



## **COOPERATIVE EDUCATION REPORT**

Financial Accuracy and Operational Efficiency in Thailand's Destination  
Management Industry: *A study at Arihant Thailand Co. Ltd*

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**Title:** Financial Accuracy and Operational Efficiency in Thailand's Destination Management Industry: *A study at Arihant Thailand Co. Ltd*

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## **ABSTRACT**

This report presents a comprehensive summary of my internship experience at Arihant Thailand Co., Ltd. The main objective of this report is to understand how business operations are managed within a service-oriented organization, to gain practical knowledge of financial and accounting processes, to develop an understanding of operational management, and to apply theoretical knowledge to real-world professional situations.

During my internship, I was actively involved in both financial and operational functions of the organization under the supervision of my General Manager. My responsibilities in the finance area included managing outgoing payments and accurately recording them in the company's software system for financial tracking. This provided me with practical exposure to accounting processes and finances in a real business environment.

In addition to financial responsibilities, I played an active role in operational management, particularly in designing cost-effective and reliable travel packages for Indian clients. I also coordinated with suppliers, including hotels, transporters and sightseeing agencies to arrange services and negotiate appropriate pricing based on customer requirements.

Furthermore, I was entrusted with responsibilities related to a major international event, Tomorrowland, scheduled to take place in Pattaya. My role involved handling financial aspects

related to event ticketing and hotel arrangements, which enhanced my ability to manage high-value transactions and work with large-scale event planning operations. Additionally, I supported marketing activities by creating customer feedback videos and other promotional content for social media platforms, which helped me develop creative and digital skills.

Overall, this internship has significantly contributed to my professional development enabling me to strengthen my financial, operational, and interpersonal skills while bridging the gap between academic knowledge and practical application.

**Keywords:** *Financial management, operations management, customer service, event management, social media, tourism*



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## LIST OF ABBREVIATIONS

1. **BBA:** Bachelor of Business administration
2. **DMC:** Destination Management Company
3. **SHA+:** Safety & Health Administration Plus
4. **GM:** General Manager
5. **B2B:** Business to Business
6. **KCM:** Kathmandu College of Management
7. **BKK:** Bangkok
8. **PTY:** Pattaya
9. **HKT:** Phuket
10. **KBV:** Krabi
11. **MICE:** Meetings, Incentives, Conferences, and Exhibitions



## CHAPTER 1: INTRODUCTION

In this chapter, the introduction to the internship at Arihant Thailand Co., Ltd. is presented. It covers the company profile, including its mission, vision, products, and strategies; the organizational structure, along with my job position within it; my motivation for choosing this company; a strategic SWOT analysis; and the objectives of the study.

### 1.1 Company Profile



*Figure 1: Company Picture*

Arihant Thailand Co., Ltd. is a SHA+ certified Destination Management Company (DMC) operating in the Thai tourism sector. The company was established in the year 2012 and has its head office located in Pattaya, Thailand, with a branch office in Jaipur, India. Since its inception, the company has been committed to making travel safe, fun, hassle-free, and exciting for its customers.

As a specialized service provider, Arihant Thailand operates primarily on a business-to-business (B2B) model, offering comprehensive travel solutions to travel agents, tour operators, and wholesalers. The company's strategic presence in both Thailand and India allows it to maintain strong on-ground operational capabilities in the destination while simultaneously having a dedicated sales and support presence in the source market.

The company holds SHA+ certification, which is a significant differentiator in the post-pandemic travel landscape. This certification, awarded by the Tourism Authority of Thailand, recognizes establishments that meet high standards of safety and hygiene, thereby assuring international partners and customers of the company's commitment to their well-being.

Arihant Thailand specializes in organizing a wide variety of travel services, including family holidays, group travels, MICE tours (Meetings, Incentives, Conferences, and Exhibitions), educational tours, etc.. The company also offers top-class hotel reservations, reliable transportation services, and exciting sightseeing options. A key feature of the company's offering is its ability to provide customizable packages based on specific customer needs and budget, making travel accessible to as many people as possible.

From the moment of arrival to the time of departure, Arihant Thailand strives to take complete care of its clients' requirements, ensuring that every travel experience becomes a memorable one. This commitment to service excellence, combined with strong supplier relationships and a dedicated workforce, positions Arihant Thailand as a trusted partner in the competitive Thai tourism industry.



*Figure 2: Arihant Thailand office exterior view*

### 1.1.1 Mission, Vision and Values of Arihant Thailand Co. Ltd

Based on the official company website the formal mission, vision, and goals are as follows:

#### **i) Vision:**

Through our vision & strong fundamentals, we look forward to the future and envision Arihant Thailand to become the leading travel company across the globe. This means leadership in terms of revenue, profitability, ever increasing customer base and a dedicated workforce that are the envy of the industry.

#### **ii) Mission:**

Our Mission is OUR CUSTOMER. We are all about YOU. We uphold high standards for customer service, through your frequent feedback on scope for improvement & recognize our responsibility towards making every travel experience a memorable one.

#### **iii) Goal:**

Our Goal is to be honest, true to ourselves & open to our valued customers at all times, thus building a healthy & lasting relationship. We are ALL ABOUT OUR CLIENTS, and work relentlessly towards giving the most compelling travel experience, by way of best service, choicest selections, quality & value.

#### **iv) Core Values Observed During Internship:**

- Customer-Centricity: Every operational decision prioritized customer satisfaction, from itinerary design to on-ground assistance.
- Financial Accountability: Accurate recording of payments and profit tracking to ensure business sustainability.
- Operational Reliability: Seamless coordination between customers and suppliers to deliver hassle-free experiences.
- Cross-Cultural Competence: Navigating the cultural preferences of Indian customers while operating within the Thai business environment.

### 1.1.2 Products and Services of Arihant Thailand Co. Ltd

Based on the official website and my direct involvement in operations, Arihant Thailand offers a comprehensive range of travel and tourism services:

<b>S. No</b>	<b>Service Category</b>	<b>Specific Offerings</b>
<b>1</b>	<b>Travel Package Design</b>	Customizable family holidays, group, and individual packages based on specific needs and budget.
<b>2</b>	<b>MICE Tourism</b>	Organization of Incentives, Conferences, and Exhibitions for corporate clients.
<b>3</b>	<b>Hotel Reservations</b>	Top-class hotel reservations across various property tiers (budget to premium).
<b>4</b>	<b>Transportation Services</b>	Airport transfers, inter-city travel, and daily sightseeing transport through local partners.
<b>5</b>	<b>Sightseeing Arrangements</b>	Coordination with local agencies for tours to major attractions, cultural sites, and entertainment venues.
<b>6</b>	<b>Event Ticketing &amp; Management</b>	Handling ticketing and hotel arrangements for major international events (e.g., Tomorrowland in Pattaya).
<b>7</b>	<b>B2B Services</b>	Complete care for clients from arrival to departure.

*Table 1: Products and services offered by Arihant Thailand under different segments*

### 1.1.3 Strategies of the Company

Arihant Thailand employs a range of strategic approaches to maintain its competitive position in the Thai tourism industry. These strategies are derived from the company's vision, mission, and operational philosophy, and they guided the daily activities I observed during my internship.

#### ***i. B2B-Focused Market Strategy***

Arihant Thailand operates exclusively on a business-to-business (B2B) model. The company serves as a service provider for travel agents, tour operators, and wholesalers from India. This strategy allows the company to benefit from the existing customer bases and marketing efforts of its B2B partners without incurring direct customer acquisition costs. During my internship, I observed how the company prioritized maintaining strong relationships with its Indian B2B partners

#### ***ii. Dual-Location Operational Strategy***

The company maintains a dual-location presence with its head office in Pattaya, Thailand, and a branch office in Jaipur, India. The Pattaya office handles on-ground operations, supplier coordination, customer assistance, and event management, which gives the company direct control over service delivery and real-time problem-solving capabilities while maintaining strong local supplier relationships. Meanwhile, the Jaipur office manages sales, reservations, account management, and B2B partner communication, offering proximity to the core customer base, same-time-zone communication, and cultural alignment with Indian clients.





*Figure 3: Location in Thailand*



*Figure 4: Location in India*

### ***iii. SHA+ Certification as a Competitive Differentiator***

The company holds SHA+ (Safety & Health Administration Plus) certification from the Tourism Authority of Thailand. This certification is awarded to establishments that meet rigorous safety and hygiene standards, particularly in the post-pandemic travel environment. The strategic use of this certification includes building customer trust by assuring B2B partners and end customers of the company's commitment to health and safety. In a crowded DMC market, SHA+ certification serves as a tangible quality signal that distinguishes Arihant Thailand from non-certified competitors.

### ***iv. Customer-Centric Service Strategy***

As stated in the company's mission—"Our Mission is OUR CUSTOMER"—Arihant Thailand places customer satisfaction at the core of its operations. This strategy is operationalized through several practices. The company actively seeks feedback from customers to identify areas for improvement, and during my internship, I supported this initiative by creating customer feedback videos. From arrival to departure, the company strives to take complete care of all customer requirements, minimizing the stress and uncertainty often associated with international travel. The company's goal is to build "healthy & lasting relationships" with clients, viewing each travel experience as the beginning of an ongoing partnership rather than a one-time transaction.

**v. Customization and Affordability Strategy:** Arihant Thailand differentiates itself by offering highly customizable packages that can be adapted to specific customer needs and budgets. The strategic intent behind this approach is to make travel accessible to "as many people as possible." Key elements of this strategy include flexible itinerary design that allows packages to be modified based on customer preferences, group size, duration, and desired activities. The company provides budget-tiered offerings ranging from budget-friendly to premium options, ensuring that cost is not a barrier for potential customers. During my internship, I directly contributed to this strategy by designing cost-effective travel packages for Indian clients, balancing affordability with service quality.

**vi. Supplier Partnership and Negotiation Strategy:** As a Destination Management Company, Arihant Thailand does not own hotels, transport fleets, or attraction venues. Instead, it relies on a network of external suppliers. The company's strategy for managing these relationships includes building long-term supplier partnerships with reliable hotels, transport providers, sightseeing agencies, and activity organizers. The company leverages consistent booking volumes to negotiate favorable pricing and priority service from suppliers. At the same time, the company continuously monitors supplier performance to ensure that service standards meet customer expectations. During my internship, I actively participated in supplier coordination, observing how the company balances cost control with service quality.

## **1.2 Organizational Structure of Arihant Thailand Co. Ltd**

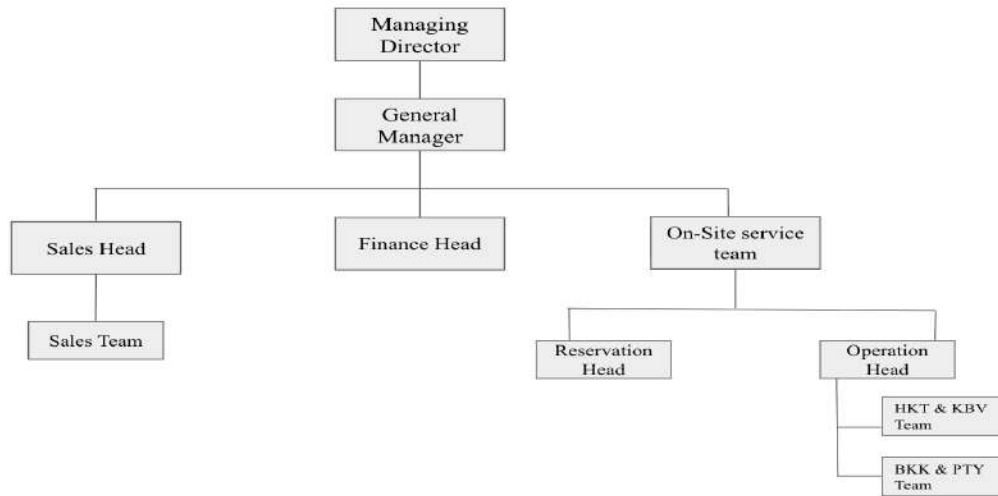
A well-defined organizational structure clarifies who holds authority, who is accountable for what, how different roles relate to one another, and how information flows across the organization. Such a framework helps employees understand their duties clearly and prevents different departments from overlapping in their work.

Arihant Thailand Co., Ltd. is organized along functional lines. This means the company's work is split into separate specialized areas such as Operations, Sales, Finance, and Reservations. Each of these areas is led by a department head who has the power to make decisions within their domain. Every worker in a department knows what they are supposed to do and takes responsibility for

their assigned tasks. The company also operates from two locations—its main operational base is in Thailand, while sales and financial functions are largely run from India.

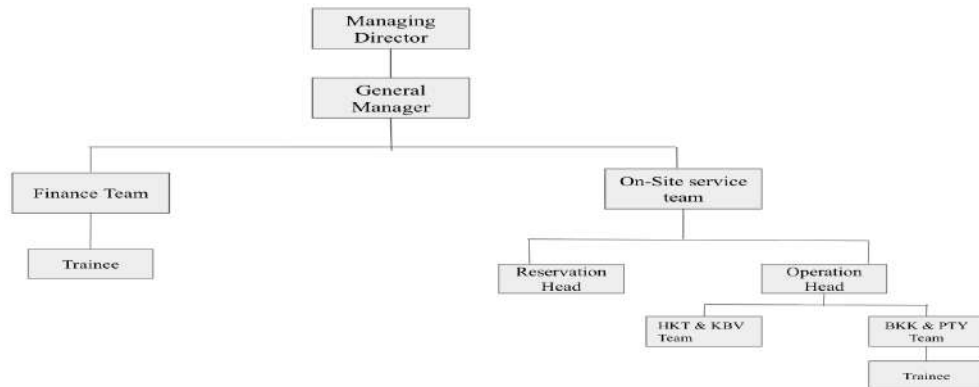
**1.2.1.a) Diagram of the Organizational Structure of Arihant Thailand Co., Ltd.**

The following chart shows the organizational structure of Arihant Thailand Co., Ltd.



*Figure 5: Organizational structure of Company as a whole*

**1.2.1.b) Diagram of the Organizational Structure of Arihant Thailand Co., Ltd.**



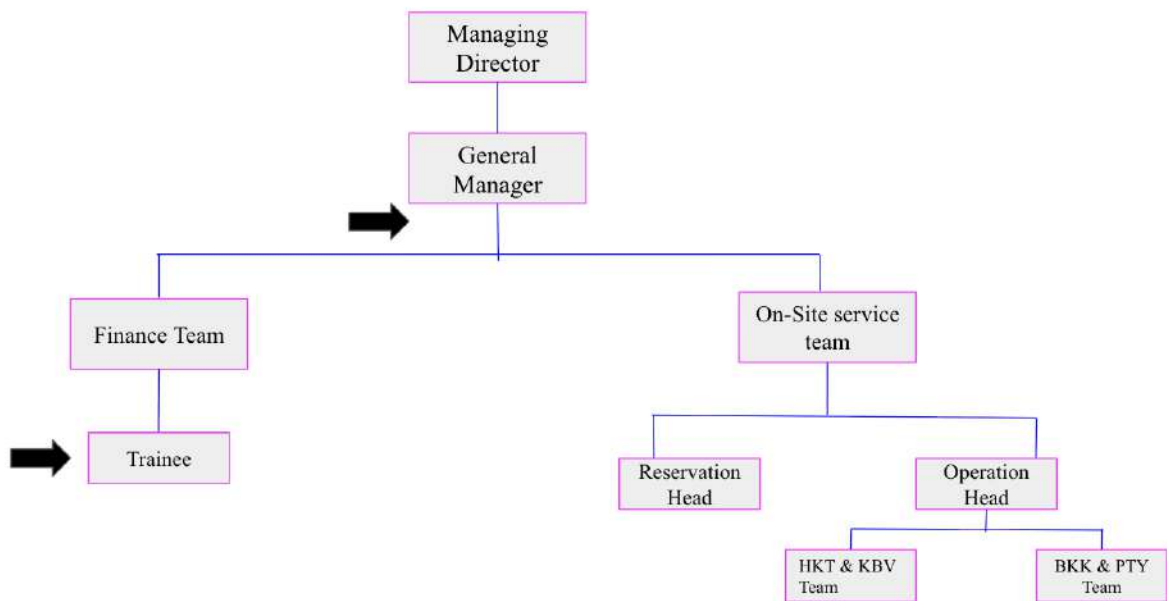
*Figure 6: Organizational structure of Company in Thailand*

### 1.2.2: My job position at Arihant Thailand Co. Ltd

During my internship, I served as a Trainee at Arihant Thailand Co., Ltd. My direct supervisor was the General Manager for Thailand Operations, Ms. Silaporn Daowong (Nui). What made my role distinctive was its cross-functional nature—I was actively involved in both financial management and service operations, which gave me a well-rounded learning experience.

This position was designed to provide practical exposure to the company’s working environment and allow me to gain hands-on experience in different business functions. The role required adaptability, a willingness to learn, and the ability to work collaboratively with team members.

### 1.2.3: Diagram of my job position at Arihant Thailand Co. Ltd



*Figure 7: My Job Position in the Company*

As the chart above shows, I answered directly to the General Manager while also working closely with the Operations Head for day-to-day coordination.

### **1.3 My Motivation to Choose Arihant Thailand Co., Ltd. as the Workplace for My Training**

Several reasons led me to select Arihant Thailand Co., Ltd. for my internship training. These reasons were connected to both my academic learning and my career aspirations.

First, my professor gave a very *positive recommendation* about this company. Our professor spoke highly of Arihant Thailand and shared good feedback about the company's professionalism, work culture, and willingness to train interns properly. Based on this trusted recommendation from our very own professor, I felt confident that this company would provide a valuable learning experience.

Second, the chance to *work across two different areas*, finance and operations, within a single organization was a major attraction. Many large companies restrict interns to very narrow tasks, but Arihant Thailand promised a much wider exposure. This matched well with my educational background in finance and my curiosity about how money-related decisions affect customer service and overall business performance.

Third, Thailand's *tourism industry* is a major part of its *economy*, and getting real-world experience in such a lively and fast-moving sector was very appealing. The company's special focus on serving international visitors, particularly those from India, offered me valuable exposure to working across different cultures—a skill that matters greatly in today's interconnected global economy.

Finally, having the General Manager as my direct supervisor meant I would receive personal attention and guidance throughout my training. Learning directly from an experienced leader ensured that my contributions would be noticed and my learning would be actively supported.

#### 1.4 Strategic Analysis of Arihant Thailand Co., Ltd.

To analyze Arihant Thailand Co., Ltd.'s strategic position, I use SWOT analysis as a tool.

<p><b>Strength</b></p> <ul style="list-style-type: none"> <li>- SHA+ certified – recognized safety and hygiene standards</li> <li>- Strong B2B network with established Indian travel agents</li> <li>- Presence in both Thailand (Pattaya) and India (Jaipur)</li> <li>- Diverse service portfolio: MICE, leisure, events</li> <li>- Customizable, client-specific travel packages</li> </ul>	<p><b>Weakness</b></p> <ul style="list-style-type: none"> <li>- Manual financial reporting between offices causes delays</li> <li>- Month-end payment cycles create supplier trust issues</li> <li>- Limited digital marketing presence</li> <li>- No dedicated intern supervisor role</li> <li>- Language barriers with local Thai suppliers</li> </ul>
<p><b>Opportunity</b></p> <ul style="list-style-type: none"> <li>- Growing Indian outbound tourism market post-COVID-19</li> <li>- Expansion of MICE tourism in Southeast Asia</li> <li>- Digital transformation of travel booking systems</li> <li>- Event tourism (like: Tomorrowland) is growing significantly</li> <li>- Government initiatives promoting Thailand as a safe destination</li> </ul>	<p><b>Threat</b></p> <ul style="list-style-type: none"> <li>- Intense competition from other DMCs and online travel agencies</li> <li>- Currency fluctuations affecting package pricing</li> <li>- Over-reliance on Indian source market</li> <li>- Political instability or health crises is disrupting travel</li> <li>- Rising hotel and transport costs eroding profit margins</li> </ul>

*Table 2: SWOT Analysis of Arihant Thailand*

In summary, Arihant Thailand has several key strengths, including its SHA+ certification which builds customer trust, a strong B2B network with established Indian travel agents that provides steady bookings, a presence in both Thailand and India for faster communication, a diverse service portfolio covering MICE, leisure, and events, and fully customizable travel packages that Indian clients appreciate. However, the company also faces notable weaknesses. Manual financial reporting between offices using email and Excel causes delays and errors, while month end payment cycles create supplier trust issues and late confirmations. The company has limited digital marketing presence, no dedicated intern supervisor, and language barriers with local Thai suppliers often lead to misunderstandings. Looking ahead, there are promising opportunities such as the growing Indian outbound tourism market after COVID-19, the expansion of MICE tourism in Southeast Asia, the chance to adopt digital transformation through affordable cloud tools, the rise of event tourism like Tomorrowland, and government initiatives promoting Thailand as a safe destination. Despite these opportunities, the company must navigate several threats including intense competition from other DMCs and online travel agencies, currency fluctuations that affect package pricing when the Indian Rupee weakens, an over reliance on the Indian source market, potential political instability or health crises that can disrupt travel suddenly, and rising hotel and transport costs that erode profit margins.

### **1.5 Objectives of the Study**

At the beginning of my co-operative education program at Arihant Thailand Co., Ltd., I established a set of clear and measurable objectives to ensure that my three-and-a-half-month internship would be purposeful, focused, and aligned with both my academic background and career aspirations. The primary purpose of setting these objectives was to bridge the gap between theoretical knowledge acquired in the classroom and the practical realities of working in a DMC. Each objective was designed to address a specific area of learning ranging from financial management and operational coordination to customer service and cross-cultural communication. The five main objectives that guided my internship are outlined below:

***Objective 1: To understand how business operations are managed and coordinated within a service-oriented organization.***

This objective involved watching and taking part in the daily workflows of a Destination Management Company, including customer coordination, schedule management, vendor communication, and on-the-ground service delivery. My direct involvement in these areas gave me practical insights into how service operations are managed.

***Objective 2: To gain practical knowledge of financial and accounting processes in a real business environment.***

This objective focused on hands-on experience with processing outgoing payments, recording financial transactions in the company's software system, and supporting profit calculations. The goal was to close the gap between the accounting concepts I had learned in classrooms and how they are actually applied in business settings.

***Objective 3: To develop an understanding of customer handling and operational management in the travel industry.***

This objective aimed to build my skills in assisting customers, coordinating daily schedules, communicating across cultures, and solving problems that arise during service delivery. My role in helping customers upon their arrival and managing their daily activities directly supported this goal.

***Objective 4: To apply theoretical knowledge acquired during academic studies to real-world professional situations.***

This overall objective sought to connect academic learning with professional practice, showing how ideas from finance, operations management, and marketing translate into everyday business activities. The internship provided many opportunities for such application, from financial record-keeping to vendor price negotiations.

***Objective 5: To document and analyze the internship experience as a basis for professional development and future career planning.***

This final objective focused on systematically recording what I observed, did, and learned during the internship. This documentation supports thoughtful reflection on my experience and will help me make informed career decisions in the travel and finance sectors going forward.

## CHAPTER 2: CO-OP STUDY ACTIVITIES

This chapter provides a detailed account of the job descriptions, responsibilities, coordination activities, work processes, and contributions made by the intern during the Co-op placement at Arihant Thailand Co., Ltd.

### 2.1 My Job Description

During my three-and-a-half-month internship at Arihant Thailand Co., Ltd., I served as an Intern reporting directly to the General Manager, Ms. Silaporn Daowong (Nui). My role was uniquely structured to span two functional areas: Finance and Operations. This dual responsibility was deliberately designed by the company to give me a holistic understanding of how a Destination Management Company operates. While I had primary duties in both departments, I also supported the Marketing team on specific projects as needed.

In my current role, I balance financial administration with hands-on travel operations and marketing. On the finance side, I assist in processing outgoing payments to suppliers and service providers, ensuring all financial transactions are recorded accurately in our software to support profit calculation and tracking. I also handle financial transactions specifically for major international events.

When it comes to travel services, I design cost-effective packages tailored for Indian clients and liaise with hotels, transport providers, and activity organizers to negotiate the best pricing based on customer needs. My responsibilities extend to on-the-ground support, where I assist customers upon arrival at airports and hotels in Thailand, coordinate their daily itineraries, and maintain constant communication to ensure a smooth experience. Additionally, I contribute to our digital presence by creating customer feedback videos and promotional content for social media.

## 2.2 My Job Responsibilities

My responsibilities were divided across two main departments: Finance and Operations. Each department required different skills and offered unique learning opportunities.

### 2.2.1 Finance Department Responsibilities

In the Finance Department, I worked under the guidance of the General Manager while also coordinating with the Accounts Head based in India. My specific responsibilities included:

<i>Responsibility</i>	<i>Description</i>	<i>Frequency</i>
<i>Processing Outgoing Payments</i>	<i>Recording all outgoing payments to suppliers (hotels, transport, sightseeing) in the company's management software, ensuring accuracy and proper categorization.</i>	<i>Daily</i>
<i>Financial Transaction Recording</i>	<i>Maintaining accurate logs of all financial transactions including payment confirmations, pending invoices, and reconciliation entries.</i>	<i>Daily</i>
<i>Tomorrowland Event Transactions</i>	<i>Handling high-value financial transactions for ticket sales and hotel bookings related to the Tomorrowland Pattaya event, including tracking collections from B2B agents.</i>	<i>Weekly</i>
<i>Excel Payment Tracking</i>	<i>Preparing monthly Excel-based summaries of outgoing payments for internal reporting between the Thailand and India offices.</i>	<i>Monthly</i>
<i>Supplier Invoice Verification</i>	<i>Cross-checking supplier invoices against booking confirmations before authorizing payment processing.</i>	<i>As required</i>

Table 3: Finance Department Responsibilities

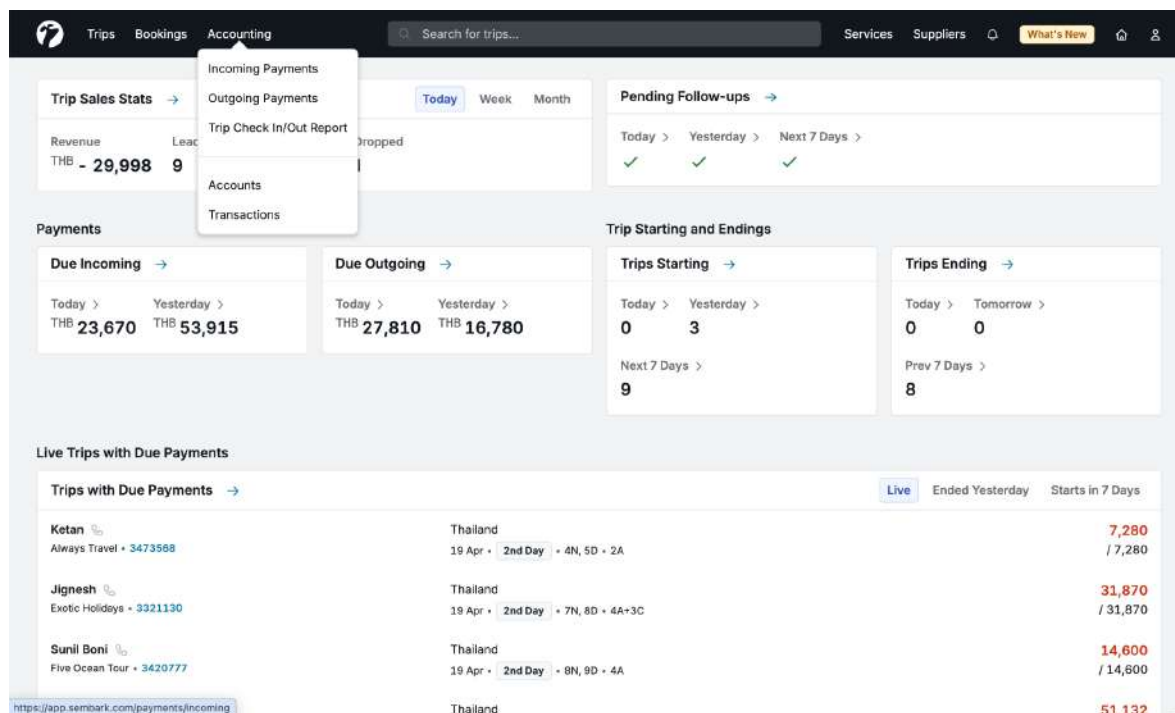


Figure 8: Finance work in Company Software

During my time in the finance role, I learned how important accuracy and timeliness are in financial management. Even a small data entry error could affect profit calculations and supplier relationships.

## 2.2.2 Operations Department Responsibilities

In the Operations Department, I worked closely with the Operations Head, Ms. Thipphawan Yookhong, and directly supported customer-facing activities. My specific responsibilities included:

Responsibility	Description	Frequency

Designing Travel Packages	I created affordable yet reliable travel packages specifically tailored for Indian clients, balancing cost and quality.	Weekly
Assisting Customers Upon Arrival	Communicating with customers in whatsapp and calls for if they have any issue	Depends on customer
Coordinating Daily Itineraries	Managed customer schedules on a daily basis, ensuring that sightseeing, meals, and activities ran smoothly.	Daily
Maintaining Customer Communication	Stayed in contact with customers throughout their stay to address questions, solve problems, and ensure satisfaction.	Daily
Liaising with Suppliers	I communicated with hotels, transport providers, sightseeing agencies, and activity organizers to arrange services.	Daily

Handling Customer Complaints	I listened to customer concerns and worked with the Operations Head to find quick and effective solutions.	As needed
Supporting Event Financial Transactions	I managed ticketing and hotel payment arrangements for major international events.	As needed

*Table 4: Operations Department Responsibilities*

My operations role taught me how to handle pressure, solve problems quickly, and communicate effectively with people from different cultural backgrounds.

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

Coordination with co-workers was an essential part of my daily work at Arihant Thailand. Since the company operates across two locations (Thailand and India), I had to work with team members in both countries. Below are the key coordination activities I performed:

#### **Coordination with the General Manager (Thailand)**

As my direct supervisor, the General Manager, Ms. Silaporn Daowong, guided me through both my finance and operations responsibilities. We worked together closely on a daily basis. Each day started with a short morning briefing where she assigned tasks, reviewed my work from the previous day, and discussed any urgent issues that needed immediate attention. Throughout the day, I sought her approval for important decisions before taking action, including supplier payments, package designs, and any customer related matters. Whenever customer complaints or supplier issues came up, I consulted her for guidance on the best course of action, and she always took the time to explain her reasoning so that I could learn from each situation. She also provided regular feedback on my performance, pointing out areas where I needed to improve while also

praising work that was done well. This balance of correction and encouragement helped me grow steadily throughout my internship. Her door was always open, and she made me feel that my questions were welcome no matter how small they seemed.

### **Coordination with the Operations and Reservations Team (Thailand)**

I worked most closely with the Reservations team member, Ms. Thippawan Yookhong, and the Operations team member, Ms. Yaya, on day-to-day customer service activities. Our coordination covered many areas. Together, we planned daily schedules for customers, making sure that timing, transportation, and activities were well organized and realistic. I shared every specific customer request with them so that they could book the most appropriate services. In return, they gave me booking confirmations, which I then used to coordinate with customers and local suppliers on the ground. When itineraries changed, as they often did, I notified them immediately so they could adjust reservations and avoid any last-minute confusion. Beyond these routine tasks, Ms. Yaya guided me on how to communicate with different suppliers and often included me in important negotiation calls, which taught me valuable practical skills. When unexpected issues arose, such as late transport or hotel overbooking, we worked together as a team to find immediate solutions. Our close coordination meant that customers rarely experienced major disruptions, and when problems did occur, we solved them quickly and professionally.

### **Coordination with the Accounts Head (India)**

Although located in India, the Accounts Head, Mr. Manish Gupta, was responsible for the company's overall financial management. My coordination with him happened entirely through email, but it was still a productive and supportive working relationship. I regularly checked outgoing payments and financial entries in the software before sending everything to him for his final review. Whenever I had questions about recording certain transactions, especially those that were unusual or involved foreign currency, I reached out to him for clarification. He always responded with clear explanations, which helped me build my confidence in handling financial tasks. At the end of each month, I shared my complete financial records with him to support the

company's monthly profit calculations. Even though we were thousands of kilometers apart, his guidance made me feel that the finance side of my internship was just as well supported as the operations side.

### Coordination with Sales Team (India)

The Sales Team in India was responsible for selling packages to travel agents. My coordination with them included:

- *Providing Package Details:* I shared the package designs I created so the sales team could market them to potential B2P partners.
- *Sharing Customer Feedback:* I passed along positive customer feedback videos and testimonials, which the sales team used for marketing purposes.

## 2.4 My Job Process Diagrams

To better understand and document my workflow, I created a process diagram showing how my daily tasks flowed from start to finish. The diagram below illustrates the typical steps I followed when handling both finance and operations responsibilities.

### 2.4.1 My Job Process Diagram- Finance

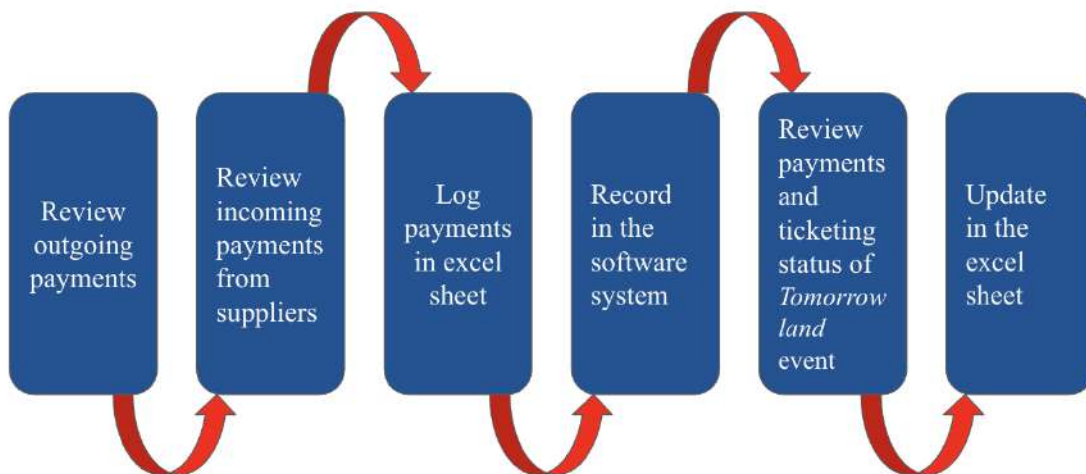
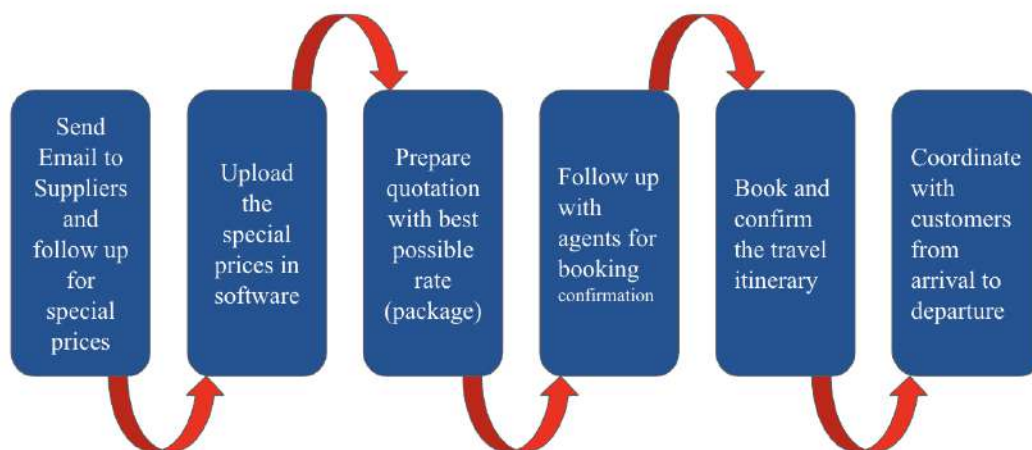


Figure 9: Finance Job Process Diagram

My finance role followed a dual-track process: routine payment management and event-specific reconciliation. For general financial operations, I began by reviewing both outgoing payments to vendors and incoming payments from suppliers, ensuring all transactions were valid before logging them in an Excel sheet for initial tracking. I then recorded these payments in the official software system to maintain an auditable digital ledger. Parallel to this, I managed the Tomorrowland event separately by reviewing customer payment statuses alongside ticketing statuses confirming who had paid, whose tickets were issued, and which remained pending. After this review, I updated the dedicated Excel sheet for the event, keeping a real-time, reconcilable record. This dual-process approach reinforced the principle that accuracy is paramount: any mismatch between the Excel sheet and the software system, or between a customer's payment and their ticket status, could trigger significant reconciliation problems. It also demonstrated how event-specific tracking requires additional layers of verification beyond routine financial entries a practical insight not covered in standard coursework.

#### 2.4.2 My Job Process Diagram- Operations

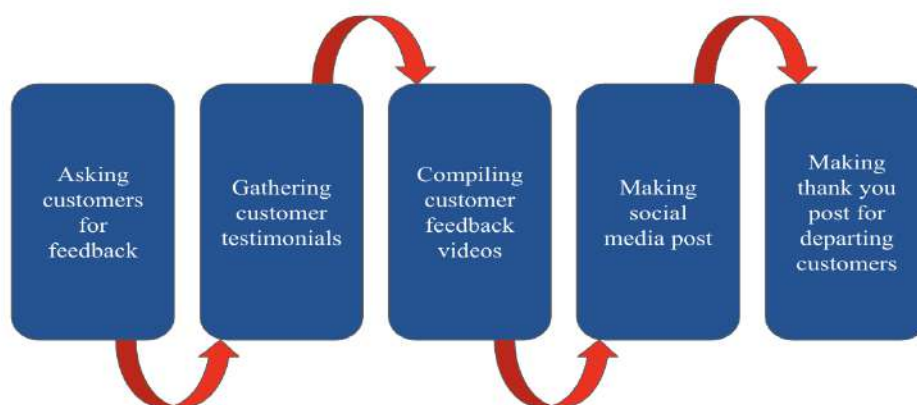


*Figure 10: Operation Job Process Diagram*

My operations role followed a linear, customer-centric process that began with supplier coordination and ended with on-the-ground customer support. First, I sent emails to suppliers requesting special prices for services such as transportation, accommodation, or tour activities, and followed up persistently until I received confirmed rates. Once these special prices were secured, I uploaded them into the software system to ensure accurate and up-to-date costing for

quotation generation. Next, I prepared quotations for clients by packaging the best possible rates into complete travel itineraries, a process that required balancing cost-efficiency with customer value. After sending the quotation, I followed up with travel agents to obtain booking confirmation. Upon receiving confirmation, I proceeded to book and confirm the full travel itinerary, including all logistics such as vehicle schedules, hotel reservations, and activity timings. Finally, I coordinated directly with customers from their arrival to departure, acting as the primary point of contact for any real-time changes, issues, or requests. This end-to-end process reinforced several key learnings from my internship: managing supplier relationships through timely follow-ups, handling customer service under pressure during the coordination phase, and practicing systematic time management across multiple open bookings simultaneously—skills that were introduced but not deeply practiced in coursework.

#### 2.4.2 My Job Process Diagram- Marketing



*Figure 11: Marketing Job Process Diagram*

My marketing role focused on capturing and leveraging customer voices to build social proof and strengthen brand relationships. The process began by asking customers for feedback, typically at the end of their journey, through direct conversations in whatsapp. From these interactions, I gathered customer testimonials selecting positive and specific comments that highlighted meaningful experiences. I then compiled customer feedback videos, which involved recording or

collecting short video clips where customers shared their experiences verbally, then editing or organizing them for promotional use. Using this collected material, I made social media posts featuring a combination of written testimonials and video snippets to showcase real customer stories to a wider audience. Finally, I made thank you posts specifically for departing customers, publicly acknowledging their visit and expressing gratitude. This closing step served as both a relationship building gesture and a form of subtle social proof for future customers. This process reinforced practical marketing concepts not covered in my coursework, including the importance of proactively soliciting feedback, the superior engagement of video content over text only testimonials, and the dual function of thank you posts as both customer retention tools and organic marketing assets.

## **2.5 Contribution Made as a Co-op Student at Arihant Thailand Co., Ltd.**

During my sixteen weeks internship, I made several meaningful contributions to Arihant Thailand Co., Ltd. While I was a learner throughout the process, my work added value to the company's daily operations.

### **Contribution 1: Accurate Financial Record Keeping**

Throughout my internship, I was responsible for processing outgoing payments to suppliers and recording financial transactions in the company's records. This was not a simple data entry task. Each payment had to be verified against service confirmations, exchange rates, and approval notes from the General Manager. I took great care to ensure that every figure was correct before any payment was released. My daily reports, which I prepared and sent to the Accounts Head in India, gave the finance team a clear and up to date picture of the company's cash outflows. This allowed them to calculate profits more quickly and reconcile supplier statements without chasing missing information. The General Manager personally noted that my attention to detail reduced the time spent on end of month financial reviews by a noticeable margin. What used to take several hours of back and forth between the two offices became a much smoother process.

### **Contribution 2: Cost Effective Travel Package Design**

One of my most creative contributions was designing multiple travel packages specifically for Indian clients. I knew from observation that Indian travelers have distinct preferences when it comes to food, pacing, and sightseeing priorities. I worked to balance affordability with service quality, choosing hotels that offered good value, planning itineraries that were not too rushed, and including meals that suited Indian tastes. These packages were not just exercises for my own learning. I shared them directly with the Sales Team in India, who reviewed them and started offering them to their B2B partners. To my satisfaction, several of the packages I designed were sold to customer groups during my internship period. Seeing a package go from an idea on paper to a group of happy travelers on the ground was one of the most rewarding parts of my experience.

### **Contribution 3: Smooth Customer Assistance and Coordination**

Customer service on the ground is where travel operations succeed or fail. I personally assisted numerous customers upon their arrival in Thailand, welcoming them at airports or hotels and making sure they understood their daily itineraries. I also coordinated their schedules behind the scenes, confirming pick up times with drivers, checking restaurant reservations, and handling any small issues that came up during their stay. Customers consistently reported that my communication was clear and that their travel experience felt smooth and well organized. Beyond the immediate service, I also helped create positive customer feedback videos. I approached willing customers, asked simple questions about their experience, and recorded short video testimonials. The company later used these videos for marketing purposes on social media and in presentations to potential B2B partners. Knowing that real customer happiness became a sales tool for the company made this contribution especially meaningful.

### **Contribution 4: Efficient Supplier Coordination and Pricing Negotiation**

A large part of my daily work involved liaising with suppliers across Thailand. These included hotel reservation desks, local transport companies, tour guides, and activity organizers. My job was to arrange services for upcoming customer groups and, where possible, negotiate better

pricing. I learned quickly that suppliers respond well to clear communication and prompt payment. By building respectful relationships with key contacts, I was able to secure favorable rates for several customer groups. In some cases, I successfully negotiated discounts on bulk hotel bookings or free transfers for larger groups. These savings directly improved the profit margins on those packages. The General Manager appreciated that I did not simply accept quoted prices but made a genuine effort to find better deals without compromising service quality.

### **Contribution 5: Support for Event Related Financial Transactions**

During my internship, the company handled travel arrangements for a major international event. This involved many ticket purchases, hotel bookings, and transport reservations, all of which had to be processed accurately and on time. I was entrusted with the financial side of this operation. I processed high value transactions, recorded every expense with detailed notes, and kept a clear paper trail for each booking. Because the event had tight deadlines and multiple moving parts, any mistake could have caused serious disruption. My careful record keeping helped the company prepare for the event efficiently. The team knew exactly what had been paid, what was still pending, and which suppliers needed follow up. This contribution showed me that accuracy under pressure is a skill that employers truly value.

### **Contribution 6: Marketing Content Creation**

Finally, I contributed to the company's marketing efforts by creating promotional content for social media platforms. The most effective content I produced was the customer feedback videos mentioned earlier, but I also helped with other simple materials such as photo slideshows of successful tours and short captions for Instagram and Facebook posts. These materials enhanced the company's online presence by showing real travelers having genuine positive experiences. Authentic testimonials are far more convincing than polished advertisements, especially in the travel industry where trust is everything. The Sales Team in India used my videos and posts to build credibility with potential B2B partners. Several partners mentioned that seeing happy customer videos made them more confident in recommending Arihant Thailand to their own clients. Knowing that my creative work directly supported sales was a proud moment for me as an intern.

## CHAPTER 3: LEARNING PROCESS

### 3.1 Problem Statement

Four principal problems were identified during the internship at Arihant Thailand Co., Ltd. These problems are directly linked to the job process functions described in Chapter 2 and represent systemic operational and financial challenges facing the organization.

#### Problem 1: Delayed Supplier Payment Cycles

The company's practice of consolidating supplier payments at the end of each month created significant friction with hotel and transport partners. Several suppliers required advance payment or early confirmation before finalizing bookings, and delays in payment occasionally led to booking confirmations being withheld. This created last-minute operational uncertainty for customer itineraries. Heskett et al. (1994) note that supplier relationships are foundational to service delivery quality; delayed payments erode supplier trust and may reduce service prioritization by partners.

#### *Problem 2: Absence of Real-Time Financial Tracking*

Financial data was maintained separately between the Thailand (Pattaya) and India (Jaipur) offices, with updates exchanged via email daily. This manual process was vulnerable to communication gaps, data entry errors, and version control issues. Laudon and Laudon (2021) highlight that real-time data sharing through integrated information systems is essential for operational efficiency in organizations with geographically distributed operations. The absence of a cloud-based accounting solution meant that neither office had a live, accurate picture of financial positions at any given time.

#### Problem 3: Frequent Last-Minute Customer Itinerary Changes

A recurring operational challenge was customers—most often channeled through B2B agents—requesting changes to confirmed itineraries within 24–48 hours of service delivery. These last-minute changes created difficulties in supplier coordination (particularly for hotels requiring advance notice for meal plans or room configurations) and occasionally generated additional costs that were difficult to recover from clients. The absence of a written change policy meant staff were

often unclear on how to respond, leading to inconsistent handling and occasional customer dissatisfaction.

#### Problem 4: Language and Cultural Communication Gaps

Local service providers (drivers, hotel front-desk staff, sightseeing guides) occasionally lacked adequate understanding of Indian traveler preferences—such as vegetarian dietary requirements, specific religious observances, or expectations around service style. This mismatch sometimes led to customer complaints. Reisinger and Turner (2003) emphasize that cross-cultural service delivery gaps are a significant source of tourist dissatisfaction and can undermine destination loyalty.

### 3.2 How to Solve the Problems

To address the problems identified above, I reviewed existing literature, applied management theories, conducted informal interviews with company staff and customers, and drew from my academic coursework. The following solutions are proposed based on this research.

#### Solution for Problem 1: Delayed Supplier Payments

- **Literature Review:** Timely payments are the bedrock of supplier relationship management (SRM) in tourism. Research by **Cousins et al. (2006)** suggests that "social capital," built through reliable financial transactions, is essential for maintaining trust and ensuring service reliability in high-pressure service environments. Studies in the tourism sector indicate that businesses with automated payment systems experience fewer disputes and better negotiation outcomes with vendors.
- **Application of Theory:** I applied the concept of accounts payable management from my finance coursework. This theory suggests that companies should maintain a clear payment schedule and prioritize payments to critical suppliers to avoid service disruptions.
- **Solution:** The company could implement a 15-day payment schedule for suppliers instead of the current 30-day cycle. Implementing partial payments would signal reliability and ensure that crucial bookings remain confirmed.

### **Solution for Problem 2: Lack of Real-Time Financial Tracking**

- **Literature Review:** Management Information Systems (MIS) theory emphasizes that real-time data sharing improves decision-making and reduces errors. In the context of global travel agencies, **Buhalis and Law (2008)** highlight that Information Communication Technology (ICT) is no longer an option but a prerequisite for competitiveness, as it allows for the seamless integration of financial data across borders. Cloud-based accounting software is now the industry standard for businesses with multiple international locations.
- **Application of Theory:** I applied concepts from my Business Intelligence coursework, which taught that integrated software solutions—such as Enterprise Resource Planning (ERP) modules—reduce manual data entry and improve organizational accuracy.
- **Solution:** The company should invest in cloud-based accounting software that allows both Thailand and India offices to access and update financial data in real-time. This would eliminate the need for manual daily email reports and significantly reduce human error risks.

### **Solution for Problem 3: Last-Minute Customer Changes**

- **Literature Review:** Operations management theory suggests that businesses must establish robust change management policies for service requests. **Heskett et al. (1994)** identified the "Service-Profit Chain," which posits that clear internal operating procedures lead to better external service value. Research specifically in destination management shows that setting hard deadlines for itinerary changes reduces last-minute operational disruptions and keeps overhead costs low.
- **Application of Theory:** I applied the concept of Standard Operating Procedures (SOPs) from my operations management coursework. Clear policies communicated to customers in advance can reduce unexpected requests and manage expectations effectively.
- **Solution:** The company should provide a transparent change policy to B2B partners at the time of booking, clearly stating deadlines for free changes and specific fees for last-minute modifications. This policy should also be included in the customer "Welcome Package" to ensure total transparency.

### Solution for Problem 4: Language and Cultural Communication Gaps

- **Literature Review:** Cross-cultural communication theory highlights the importance of training local staff in the specific cultural preferences of target segments. **Reisinger and Turner (2003)** emphasize that "cultural distance" between hosts and guests in tourism can lead to dissatisfaction if not managed through cultural training. Even basic training in guest preferences significantly improves customer satisfaction scores and repeat booking rates.
- **Application of Theory:** I applied concepts from my organizational behavior coursework, which taught that Cultural Intelligence (CQ) is a vital skill that can be developed through institutional training and exposure.
- **Solution:** The company should create a concise "Cultural Competency Guide" for local suppliers (drivers, hotel staff, tour guides) covering specific Indian preferences, such as vegetarian dietary requirements, etiquette for temples, and basic Hindi greetings. This guide can be distributed digitally and updated based on seasonal feedback.

### 3.3 Recommendations to the Company

Based on the analysis and solutions presented above, I offer the following recommendations to Arihant Thailand Co., Ltd.:

#### **Recommendation 1: Implement Weekly Supplier Payment Cycle**

The company should move from a month-end payment schedule to a half-monthly payment cycle for its most critical suppliers (top hotels and top transport providers). This will build trust, ensure booking confirmations are not delayed, and reduce the time I spent chasing supplier confirmations during my internship.

#### **Recommendation 2: Adopt Cloud-Based Accounting Software**

The company should invest in affordable cloud-based accounting software such as QuickBooks Online or Zoho Books. The cost is minimal compared to the time saved and errors avoided. This would eliminate the need for daily manual email reports between Thailand and India offices.

**Recommendation 3: Establish and Communicate Clear Change Policies**

The company should create a written change policy that specifies deadlines for free changes, fees for last-minute modifications, and non-refundable deposits for certain services. This policy should be shared with B2B partners at the time of booking and informed to customers and also included in customer welcome packages.

**Recommendation 4: Hire a new employee for Marketing Position in the company**

The company should hire a new employee who specializes in digital marketing for good advertisement and social media page handling of the company for good audience attraction. This enables branding and attracts more customers.

**3.4 What You Have Learned During the Co-Op Studies**

The internship provided practical reinforcement of academic concepts while also introducing new, industry-specific knowledge not covered in coursework.

**1. Practical Financial Management**

During the internship, daily recording of financial transactions such as invoicing, expense logging, and payment reconciliations drove home that accuracy is non-negotiable. A single transposed digit in a supplier invoice or misallocated travel expense created mismatches that took hours to untangle. This hands-on validation of accounting principles (e.g., double-entry systems, trial balances) transformed textbook knowledge into a visceral understanding: financial operations rely on systemic discipline, not just theory.

**2. Supplier Relationship Management**

The internship revealed a more nuanced reality: suppliers as strategic partners. By maintaining timely communication (e.g., weekly status updates), setting transparent expectations (e.g., delivery windows and quality standards), and practicing respectful negotiation (e.g., discussing volume discounts without coercion), I saw how trust directly impacts reliability. For example, when a key

transport supplier faced a driver shortage, our history of fair treatment led them to prioritize our loads over less collaborative clients. This directly reinforces the relational contracting perspective (Cousins et al., 2006), where long-term mutual benefit outperforms transactional arm's-length dealings, a concept mentioned in lectures but only truly internalized through practice.

### 3. Cross-Cultural Communication

Working daily with Indian clients (who often preferred indirect, relationship-first communication) and Thai operational teams (who valued hierarchical deference and saving face) forced me into cultural code-switching. In one instance, an Indian client's polite "we'll think about it" actually signaled rejection, while a Thai team member's silence during a meeting indicated disagreement, not consent. Learning to rephrase questions, adjust pacing, and read non-verbal cues in real time enriched understanding of Reisinger and Turner's (2003) work on cross-cultural competence transforming it from a theoretical typology into a practical survival skill.

### 4. Customer Service Under Pressure

No textbook prepares you for the raw emotion of a customer whose hotel room configuration is wrong at 11 PM, or whose 6 AM airport transfer doesn't arrive. During travel disruptions, delayed vehicles, booking mismatches, last-minute itinerary changes I developed real-time problem-solving and emotional resilience. One memorable case: a family missed their connecting tour due to a traffic accident. While a manager handled compensation, I simultaneously sourced a private vehicle, rearranged the next day's itinerary, and acknowledged the customer's frustration without becoming defensive. This required staying calm under verbal pressure, prioritizing solutions over blame, and knowing when to escalate. These are rarely taught in business school but are core to operational service roles.

### 5. Time Management and Multitasking

Managing dual responsibilities in Finance (end-of-day reconciliations, payment follow-ups) and Operations (supplier coordination, customer issue logs) demanded systematic prioritization. Initially, I reacted to whoever shouted loudest a recipe for errors. Over time, I adopted a triage

system: fixed-time finance tasks (e.g., daily close by 4 PM) were non-negotiable anchors; operational interruptions were assessed for urgency and batched. Using a simple Eisenhower matrix on paper, I learned to shift focus rapidly without losing task quality—for example, pausing a supplier email to approve an urgent refund, then returning exactly to the previous transaction without omission. This skill, rarely formalized in coursework, proved essential for real-world workflow efficiency.

### 3.5 How You Applied the Knowledge from Coursework to the Real Working Situation

My academic coursework provided the theoretical foundation that I applied during my internship. The following table shows how specific courses helped me in real working situations:

<b>Course Name</b>	<b>Theoretical Knowledge</b>	<b>How I Applied It at Arihant Thailand</b>
<b><i>Financial Accounting</i></b>	Principles of recording transactions, debits and credits, ledgers	I applied this when recording outgoing payments in the company's software system, ensuring each transaction was correctly categorized
<b><i>Managerial Accounting</i></b>	Profit calculation, cost analysis, break-even analysis	I used this knowledge when supporting profit calculation for travel packages and comparing costs against revenues
<b><i>Operations Management</i></b>	Process flow, standard operating procedures, coordination	I applied this when designing my job process diagram and coordinating daily itineraries with multiple suppliers

<b>Marketing Management</b>	Customer feedback, promotional content, market segmentation	I used this when creating customer feedback videos and designing packages specifically for Indian clients
<b>Organizational Behavior / Behavioral Finance</b>	Cross-cultural communication, teamwork, conflict resolution	I applied this when mediating between Indian customers and Thai suppliers and when coordinating with co-workers in both countries
<b>Logistics Management</b>	Real-time data sharing, software systems, data accuracy	I used this knowledge when recommending cloud-based accounting software to solve the financial tracking problem
<b>Business Intelligence</b>	Professional email writing, verbal communication, negotiation	I applied this when liaising with suppliers, negotiating pricing, and communicating with customers daily

*Table 5: Theoretical knowledge applied during my work*

### **3.5.1 Specific Example of Application**

One specific example of applying coursework was during profit calculation. From my Managerial Accounting class, I learned the formula:

$$\text{Profit} = \text{Total Revenue} - \text{Total Costs}$$

I applied this directly when supporting the Accounts Head. For each customer group, I listed all costs (hotel, transport, sightseeing, activities) and subtracted them from the package price paid by the B2B partner. This helped me understand exactly how the company made money on each transaction.

### 3.6 Special Skills and New Knowledge You Have Learned from This Co-Op Studies

Beyond my coursework, I gained specific technical and soft skills that are directly related to my job position. These are presented in detail below:

#### Technical Skills (Specific Functions of My Position)

<b>Skill</b>	<b>Description</b>	<b>How I Learned It</b>
<b><i>Financial Data Entry</i></b>	Entering payment transactions accurately into company software	Daily practice under supervision of General Manager
<b><i>Supplier Payment Processing</i></b>	Verifying invoices, initiating payments, tracking pending payments	Hands-on experience with real supplier accounts
<b><i>Travel Package Costing</i></b>	Calculating total package costs and adding appropriate profit margin	Designing multiple packages for Indian clients
<b><i>Itinerary Planning</i></b>	Creating daily schedules balancing activities, travel time, and rest	Coordinating daily itineraries for customer groups
<b><i>Feedback Video Creation</i></b>	Recording, editing, and posting video testimonials	Creating content for social media platforms
<b><i>Supplier Negotiation</i></b>	Requesting quotes, comparing offers, negotiating better prices	Real negotiations with hotels and transport providers
<b><i>Event Transaction Processing</i></b>	Handling high-value ticket and hotel payments for major events	Supporting Tomorrowland-related financial transactions

Table 6: Technical Skills learned during my internship

### Soft Skills (Personal and Interpersonal Abilities)

<b>Skill</b>	<b>Description</b>	<b>How I Developed It</b>
<b><i>Patience</i></b>	Remaining calm when customers were stressed or demanding	Assisting tired travelers upon arrival at airports
<b><i>Empathy</i></b>	Understanding and acknowledging customer feelings and concerns	Handling complaints and special requests
<b><i>Proactive Communication</i></b>	Anticipating problems and communicating before they escalate	Daily check-ins with customers and suppliers
<b><i>Problem-Solving Under Pressure</i></b>	Finding quick solutions when things went wrong	Handling last-minute itinerary changes and supplier issues
<b><i>Cross-Cultural Sensitivity</i></b>	Adapting behavior & communication to different cultures	Working with Indian customers & Thai suppliers
<b><i>Time Management</i></b>	Balancing multiple tasks and deadlines	Juggling finance, operations, and marketing duties
<b><i>Attention to Detail</i></b>	Catching small errors before they become big problems	Recording financial transactions accurately

Table 7: Soft Skills learned during my internship

### New Knowledge Specific to the Travel Industry

New Knowledge	Description
<b><i>DMC Operations</i></b>	Understanding how a Destination Management Company coordinates between B2B partners and local suppliers
<b><i>SHA+ Certification</i></b>	Learning about Thailand's safety and health certification for tourism businesses
<b><i>Indian Traveler Preferences</i></b>	Gaining deep knowledge of what Indian customers value: vegetarian food, family activities, value-for-money, temple visits
<b><i>Supplier Network in Pattaya</i></b>	Learning which hotels, transport companies, and activity organizers are reliable and which are not
<b><i>Event Tourism Logistics</i></b>	Understanding how major events like Tomorrowland require integrated ticketing and accommodation planning
<b><i>B2B Pricing Models</i></b>	Learning how DMCs set prices for travel agents versus direct customers

*Table 8: New learnings beyond coursework gained during my internship*

## CHAPTER 4: CONCLUSION

### 4.1 Summary of Highlights of Your Co-Op Studies at This Company

My internship was a highly enriching experience that bridged the gap between academic learning and professional practice. Unlike typical internships where students are confined to a single department, my role spanned both Finance and Operations. This unique structure allowed me to understand how financial management and service delivery work together in a Destination Management Company. I processed payments and recorded transactions on the finance side, while designing travel packages and assisting customers on the operations side.

I gained practical experience in processing outgoing payments to suppliers, recording financial transactions in the company's software system, and supporting profit calculation activities. This hands-on exposure reinforced the accounting and finance concepts. I personally assisted customers upon their arrival in Thailand, coordinated their daily itineraries, and maintained ongoing communication throughout their stay. This direct interaction taught me how to handle customer complaints, manage expectations, and deliver service with patience and empathy.

I liaised with hotels, transport providers, sightseeing agencies, and activity organizers to arrange services and negotiate pricing. These experiences taught me the importance of building positive supplier relationships and the art of negotiation in a competitive market. I created customer feedback videos and promotional content for social media platforms. This helped me develop digital communication skills and understand how authentic customer testimonials can be used as powerful marketing tools.

I handled financial aspects of ticketing and hotel arrangements for a major international event (Tomorrowland) in Pattaya. This experience taught me how to manage high-value transactions and coordinate large-scale event logistics.

During my internship, I identified four key problems faced by the company: delayed supplier payments, lack of real-time financial tracking, last-minute customer changes, and language/cultural gaps. I then researched and proposed practical solutions based on management theories and interviews with staff and customers.

## 4.2 Your Evaluation of the Work Experience

### Self-Assessment

I evaluate my performance during the internship as successful and satisfactory. I completed all tasks assigned to me on time, maintained accurate financial records, received positive feedback from customers, and built good working relationships with my co-workers in both Thailand and India.

Criteria	Self-Rating (1-5)	Comments
<b>Punctuality</b>	4.5	I never arrived late or missed a single day of work unless valid reasons
<b>Task Completion</b>	5	All assigned tasks were completed on time
<b>Accuracy of Work</b>	4.5	Most entries were accurate; a few errors were corrected with supervisor guidance
<b>Customer Service Quality</b>	4	Customers responded positively; I successfully resolved most complaints
<b>Communication with Co-workers</b>	5	Maintained clear and respectful communication daily
<b>Willingness to Learn</b>	5	Actively sought feedback and asked questions to improve
<b>Problem-Solving Ability</b>	4	Handled last-minute changes and supplier issues effectively

*Table 9: Self- evaluation*

### 4.2.1 Contributions to My Career Development

The work experience at Arihant Thailand made significant contributions to my career development in the following ways:

<b>Career Area</b>	<b>Contribution</b>
<b>Financial Skills</b>	I can now process payments, record transactions, and support profit calculations in a real business setting
<b>Operations Management</b>	I understand how to coordinate itineraries, manage suppliers, and handle customer requests
<b>Customer Service</b>	I have developed patience, empathy, and the ability to handle complaints professionally
<b>Cross-Cultural Competence</b>	I can work effectively with people from different cultural backgrounds (Indian customers, Thai suppliers)
<b>Confidence</b>	I am more confident in my ability to work in a professional environment and handle responsibility
<b>Resume Building</b>	This internship provides concrete examples of my work for future job interviews

*Table 10: Contributions to My Career Development*

### 4.2.2 Goals and Growth

Goal	Achievement
Apply financial theories to real business	Achieved through payment processing and profit calculation
Understand DMC operations	Achieved through daily coordination with suppliers and customers
Develop customer service skills	Achieved through direct customer assistance and complaint handling
Build professional confidence	Achieved through completing real responsibilities independently

Table 11: Goals and Growth

### Level of Personal Satisfaction

I rate my personal satisfaction with this co-op studies experience as very high (9 out of 10) . The reasons for my satisfaction include:

- The company provided meaningful work, not just clerical tasks
- My supervisor (General Manager) gave me regular feedback and guidance
- I was trusted with real financial and operational responsibilities
- I learned practical skills that will help me in my future career
- I built positive relationships with co-workers in Thailand

The only area for improvement would be having to learn and contribute more for the company.

### 4.3 Limitations of Your Co-Op Studies

While my internship at Arihant Thailand Co., Ltd. was highly valuable, I acknowledge the following limitations:

- a) **Short Duration:** Three and a half months is a relatively short period to fully understand all aspects of a Destination Management Company's operations. I was just beginning to feel fully comfortable with my responsibilities when the internship ended. A longer duration (six months) would have allowed me to take on more complex tasks and see projects through from start to finish.
- b) **Limited Access to Strategic Decision-Making:** As an intern, I was not involved in high-level strategic decisions such as setting company-wide pricing policies, selecting new supplier partnerships, or developing long-term business plans. My exposure was primarily at the operational and tactical levels.
- c) **Language Barriers:** While I could communicate effectively in English, I do not speak Thai. This occasionally limited my ability to communicate directly with local suppliers who were not comfortable in English. I had to rely on the Operations Head or General Manager to translate in some situations.
- d) **Single Location Exposure:** My internship was based at the Pattaya head office in Thailand. I did not have the opportunity to visit or work from the Jaipur, India branch office. This limited my understanding of how the sales and reservation functions operate from the Indian side.
- e) **Seasonal Timing:** My internship period fell during a specific season, which may not represent the full range of busy and slow periods that the company experiences throughout the year. My observations and experiences might differ from those of an intern joining during peak tourist season.

#### **4.4 Recommendations for the Company**

Based on the experience and analysis conducted during the internship, the following six recommendations are offered to Arihant Thailand Co., Ltd. to improve operational performance and future internship experiences. These suggestions come from direct observation of daily challenges in supplier management, financial reporting, customer relations, and internship structure.

##### **i) Implement a Semi-Monthly Supplier Payment Schedule**

Moving to two payment cycles per month, for example on the 1st and the 15th, for critical suppliers will significantly improve trust and reliability. During the internship, delays in payment approval often meant that suppliers held back booking confirmations, which put services at risk of last-minute cancellation. A predictable payment schedule shows suppliers that the company is financially dependable. The cost of this change is very small compared to the operational benefits, which include faster confirmations, better negotiation power, and stronger long-term relationships with hotels, transport providers, and guides.

To put this into practice, start with the top 20 percent of suppliers by spending. Inform them in writing about the new schedule and align internal invoice deadlines so that any bill received by the 25th of the month is paid on the 1st.

##### **ii) Adopt Cloud Based Accounting Software**

Investing in a platform such as QuickBooks Online or Zoho Books will remove the current manual process of sending financial reports back and forth by email between the Thailand and India offices. During the internship, this led to delays, version confusion, and incomplete visibility for management. Cloud software gives real time access to financial data, allowing both the Thailand General Manager and the India management team to see cash flow, outstanding bills, and reconciliation status from anywhere. Automatic bank feeds and expense categorization will reduce human error and save several hours of administrative work each week.

A practical way to begin is to run a 30-day trial where the cloud system is used alongside the existing Excel method. Train two staff members as system champions to help others during the transition.

### iii) Establish a Formal Written Customer Change Policy

A clear change policy that is shared with B2P partners at the time of booking will reduce the number of last-minute itinerary changes. The internship showed that informal change requests often forced Arihant Thailand to absorb extra costs such as hotel rebooking fees, driver overtime, or payments for services that could no longer be used. The policy should state three things clearly: the deadline for making free changes, for example 15 days before service; the fee for changes made closer to the date, such as 10 percent of the service cost between 7 and 14 days; and a final cut off after which no changes are accepted, for example 48 hours before service. Making this a signed part of the booking confirmation sets expectations and protects the company's margins.

To implement this, translate the policy into simple English and Hindi. Add it to every booking confirmation email and train reservations staff to mention the key deadlines during customer conversations.

### iv) Develop and Distribute a Cultural Preference Guide for Suppliers

Formalizing the cultural preference guide that was created during the internship and sharing it with all regular suppliers will improve Indian customer satisfaction and reduce the number of complaints. The guide should cover common expectations of Indian travelers, including vegetarian meal options and requests for Jain food, a preference for warm or room temperature water, expectations about punctuality and guide behavior, suitable restroom stops on long drives, and sensitivities around photography or dress codes at temples. Distributing this as a simple one-page PDF in both Thai and English, and reviewing it during quarterly supplier meetings, will help suppliers serve guests better from the very first interaction.

Keep the guide useful by updating it whenever a new complaint trend appears. Also invite suppliers to share what parts of the guide are difficult to follow so that adjustments can be made together.

### v) Designate a Dedicated Intern Supervisor

Naming one specific staff member, such as the Operations Head or a senior coordinator, as the main contact for future interns will provide steady day to day guidance without overloading the General Manager. During this internship, the General Manager was often busy with urgent operational issues, which meant the intern received fragmented support. A dedicated supervisor who spends even one or two hours per week on structured check ins, plus being available for quick questions, would greatly improve the quality of training. This role should be formally recognized, for example with a small monthly allowance or a performance note, to encourage genuine commitment.

A simple one-page checklist for the supervisor can be very effective. It might include a weekly 30-minute review, setting task priorities, a mid-term feedback session, and a final project sign off.

#### vi) Provide Cross Office Exposure for Future Interns

Arranging a one-to-two-week rotation at the Jaipur office for interns who are interested in sales and reservations would give them a much more complete understanding of the company's two country operating model. During the Thailand internship, it became clear that many pricing decisions, booking negotiations, and client relationship tasks actually start in India. Spending time with the Jaipur team would allow a future intern to see how leads are turned into bookings, how payments are collected from B2B clients, and how operational requests from Thailand are prioritized. This experience would produce a more skilled and adaptable intern who could act as a bridge between the two offices, especially helpful for handling communication tasks between the teams.

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# APPENDIX

## Appendix A: Photographic Evidence

Name	Trip ID	Hotel	Transport	Restaurant	Remarks
MR YOGESH SUBHASH GALINDE	2953918	Done	Half Complete		Phuket log payment left
Vivek Tiwari	3032474	Self-Booked/ Done	Done		
Mr. Tapan Narendrakumar Hakani	2952753	Self-Booked/ Done	Done		
group x pax Phuket (NJ Group)	3006178	Done	Half Complete		Phuket log payment left
(Holidays Destination- agent) (Ms Chaman D.P Acharje)	2918132	Done	Half Complete		Phuket log payment left
Mr Bijn Bhandare	2715258	Self-Booked/ Done	Done		
MR.ZULFEQAR AHMED RAJA	2572097	Self-Booked/ Done	Done		
bhatkanti group	3005811	Done	Not Done		
JAIN group	2595913	Done	Not Done		
MS PRIYA KATHORI	2596208	Done	Not Done		
Mr Anand Madhukar Nanaware	2528364	Done	Not Done		
Group x 32 pax	3036653	Not Same as software	Not Done		
MR MOHIT SANJAY LUNKAD	2407783	Self-Booked/ Done	Not Done		
MR Pradeep Deshmukh	2846175	Self-Booked/ Done	Not Done		
MR AMIT SHIVAJI DESHMUKH	3036803	Done	Done		
Mr. Vijaykumar Mahadevappa Jawale	2872526	Done	Half Complete		
Mr Arjun Khanna	2890438	Self-Booked/ Done	Not Done		
MR.MEKA SRIRAMA KRISHNA	2896705	Done	Half Complete		
MR PRATAPBING PANDHARINATHA DHUDE	2758326	Done	Done		
MS. PURNIMA GOND	2879284	Done	Half Complete		
Navit Kumar	2957131	Self-Booked/ Done	Not Done		
MR.YASH KIRIT GALA	2281742	Self-Booked/ Done	Not Done		
MR Deepak Jadeja	3049178	Done	Half Complete		
Mr. Mr. Deepak Kumar Nayak	3037958	Self-Booked/ Done	Not Done		
Ms. Ms. Hayley Claris Cardozo	3053458	Self-Booked/ Done	Not Done		
Mr LAJIT KUMAR	2617811	Self-Booked/ Done	cancelled		

Figure 12: My work of recording final outgoing payments the excel sheet every month

Tickets	No. of Tickets we have	Buying Price per Unit	Total Buying Price	Tickets	Total No. of Tickets left	Tickets Left
Full Madness 3 Days Comfort Pass (VIP)	380	20300	7714000	Full Madness 3 Days Comfort Pass (VIP)	14	
Madness 3 Days	650	12500	8125000	Madness 3 Days	75	149
Single Day Pass	250	5100	1275000	Single Day Pass	60	
	1280	37800	16470000			
				Profit	6547300	

Ticket Sold	No. of tickets sold	Selling price per unit	Total Selling Price	Received
Single Day Pass	150	9300	1395000	627900
Madness 3 Days	80	18500	1480000	1480000
Full Madness 3 Days Comfort Pass (VIP)	50	23800	1190000	1850000
	280	47600	13365000	3876900

Ticket Sold	No. of tickets sold	Selling price per unit	Total Selling Price	Received
Full Madness 3 Days Comfort Pass (VIP)	8	26500	212000	49800
Full Madness 3 Days Comfort Pass (VIP)	2	20000	40000	15600
	8	56500	227000	227000

Ticket Sold	No. of tickets sold	Selling price per unit	Total Selling Price	Received
Madness 3 Days	20	15500	310000	159518
Full Madness 3 Days Comfort Pass (VIP)	20	23800	476000	170000
	40	39300	857000	329518

Ticket Sold	No. of tickets sold	Selling price per unit	Total Selling Price	Received
Full Madness 3 Days Comfort Pass (VIP)	20	23800	476000	80000
Madness 3 Days	30	15800	474000	90000

Figure 13: My work of recording tickets payments received from the clients

A	B	C	D	E	F	G	H	I
S. No	Hotel Name	Check - In	Check- Out	Rooms	Total Invoice	Already Paid	Payment Date	Balance
1	Cozy	10-12-2026	14-12-2026	20	144800	20000	23-01-2026	0
2	Camlot	10-12-2026	14-12-2026	20	184000	-		184000
3	Golden Beach	10-12-2026	14-12-2026	40	227090	20000	09-01-2026	-207090
4	Nova Platinum	10-12-2026	14-12-2026	25	206000	50000	17-01-2026	-156000
5	seasons siam	10-12-2026	14-12-2026	30	360000	360000	30-03-2026	-
6	royal cliff	10-12-2026	14-12-2026	15	810000	550000	23-03-2026	260000
7	signature pattaya	10-12-2026	14-12-2026	30	924000	924000	31-03-2026	-
8								
9								
10								
11								
	<b>TOTAL</b>			<b>180</b>	<b>2855890</b>	<b>1924000</b>		<b>80910</b>

	Hotel Name	Agent	Rooms Sold	Per unit price	Buying price
<b>SOLD</b>	Golden Beach	Party Passport	40	4200	1800
	seasons siam	Party Passport	30	4200	3000
	royal cliff	Party Passport	15	18500	13500
	signature pattaya	Party Passport	30	10800	7800

Royal cliff hotel
transfer 23/03 = 150000
transfer 30/03 = 200000
02/04 = 200,000

Figure 14: My work of recording hotel booking payments received from the clients



*Figure 15: Internship advisor and Coop education committee member's visit to Arihant Office*



*Figure 16: My workplace at Arihant Thailand*



*Figure 17: Refreshment Outing with team*

## Appendix B: Daily and Weekly Activity Reports

**Table 12: My general Daily Activity**

Morning (First)	Check mail for new promotions
Morning	Follow up hotels from Nui Ma'am's email
Mid-Day	Log Payment Complete + Log Payment TST
Afternoon	Tomorrowland tasks (recheck payments, update file, take update from Manish)
Late Afternoon	Update price in software / Quote prices
As Needed	Make feedback videos if customer feedback sent
Before Leaving	Any other work assigned by Nui Ma'am

**Table 13: My Weekly Activity Report**

Day	Tomorrowland Tasks	Hotel & Supplier Tasks	Financial Tasks	Marketing & Other Tasks
<b>Monday</b>	Recheck all payments from agents and boss	Follow up hotels which Nui Ma'am shared in email for booking	Log Payment Sightseeing Daily	Make promotional post for social media
	Take update from Manish for any payments made from agents	Check hotel and update price in software	Log Payment Transfer	Make customer feedback videos
<b>Tuesday</b>	Make up-to-date Tomorrowland file	Restaurant price check (names sent yesterday) - complete	Log Payment Sightseeing Daily	Take review from customers and agents

	Recheck all payments from agents and boss	Follow up any pending hotel confirmations	Log Payment Transfer	Make posts for social media
<b>Wednesday</b>	Take update from Manish for payments	Update price in software for any new hotels	Log Payment Transfer	Make customer feedback videos
	Make up-to-date Tomorrowland file	Follow up hotels from Nui Ma'am's email	Log Payment Sightseeing Daily	Take review from customers and agents
<b>Thursday</b>	Recheck all payments from agents and boss	Quote prices if any provided	Log Payment Transfer	Check mail for any new promotions
	Take update from Manish for payments	Check hotel and update price in software	Log Payment Sightseeing Daily	Take review from customers and agents
<b>Friday</b>	Make up-to-date Tomorrowland file	Restaurant price check for any new requests	Log Payment Transfer	Take review from customers and agents
	Recheck all payments from agents and boss	Quote prices if any provided	Log Payment Sightseeing Daily	If more feedbacks sent by customer, make feedback video
<b>Saturday</b>	Take update from Manish for payments	Update price in software	Log Payment Transfer	Take review from customers and agents
	Make up-to-date Tomorrowland file	Any other work assigned by Nui Ma'am	Log Payment Sightseeing Daily	Take review from customers and agents
<b>Sunday</b>	<b>HOLIDAY</b>	<b>HOLIDAY</b>	<b>HOLIDAY</b>	<b>HOLIDAY</b>

## Appendix C: Intern's Curriculum Vitae

PRERIKA OLI

Chabahil, Kathmandu, Nepal | Bangwa, Thailand

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[LinkedIn Profile](#)

### OBJECTIVE STATEMENT

A dedicated and ambitious BBA candidate with a proven track record in leadership, team management, and international operations. Possesses strong decision-making and communication skills, with a focus on streamlining financial and operational processes in high-pressure environments.

### PROFESSIONAL EXPERIENCE

**Arihant Thailand (Destination Management Company) | Thailand**

*Finance & Operations Associate* | **[January 2026– Present]**

- Managed and maintained accurate financial records to ensure fiscal transparency and regulatory compliance.
- Cultivated and sustained high-level relationships with international clients and travel agents to drive business retention.
- Utilized the core Business Management System to track real-time bookings, pricing updates, and logistics.
- Monitored departmental tracking activities to optimize operational efficiency and service delivery.

**CodeMantra Learning Platform** | *Remote/Nepal Operations Intern* | **June 2025 – August 2025**

- Coordinated schedules for teachers and students, ensuring seamless delivery of educational sessions.
- Served as the primary point of communication for parents regarding student progress and academic milestones.
- Maintained daily session track sheets to monitor operational performance and data accuracy.

**Digital Learning Nepal (Mero Siksha)** | *Nepal Content Writer* | **June 2022- August 2022**

- Authored comprehensive educational notes and designed digital thumbnails for the platform.

## LEADERSHIP & ORGANIZATIONAL EXPERIENCE

### **Hult Prize Organization | 2023 – 2025**

*Campus Director / Deputy Campus Director*

- Represented the university as Director, successfully organizing the On-Campus Finals for 2024-2025.
- Led diverse teams to execute high-impact social entrepreneurship events.

### **Model United Nations (MUN) | 2021 – 2026**

*Secretary General (5.0) / Director General (4.0)*

- Served as the Head Organizer for major national-level simulations, managing logistics and delegate relations.
- Received multiple awards for excellence in diplomacy and event management.

### **Medha Nepal | 2022 – 2023**

*President*

- Headed the organization and led the Medha Nepal MUN event in Udayapur.

## EDUCATION

**Kathmandu College of Management (KCM) | Nepal/Thailand Bachelors in Business Administration (BBA) – Affiliated with Siam University | 2022 – 2026**

- **Student Exchange (France):** Rennes School of Business – One semester credit transfer (2024-2025).
- **Student Exchange (Australia):** Macquarie University – Marketing and Finance study program (2024).

**Budhanilkantha School | Nepal GCE A-Levels | 2020 – 2022**

## CERTIFICATIONS & AWARDS

- **Winner:** Hult Prize On-campus Competition (2024).
- **Certificates:** Google Digital Garage, HubSpot Inbound Marketing, CISCO Networking.
- **First Position:** Altech Art Competition (2020 & 2021).

## SKILLS

- **Leadership & Management:** Team Management, Strategic Decision-making, Event Organization, Public Speaking.

- **Technical:** CISCO Networking, Google Digital Garage (Digital Marketing), Inbound Marketing, Microsoft Office Suite.
- **Languages:** Nepali, English (Fluent), Hindi (Fluent), Chinese (Basic), Thai (Basic)

## Appendix D: Presentation of Final Report

