusions, date validity) were accurate
- Sending bulk emails to multiple agencies
- Tracking responses and queries

This task strengthened my understanding of email marketing strategy and B2B communication.

#### **E. Research and Creative Development**

A significant amount of my time was spent researching:

- New video ideas
- Trending reel formats

- Non-copyrighted sounds and music
- High-quality copyright-free footage
- Competitor pages for inspiration
- Customer preferences for Indian travellers

Because supervisors expected innovative, fresh content daily, continuous research was essential. This process taught me the importance of self-learning, consistency, and creative discipline.

### **2.3 Activities in Coordination with Co-Workers**

Although my work was primarily concentrated in the marketing department, coordination with other departments was essential for ensuring accuracy and workflow efficiency.

#### **A. Coordination with the Supervisor**

- Received tasks, guidelines, and design revisions
- Discussed creative ideas and approval processes
- Maintained a Daily report of content submitted
- Ensured alignment of marketing content with company campaigns

#### **B. Coordination with Operations Team**

- Confirmed itinerary details for group tours
- Verified sightseeing availability and operating hours
- Requested updated pictures or activity details when creating promotional posts

#### **C. Coordination with External Partners**

- Occasionally communicated with hotel representatives
- Requested room availability, amenities details, or updated information

This cross-functional coordination improved my teamwork, cooperation, and communication skills.

## **2.4 Job Processes and Workflow**

My daily tasks followed a clear and systematic workflow to ensure accuracy, efficiency, and creativity:

### **1. Planning and Research**

- Reviewed daily tasks assigned by my supervisor
- Researched content ideas, trends, and non-copyrighted audio
- Verified all sightseeing package information before creating any content

### **2. Content Creation Process**

- Designed draft posters using Canva
- Edited videos using CapCut
- Created and updated designs based on the supervisor's feedback

### **3. Review and Revision**

- Sent drafts to supervisor
- Made continuous changes based on feedback
- Checked alignment, spelling, colours, and layout

#### 4. Final Approval

- Supervisor verified content correctness
- Cross-checked the details, the location and the picture and videos
- Approved for posting or email distribution

#### 5. Posting and Client Communication

- Scheduled or posted content, including captions and hashtags, catered to the Indian target market
- Sent posts to our work group so they forward to the agents
- Answered follow-up questions via WhatsApp

#### 6. Monitoring and Organisation

- Recorded completed tasks
- Tracked content performance
- Organised files for future reference

This cycle repeated daily, helping me develop a strong work ethic and routine.

### 2.5 Contributions as a Co-op Student

My contributions during the internship had a meaningful impact on the company, especially in strengthening their digital presence and communication processes.

#### Key Contributions:

- Designed **60+ posters** and visuals for social media
- Created **destination-based video content** for major Thai cities
- Produced **customer feedback videos** to build credibility
- Handled WhatsApp communication professionally
- Assisted supervisors by calling hotels and managing inquiries
- Executed **daily email campaigns** during peak promotional periods
- Introduced new creative ideas aligned with industry trends
- Helped improve the consistency of the company's social media output
- Reduced supervisors' workload by independently managing digital content

My work contributed to:

- Better brand visibility
- Stronger B2B relationships
- Faster communication with agents
- More professional and consistent social media identity

## CHAPTER 3

### LEARNING PROCESS AND OUTCOMES

#### 3.1 Challenges Encountered

The internship at Arihant Thailand provided exceptional learning opportunities, but it also presented a series of challenges that shaped my growth and adaptability. These challenges were not only technical but also cultural, communicational, and creative in nature. Facing and overcoming them contributed significantly to my personal and professional development.

##### 1. Language Barrier

One of the most significant challenges was the **language barrier**, especially when communicating with Thai hotel staff, local vendors, and operations personnel.

- While many hotel receptionists and reservation desks primarily communicated in English, their accents were hard to understand, which made phone conversations difficult.
- Some information, such as room availability, room types, and additional charges, required repeated clarification.
- Miscommunication could easily lead to incorrect information being passed on to clients, which made me extra cautious.
- Writing or interpreting Thai names of locations, hotels, or documents was also initially challenging.

This barrier prompted me to develop clearer communication techniques, speak slowly and politely, use simple language, and verify information multiple times before sharing it to my supervisor.

##### 2. Cultural Differences and Work Environment Adjustments

Working in Thailand required adapting to a new cultural setting that was different from Nepal.

- The Thai work culture is characterised by calmness, politeness, structure, and hierarchy.
- Employees avoid confrontation and emphasise respectful communication.

- As an intern, I had to learn to present ideas more softly, with respect and a careful tone.
- Work expectations differed; accuracy mattered more than speed, which initially required adjustment.

Understanding these cultural nuances enabled me to work more effectively with Thai colleagues and maintain harmonious workplace relationships.

### 3. Creative Pressure and the Need for Continuous Innovation

My primary responsibility was content creation, which required **daily creativity and innovation**. This constant demand was emotionally and mentally challenging.

- Each poster and video had to be unique, visually engaging, and suitable for the Indian B2B travel market.
- The company expected me to refresh content formats frequently so the feed would not look repetitive.
- I had to spend a considerable amount of time researching new reel trends, tourism videos, and promotional styles.
- Sometimes ideas were rejected and underwent frequent changes, which meant starting from scratch and working under time pressure.

This continuous creative workload strengthened my resilience and design thinking skills, teaching me to handle repetitive feedback in a positive manner

### 4. Strict Requirement to Avoid Copyright Issues

One major challenge was ensuring that every content asset, including music, video clips, photos, and transitions, was **copyright-free**.

- Many popular songs or reels trending on Instagram were copyrighted and could not be used.
- I had to search extensively for copyright-free music that still matched the tone and emotion of the video.

- Free stock videos of Thai destinations were limited, so I had to creatively combine the clips.
- Even for hotel images, accuracy and permission were essential to maintain the company's credibility.

This challenge taught me legal awareness, responsible content creation, and the ability to produce engaging output with limited resources.

### **5. Multiple Revision Cycles and Feedback Pressure**

Every poster or video I created had to pass through several rounds of feedback from my supervisor.

- Even small adjustments, such as changing a font size, colour tone, or image placement, had to be corrected immediately.
- A single spelling mistake or wrong name could cause major issues with travel agents.
- Sometimes, I revised the same post, including both static and video content, four to six times before final approval.
- This pressure made me more attentive, careful, and patient.

Although stressful at times, this process significantly improved my quality standards and professional discipline.

### **6. Fear of Errors Due to Public Visibility**

All the content I created was published on the company's official pages, where travel agents, business partners, existing clients, and potential customers could see it instantly.

This visibility meant that every piece of content had to be:

- Accurate
- Professional



- Free from spelling errors
- Aligned with brand guidelines
- Legally safe (no copyright violations)

Knowing that one small mistake could damage the company's reputation made the work intense and required high concentration.

## **7. Multitasking Across Different Marketing Channels**

Handling multiple tasks simultaneously was another challenge:

- Replying to WhatsApp inquiries
- Designing posters
- Editing videos
- Sending promotional emails
- Coordinating with the supervisor
- Posting on both social media channels (Facebook and Instagram)

All of these tasks occurred in a single day. Managing them required strong organisational skills and the ability to prioritise tasks based on urgency.

### **3.2 Problem-Solving Approaches Used**

Throughout the internship, I employed multiple problem-solving strategies to effectively navigate challenges.

#### **1. Communication Techniques for Overcoming Language Barriers**

To improve understanding during hotel calls:

- I used slower and clearer English

- Asked closed-ended questions to avoid confusion
- Followed up phone conversations with WhatsApp messages to ensure clarity
- Cross-verified all information with multiple sources

This reduced errors and increased confidence when interacting with Thai staff.

## **2. Structured Workflow for Creative Content**

To handle creative pressure, I followed a self-developed process:

1. Research for 20–30 minutes
2. Identify a trending idea
3. Break it into:
  - Visual direction
  - Text direction
  - Music
  - Layout
4. Draft → feedback → revise → final output

This step-by-step approach helped me manage revisions better and produce higher-quality work.

## **3. Time Management Tools for Multitasking**

To handle multiple tasks:

- I created daily to-do lists
- Prioritised urgent client queries

- Scheduled creative work during quieter office hours
- Logged all completed tasks for supervisor review

This increased efficiency and ensured no tasks were missed.

## **5. Positive Approach to Feedback**

Instead of taking revisions negatively, I used them as a learning tool:

- Noted the specific preferences of my supervisor
- Improved design accuracy
- Made fewer errors over time

This improved my professional maturity and attention to detail.

### **3.3 Examples of Problem Resolution**

#### **Example 1: Video Rejection Due to Copyrighted Music**

A destination video was rejected because the music was identifiable.

**Solution:** I sourced non-copyrighted sound, re-edited the timing, and resubmitted the video successfully.

#### **Example 2: Client Inquiry Overload**

During promotional weekends, many agents messaged at once.

**Solution:** I created pre-approved templates for common questions to respond faster.

#### **Example 3: Cultural Misunderstanding**

One message appeared too direct for Thai colleagues.

**Solution:** I adjusted my tone and learned to communicate in a polite, calm, and appreciative manner

### **3.4 Recommendations to the Company**

#### **1. Establish a Copyright-Free Media Database**

To save time and maintain quality.

#### **2. Implement a Content Calendar**

To manage posts and reduce last-minute pressure.

#### **3. Provide Basic Thai Language Training to Interns**

Even simple phrases would ease communication.

#### **4. Introduce a Standard Review Checklist**

To avoid repeated revisions.

### **3.5 Technical and Soft Skills Acquired**

#### **Technical Skills**

- Canva design
- CapCut video editing
- Email marketing
- Social media scheduling
- WhatsApp Business communication
- Basic hotel operations understanding
- Research and trend analysis

#### **Soft Skills**

- Patience

- Attention to detail
- Cross-cultural communication
- Time management
- Adaptability
- Resilience under pressure
- Professional writing

### **3.6 Application of Coursework to Real Work Situations**

- Marketing & Branding → Applied in poster creation and campaign design
- Consumer Behaviour → Used to understand Indian traveller preferences
- Digital Marketing → Applied in social media and email campaigns
- Communication → Used daily in client responses and hotel coordination

### **3.7 Learning Outcomes and Growth**

The internship significantly enhanced my capabilities in real-world marketing operations. I gained:

- Confidence in handling responsibility
- Practical digital marketing experience
- Improved creative and communication skills
- A deeper understanding of the travel industry
- Strong adaptability from working in a foreign country



## CHAPTER 4

### 4.1 Summary of Highlights from My Internship Experience at Arihant Thailand

My internship at Arihant Thailand was a transformative professional journey that allowed me to immerse myself in the real-world dynamics of the tourism and digital marketing industry. Over the internship period, I gained firsthand experience in content creation, social media management, client communication, marketing strategy execution, and cross-cultural coordination. The most significant highlights include:

- Designing and producing a large volume of **posters, promotional content, and destination videos** using Canva and CapCut.
- Handling **WhatsApp Business communication** with customers, responding to inquiries efficiently and accurately.
- Working closely with my supervisor on **daily creative tasks**, receiving feedback, and integrating revisions to maintain professionalism and brand consistency.
- Executing **daily promotional email campaigns**, especially for the Bangkok–Pattaya October promotion.
- Developing strong research skills by studying trends, competitor strategies, and non-copyrighted resources.
- Engaging with Thai hotel partners to **confirm room availability** and gaining insight into the operational side of a Destination Management Company (DMC).
- Successfully adapting to a new cultural environment and overcoming communication barriers.

These experiences equipped me with both professional and personal competencies that will support my long-term career development in marketing and tourism.

## 4.2 Self-Assessment of Professional Development

My internship made a significant contribution to my personal growth and professional maturity development. Based on my tasks, responsibilities, and learning outcomes, I developed various technical, interpersonal, and problem-solving skills.

### A. Technical Skill Development

### **1. Digital Content Creation**

I became proficient in Canva for poster design and CapCut for video editing. I learned layout structuring, colour combinations, branding consistency, and how to develop visually appealing digital materials targeting the Indian travel market.

### **2. Email Marketing & Digital Communication**

Through daily email campaigns, I learned how to write professional subject lines, create compelling promotional messages, and maintain accuracy in price and package details.

### **3. Client & Hotel Communication**

Direct interactions with hotels and customers helped improve my communication clarity.

### **4. Social Media Strategy**

I gained practical knowledge on engagement-driven content, platform-specific design requirements, and consistency in maintaining brand visibility.

## **B. Soft Skill Development**

### **1. Time Management**

Balancing content creation, client responses, hotel calls, and research significantly improved my ability to prioritise and multitask.

### **2. Attention to Detail**

Repeated feedback cycles taught me the importance of accuracy, error-checking, and maintaining professional standards.

### **3. Patience & Resilience**

Creative tasks often require multiple revisions. Learning to remain patient under pressure allowed me to grow professionally.

### **4. Adaptability & Cross-Cultural Awareness**

Working in Thailand required understanding a new work culture, employing polite communication, fostering a respectful tone, and maintaining a calm work environment, which significantly shaped my interpersonal skills.

### **5. Confidence & Communication**

Handling responsibilities independently improved my confidence in conveying



information clearly and professionally.

### **4.3 Benefits from the Internship for My Future Career**

The internship has strengthened my foundation for a career in digital marketing, branding, and tourism management. Key benefits include:

#### **1. Practical Industry Understanding**

I now understand how the tourism industry operates, including pricing strategies, hotel coordination, seasonal promotions, and customer expectations.

#### **2. Portfolio Development**

The posters, videos, and email campaigns I created add strong value to my professional portfolio, demonstrating my creativity and marketing skills.

#### **3. Increased employability**

The technical skills I learned, which include social media content creation, communication handling, and email marketing, are highly in demand in modern marketing roles.

#### **4. Real-World Application of Classroom Knowledge**

Concepts learned at KCM, such as branding, target audience analysis, consumer behaviour, and marketing communication, were directly applied during the internship.

#### **5. Enhanced Communication Skills**

Handling client queries and communicating with hotel staff and customers improved my confidence in professional communication.

### **4.4 Limitations of the Co-op Studies**

While the internship was highly beneficial, certain limitations shaped the overall experience:

#### **1. Limited Exposure to Multiple Departments**

My work was concentrated solely in the marketing department and did not include rotations across operations, finance, or sales, which might have broadened my understanding of the entire business cycle.

## **2. Language Barriers**

Communicating with Thai staff was sometimes challenging and required repeated clarifications, which slowed down some processes.

## **3. Limited Decision-Making Authority**

As an intern, I was not authorised to make final decisions regarding pricing, promotions, or communication. Every draft required supervisor approval.

## **4. Pressure of Accuracy**

High expectations for error-free content sometimes create stress

## **5. Dependence on Supervisor's Availability**

Revisions and approvals depended on the supervisor's schedule, occasionally causing delays.

Despite these limitations, each challenge added to my learning and shaped my adaptability.

## **4.5 Recommendations for the Internship Program**

### **1. Basic Thai Language Orientation**

Offering interns a short training in basic Thai would improve communication and reduce misinterpretations.

### **2. Content Calendar System**

A structured monthly calendar for social media posts would reduce last-minute workload pressures.

### **3. Database of Copyright-Free Resources**

Creating a shared internal folder for copyright-free music, photos, and templates would help the marketing team work more efficiently.

### **4. Rotational Exposure**

Allowing interns to shadow other departments, such as reservations, operations, or finance, could enhance their holistic understanding.

### **5. Clear Guidelines for Content Approval**

A checklist for image quality, text format, pricing accuracy, and branding could help reduce revision cycles.

#### **4.6 Final Reflections**

My internship at Arihant Thailand was not only a professional obligation but an experience that shaped my confidence, creativity, and cross-cultural adaptability. It allowed me to apply my academic knowledge in a real work environment and understand the importance of accuracy, responsibility, and teamwork.

Working in a foreign country taught me patience and flexibility. The marketing tasks strengthened my creativity, and the daily communications improved my interpersonal skills. Despite the challenges of language barriers, revision pressure, and the need to constantly generate new ideas, these experiences prepared me for the expectations of the corporate world.

Most importantly, I learned the value of consistency, professionalism, and continuous learning. This internship has motivated me to pursue a career in marketing communication and digital branding, and it has helped me recognise my strengths in creative content development and client handling.

I conclude this report with gratitude for the opportunity, pride in the work accomplished, and confidence in the skills I have gained that will support my future academic and career endeavours.

#### **REFERENCES:**

##### **Books & Academic Sources**

Kotler, P., Bowen, J. T., & Makens, J. C. (2016). *Marketing for Hospitality and Tourism* (7th ed.). Pearson Education.

Kotler, P., & Armstrong, G. (2021). *Principles of Marketing* (18th ed.). Pearson.

Solomon, M. R. (2018). *Consumer Behavior: Buying, Having, and Being* (13th ed.). Pearson.

Wheelen, T. L., & Hunger, J. D. (2017). *Strategic Management and Business Policy: Globalization, Innovation, and Sustainability*. Pearson.

Kapoor, N. (2020). *Digital Marketing: Strategy, Implementation & Practice*. Pearson Education.

### **Reports, Articles & Industry Sources**

Tourism Authority of Thailand (TAT). (2023). *Tourism Statistics and Trends*. Retrieved from: <https://www.tatnews.org>

World Tourism Organization (UNWTO). (2023). *International Tourism Highlights*. Retrieved from: <https://www.unwto.org>

Statista Research Department. (2023). *Number of Tourists Visiting Thailand*. Retrieved from: <https://www.statista.com>

Sprout Social. (2023). *The Importance of Consistent Social Media Branding*. Retrieved from: <https://sproutsocial.com>

Meta Business Suite Help Center. (2023). *Publishing Tools & Insights Overview*. Retrieved from: <https://www.facebook.com/business/help>

Canva Support. (2023). *Brand Kit, Templates, and Design Tools*. Retrieved from: <https://www.canva.com/help>

CapCut Help Center. (2023). *Video Editing Tools and Features*. Retrieved from: <https://www.capcut.com>

### **Company & Organizational Sources**

Arihant Thailand. (2023). *Official Facebook Page*. Retrieved from: <https://www.facebook.com>

Arihant Thailand. (2023). *Company Social Media Promotions & Posts*. Retrieved from: (official social pages—Facebook/Instagram)

Siam University. (2023). *International Program Overview*.

Retrieved from: <https://inter.siam.edu>

Kathmandu College of Management. (2023). *Cooperative Education Guidelines*.

Retrieved from: <https://kcm.edu.np>

## Conceptual & Framework References

SWOT Analysis Guide. (2023). *Understanding Strengths, Weaknesses, Opportunities and Threats*.

Harvard Business Review. Retrieved from: <https://hbr.org>

HubSpot Academy. (2023). *Digital Marketing Foundations*.

Retrieved from: <https://academy.hubspot.com>

---

## General Tourism Context

Thailand Ministry of Tourism & Sports. (2023). *Tourism Data & Market Trends*.

Retrieved from: <https://www.mots.go.th>

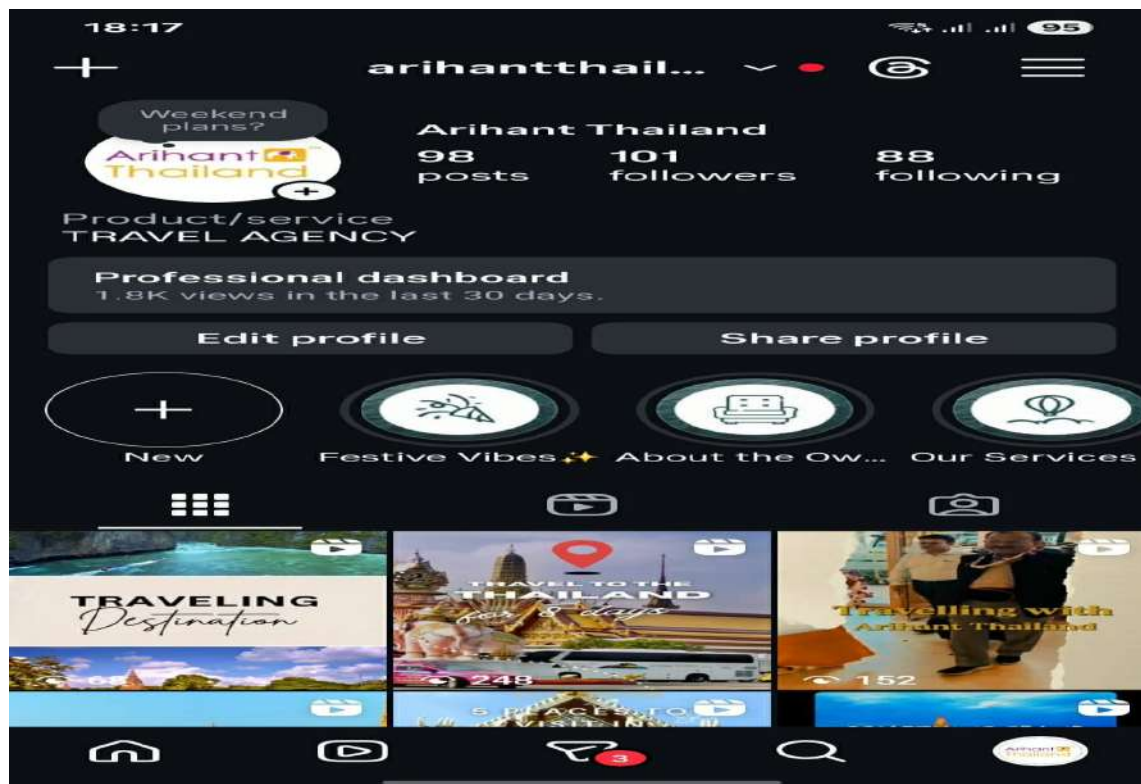
## Appendix:

**Figure 1 : Weekly Log**

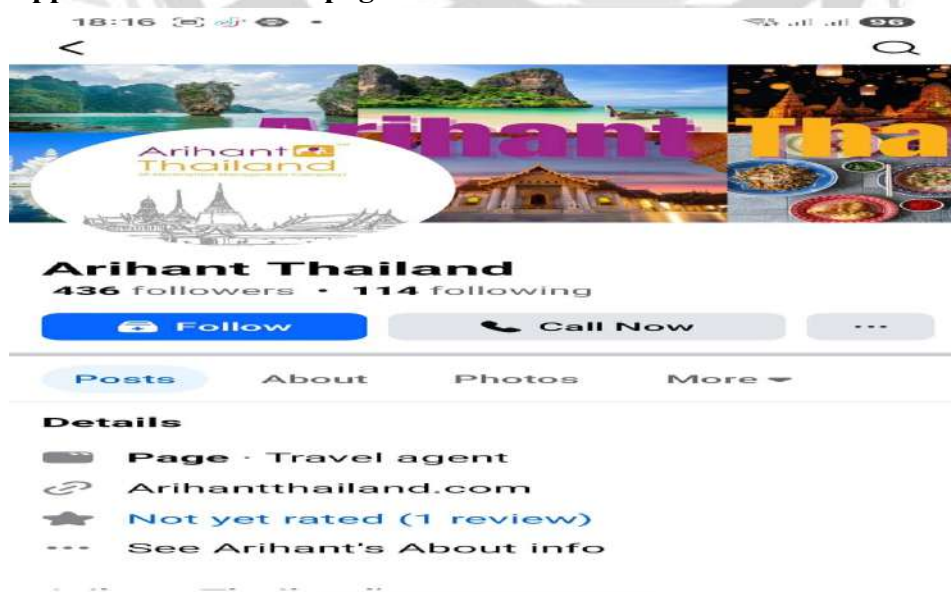
9/27/2025	sent email to all the agents about the pattaya-bangkok poster and following it up,was following up with messages on whatsapp group and checking for message from customers, made we are hiring post, working on a carasoul post for all 7 places ( bangkok, pattaya, phuket,krabi,samui, chiang mai, chaing rai)
9/28/2025	Leave
9/29/2025	sent email to all the agents about the pattaya-bangkok poster and following it up,was following up with messages on whatsapp group and checking for message from customers, posted fit group feedback post on instagram and facebook, made krabi post and posted it on facebook and instagram, made to 7 places to visit in thailand
9/30/2025	sent email to all the agents about the pattaya-bangkok poster and following it up, the followup was one quotation request and other was a query was following up with messages on whatsapp group and checking for message from customers, posted chiang mai and chiang rai post on facebook and instagram, posted sn group post 46 px pattaya-bangkok on facebook, instagram and tiktok, listed all the contact numbers for restaurants in bangkok,pattaya, phuket and krabi, made a post of phuket, samui and krabi, made a post of bangkok, phuket and krabi, made a reel for boss(from yesterday event)
10/1/2025	sent email to all the agents about the pattaya-bangkok poster and following it up,was following up with messages on whatsapp group and checking for message from customers, posted aditya group post (26 pax;pattaya-bangkok)on facebook and instagram, posted a post about phuket,samui and krabi on facebook and instagram, made the reel for boss again, made a post for dusshera, started working on a video( day with arihant thailand), showed the 7 places in thailand to boss, made a post for bangkok and started working for pattaya
10/2/2025	was following up with messages on whatsapp group and checking for message from customers, posted a post for dussehra on instagram and facebook, made post for gandhi jayanti and posted it in instagram and facebook, made a post together for gandhi jayanti and dusshera and posted it on instagram and facebook, made a video for bangkok and pattaya(travelling with arihant thailand), made a video for krabi and phuket, made birthday edit video fro guide rani
10/3/2025	sent email to all the agents about the pattaya-bangkok poster and following it up,was following up with messages on whatsapp group and checking for message from customers, posted group feedback in instagram and facebook, made fit group feedback group video, made a post to visit thailand and posted in facebook and instagram, made neem group video(phuket-krabi 50 pax),working on neem group post
10/4/2025	sent email to all the agents about the pattaya-bangkok poster and following it up, made a carasoul post of 7 places(bnagkok, pattaya, chiang mai, chiang rai, samui, phuket and krabi), made changes in phuket and krabi , posted 8 places in thailand video, started working on phuket and bangkok video



Figure 2 : Instagram page:



Appendix 3: Facebook page



## Appendix 4: Posts made during Internship



## Appendix 5: My time at Arihant Thailand



