

Report On
Human Resource Practices, Problems & Solution of Tour & Travel
Agency Business in Bangladesh:
A Study on Touristta Bangladesh

By

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An internship report submitted to the Masters of Business Administration in partial
fulfillment of the requirements for the degree of
MBA

BRAC Business School
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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

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Letter of Transmittal

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Subject: Submission of Internship Report on “Human Resource Practices, Problems & Solution of Tour & Travel Agency Business in Bangladesh: A Study on Touristta Bangladesh”

Dear Sir,

It is my pleasure to submit the internship report on “Human Resource Practices, Problems & Solution of Tour & Travel Agency Business in Bangladesh: A Study on Touristta Bangladesh” as a part of MBA program. I have closely observed and participated in the functions of different departments of the company. While making this report I have come across many hurdles and pleasant experiences. But these valuable experiences will undoubtedly benefit me in the years ahead. This report attempts to describe my observations, learning and practical experiences gained which enrich my practical knowledge of the theoretical concepts.

I am very much glad that you have given me the opportunity to prepare this report and I hope this report will meet the standard of your judgment.

Sincerely yours,

Shreya Saha

Student ID: 17364025

BRAC Business School

BRAC University

Date: 06/01/2020

Acknowledgement

In the beginning, I want to express my earnest gratitude to the Almighty for whose mercy I am mentally and physically sound with a view to preparing this report. Other than that, I am thankful to many people who have provided me with incentives and support during the whole period of my working with this report.

I am very much grateful to MD. Shamim Ahmed, my respective faculty and supervisor of my internship, who assigned me with this interesting topic and assisted me by providing complete support and guidance to finish this task successfully. Without his kind assistance, I would not be able to complete the report properly.

I want to show my gratitude to ‘Touristta Bangladesh’ family for the support.

I would like to express gratitude to proprietor Anwar Azim Tuhin, for guiding me during the intern period and helping me to learn about organizational activities regarding tours & travel management and other relevant processes.

I would also like to thank my peers and friends who assisted me during its preparation. Without their support, suggestion and co-operation, this task would have remained a dream.

Lastly, I want to express my gratitude to say that I am very pleased for having the opportunity to work with this organization.

Executive Summary

Bangladesh is a wonderful land, for the local and international tourists. Bangladesh is a country which is so much blessed with many places where local and international people can travel such as forests, beaches, islands, hills and lots of historical places. In our country still travel agencies are not that much well developed in order to remarkably contribute to the economy of our country. Travel and Tour industry plays a significant role in promoting Tourism in abroad and in local as well. In our country, tour and travel industry faces lots of problems as well as there are some opportunities for this industry.

Operators like Touristta Bangladesh need to exploit the opportunities to achieve overall goals.

In order to achieve success in travel agency business competitive targets are set. To successfully achieve the set targets everyone in the organization need to co-operate and work in a friendly environment. Touristta Bangladesh always gives their best efforts to serve their loyal customers properly and gives them the most competitive pricing for their products and offers. As a result, Touristta Bangladesh already made quite good reputation in the travel agency business in Bangladesh for their different kind of fare pricing strategies. Touristta Bangladesh always try to delight their customers by fulfilling their every needs and desires. They gives strong consideration to the marketing activities to ensure that.

There are lots of importance of travel and tourism business in our country because its promote our economic, social, cultural, political site and specially this business helps international people to know about our country. Tour and travel industry is now one of the most growing and largest industry all over the world. Tour and travel business should provide such necessary information to their prospective customers through the different promotional activities and try to motivate and attract them to the sponsor's destination

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Chapter 1

1.1 Introduction:

Travel agency gives such kind of service which is related to the travel to their customers on the behalf of some businesses such as airline, railway, car rentals, and hotels and also travel insurance companies. Today in the whole world tourism is an amazing human progress and it established so fast in the life of the people and it has affected its advancement. Therefore being receptive to the dynamic changes in contemporary human progress, tourism advances under their effect, joining the general procedure of improvement.

A travel agency's main work to perform as an agent between the supplier and the customer and to sell the products of travel and tour related such as air ticket, bus ticket, visa etc. Tour and travel business they do not keep the products on the tourists have pre-booked hotel rooms and/or cabins on a cruise ship for a group tour or for the wedding or the honeymoon. A package holiday or a ticket is basically purchased when the customers choose their packages and often the travel agency did not buy the ticket unless customers request to purchase for them. The holiday packages and tickets are basically give to the agency at a discount price. The profit of the business is basically the price of the tickets and the holiday packages that they sold to their customer and the discounted price that they get from the suppliers. This is known as the commission.

Basically a travel agency gives travel advices to their customer along with the details about travel and they also help their customer in booking tickets and hotels. Some companies gives percentage to the travel agencies for selling their products to the customers. Major travel agencies do this, because if agencies were to sell a thousand trips at a cheaper rate than they earn more than if they sold trips at higher rate.

The tourism and hospitality industry is right now a standout amongst the most essential businesses around the world. Bangladesh takes full preferred standpoint of exceedingly ideal and more than satisfactory conditions for the improvement of various types of tourism. Now a day's tourism is the fastest growing industry all over the world. This industry is increasing the number of goals look to draw in visitors and more organizations and association be engaged with the business of transportation, hospitality and settlement, providing food and facility to the customer and achieving their goal through the customer satisfaction.

1.2 Origin of the report:

A student of Master of Business Administration (MBA), have to conduct with a practical experience in any organization for fulfilling the requirements of the three months of internship program. The purpose of that internship program is to introduce a student with the real life work experience. So as a student of MBA program my internship report in prepared under the academic supervision of MD. Shamim Ahmed, Lecturer & Assistant Dean- Accreditation & Quality Assurance, BRAC Business School, BRAC University. This report is generated as the partial requirement of MBA Program. The topic of the report is *'Human Resource Practices, Problems & Solution of Tour & Travel Agency Business in Bangladesh: A Study on Touristta Bangladesh'*.

1.3 Objectives of the Report:

The purpose of doing this study mainly to focusing the human resource practices and as well as the problems and solutions of the human resource with deference of 'Touristta Bangladesh'.

The specific objectives of this study are given below.

- To know about the tour operation business o travel agencies.
- To learn about the travel agency sector more thoroughly

- To know about the Service quality dimension.
- To gain practical knowledge about the operation of a tour operator & travel industry in Bangladesh.
- To find out the solution regarding problems.
- To use the theoretical knowledge in the practical filed in order to solve any kind of problem in the work place.

1.4 Scope of the study:

The report attempted to capture the Human resource practices and its problems and solutions of the tour and travel agency of Bangladesh. I have only studied the current status of Tours & Travel industry of Bangladesh. This study gives me the experience how to maintain the travel agency business in the point of view of Bangladesh. This investigation likewise causes me about booking framework, bundling, offering tickets and visa preparing administrations of Touristta Bangladesh. In particular, this examination looks at the hierarchical structure, culture, exercises, qualities, and foundation destinations and so on of that administrator. By finishing this study, I have comprehended the travel agency business in Bangladesh and distinguish the probability of Touristta Bangladesh business in Bangladesh.

1.5 Methodology of the Report

I have utilized quantitative technique for my research. For this I have arranged an organized survey for gathering information from the respondents. The number of respondent in this research are those individuals who have as of now travel with Touristta Bangladesh and who are eager to so. I have utilized both primary and secondary information for the exploration

reason. My primary source is close to home meeting, study through poll and my secondary sources are diary, records, and books. Gathered data will be handled through MS word and Excel. The quantity of respondent is 50.

Primary Sources

- The primary sources are as per the following:
- My perceptions,
- Appointment with the administrators,
- My down to earth work involvement as a worker,
- Direct discussion with the workers and tourists.

Secondary sources

The secondary information are those that as of now have been gathered by somebody and went through the factual procedure. The auxiliary sources are as per the following:

- Different books and periodicals,
- Internet source,
- Past review report.

1.6 Limitations of the study:

It is very hard to find out all kind of information regarding the company for a researcher. So when I do my research about the company I also faced some problems. As a thesis paper to complete within the three months' time it is kind of tough to collect all kind of information.

So, time limitation is one of the vital barriers for the research. Other's specific limitations are-

- ✚ There are some kind of restrictions while conducted directly to the top management level regarding any kind of operations.
- ✚ Non-availability of data in a systematic way.
- ✚ Company may not flexible to share the information to the intern.
- ✚ Some customers were not that much cooperative to fill the questionnaire and some customers were so much rude while I asked them question.
- ✚ Because of the time limitation and also for the human resource constraint my survey sample only within the organization.
- ✚ As this is my first time to preparing this kind of study so the lake of experience is one of the major limitation while doing this study.

Chapter 2

Literature Review

Over the past several decades, travel and tourism has become a key sector in the world economy (Blanke and Chiesa, 2006). Yilmez (2008) commented that one of the largest and fastest growing sectors of the global economy, tourism consists of many small and medium size enterprises which try to be successful in an extremely competitive and rapidly changing business environment. Tourism is one of the profitable sectors in Bangladesh (Elena et al, 2012). Ali and Mobasher (2004) found that from the ancient period this area is famous for scenic beauty. Foreign tourists praised this country for its wonderful natural beauty, rich cultural heritage and hospitality of the people. Jahangir (1998), Pennington and Thomsen, (2010) argued that Bangladesh's share in the total arrivals in the south Asian region is too small. Besides, Islam and Islam (2006) argued that Bangladesh is a country of Asian region holding high potentiality of tourism. Since long past, Bangladesh was an attractive destination to the tourists. But at present her position is not significant in terms of international tourism. Tourism helps a country directly in building necessary infrastructures which not only facilitate the tourists but also the local community. In a destination country, tourism initiates the development of different relevant physical facilities and infrastructure (Johannesburg Summit, 2002). In addition, tourism can be a great tool for poverty alleviation for the developing countries. Tourism can provide material benefits to the poor in many forms directly and indirectly. It can also bring long term earnings opportunity, cultural pride, and sense of ownership, reduced vulnerability through diversification and the development of personal skills of the poor (WTO, 2002). Roy and Roy (2015), discussed that, tourism can bring many economic, social and environmental benefits, particularly in rural areas and developing

countries, although mass tourism is also associated with negative effects. He has shown that, the variety of tourist spots, tourism policy can contribute in the economy.

Masud (2015), revealed that the country has a positive trend in arrivals and earnings, and it can be increased to a significant level if the country can undertake appropriate promotion measures by increasing the allocation for this purpose. The country also needs to employ creative people for this purpose, and the quality of the promotional materials also needs to be developed.

Sandip (2014) mentioned that the development of service industry will accelerate our economic growth. The study developed some competitive strategies in the light of vision 2021 and therefore achieves sustainable economic growth. Redwan (2014) highlighted the importance of tourism in Bangladesh along with its benefits in socioeconomic development. The gains from tourism are multidimensional, such as GDP contribution, employment generation, foreign currency earnings, infrastructure development, and creation of investment opportunities, poverty alleviation, government earnings and cultural development. Shamsuddoha and Chowdhury discussed, that there are lots of opportunities to earn foreign and local revenue from this sector. They provided some crucial recommendations for BPC to follow those for developing tourism industry. Ferdous and Faisal (2014) showed that the significance of tourism is viewed from many angles like economic, social, cultural, political, etc. At present, in our gross domestic product, the role of tourism is below one per cent. If it could be brought to five per cent then it would generate about five lacs direct and indirect employment, which would move the economic index in the upper direction in all areas. Ashraf and Shahriar (2012) estimated that based on a conceptual model devise it is possible to explain the leakage and injections of the tourism industry and its actual impact on the economy as a whole. Ali (2010) depicted that, through improving the efficiency and effectiveness of services of tourism sector,

arranging better facilities, cost cutting techniques, technological improvements and infrastructural development, both local and foreign tourists can be encouraged to tour with different alternative causes.

Parveen (2013) investigated the current growth and development of this industry and also examines some limitations and challenges of the industry and suggested some policy measures to resolve its existing barriers as claimed by the aforesaid respondents. Ali and Mohsin (2008) researched various aspects of tourism marketing strategies. Author suggested that tourism should be acted as an important ingredient of economic development of the country for which synergy may be applied between tourism marketing plan and its implementation process. Integrated marketing communications channel should be used to develop tourism sector of the country. Musa (2013) identified that tourism marketing is an integrated effort to satisfy tourists by making the best possible services available to them. It is a device to transform the potential tourists into actual tourists. It is the safest way to generate demand and expand market.

Chapter 3

3.1 General Description

Touristta Bangladesh is now a prominent travel agency company in Bangladesh. The company usually arranges inbound and outbound tours for the people according to their personality, status, test and trend. Touristta Bangladesh is ready to serve hassle free tour to their customers. It is their most priority to organize a hassle free tour. It was established on November 02, 2018 and office is in Mohakhali DOHS, Dhaka.. It gives services to both domestic and foreign tourists. Bangladeshi tours and travel agencies are offering air ticket service not only for the domestic airlines also for the international airlines. Like other travel agencies Touristta Bangladesh also do hotel reservations in both domestic and international on the behalf of the customers. The company is offering comprehensive packages for the customers like guidance, transportation, food, accommodation with reliability and security.

3.2 Company Vision

The vision of Touristta Bangladesh is to become a market leader within 2025 with better quality service and digital public offerings.

3.3 Company Mission

The mission of the company is to bring the solution for the people who love traveling. We are committed to offering unparalleled travel solutions to the customers traveling around the world.

3.4 Services

Touristta Bangladesh is a tour and travel agency who provide services regarding tour and travel and being directed by the specialists to achieve the goal of Tours and Travel trade and in the field of sincerity in our country. Touristta Bangladesh provide different kind of services as a Bangladeshi travel agency to their domestic and international tourists.

3.4.1 Air Ticket:

Touristta Bangladesh gives two sorts of air tickets:

- 1) Domestic Airline Tickets
- 2) International Airline Tickets

3.4.2 Package Tours

Touristta Bangladesh gives both inbound and outbound tour offers to the tourists. A customer can get coveted visit bundle from this company with sensible expenses.

3.4.3 Hotel Reservation

Touristta Bangladesh not only provide air tickets they also provide hotel reservation services both domestic and internationally. It has excess around 4000 hotels in excess of 100 urban regions around the worlds.

3.4.4 Visa Processing Services

Touristta Bangladesh gives an expert consultancy to ease visa application. Putting need to give exact and fundamental data to fulfil visa application. Touristta Bangladesh achievement rate has been more than 90%. Touristta Bangladesh gives visa service to this country:

- India
- Thailand
- Malaysia
- Singapore
- Bhutan
- Nepal
- Vietnam
- Sri Lanka
- Maldives

Other Related Services

- Airport Transfer
- Excursion
- Rail, bus ticket

3.5 Special features of the services

From the beginning of company it has been our goal to provide a unique & unforgettable travel experience that results our clients true desires. Company performs this service with professionalism, knowledge & creativity, while offering you the best value. They have taken

this initiative not only to start their own demand but also to help the people of this country discover a new Bangladesh and try to comprehensive packages for the tourists including guidance, transportation, food, accommodation with reliability and security.

Chapter 4

4.1 Human Resource Practices in Tour and Travel Agency

- Recruitment and Selection Process
- Training and development Program
- Job Analysis
- Performance Appraisal and Rewards
- Employee Security and Safety
- Benefits

4.1.1 Recruitment and selection process

Recruitment is a kind of way by which a company can hire an applicant for the potential employment for the organization. Recruitment and selection process basically the process through which top management of an organization can identify the applicants with the necessary requirements like job related skills and knowledge and the other characteristics that may help the company to achieve their target. Basically Companies applies different kind of strategy for recruitment and the selection process. The strategy that an organization is using may have a direct impact on the employees that it seeks to recruit and selection.

○ *Source of the Recruitment and selection*

Basically Company uses two kind of sources for the recruitment and selection. As well as Touristta Bangladesh has two kind of sources for recruit and select the potential employee for the company.

1. Internal Source:

Touristta Bangladesh thinks that the current employees of the organization are the major source of recruits for all. In the case of promotion current employees already have the detailed information about the organization and also know about its formal policies and procedure. Promotion of the employees basically decided by the operating management of the company with the help of the HR department.

2. External Source:

When job opening cannot be filled internally, the HR department of Touristta Bangladesh must look outside the organization for applicants. External sources are mainly company gives ads in the newspaper or in some of the vacancy related groups for the potential employee for the selected position. Candidates those who are appropriate for the declared position they have been selected for the interview. After that those who did well in the interview they get the final call from the HR department of Touristta Bangladesh.

4.1.2 Training and development program

Training is the process where a company set a program through which new employees can learn about the work related knowledge and the rules and regulation of the company. It attempts to improve their performance on the current job or prepare them for an intended job.

Development is kind of process like training. Development basically covers not only those things which improve job performance of an employee but also those kind of things which bring growth to the employee's personality through the progress of their maturity and actualization so that they become not only good employees but better men and women.

- **Types of training in Touristta Bangladesh**

After selected the appropriate employee for different post Touristta Bangladesh Organize a training program for the new employees. Touristta Bangladesh apply different types of training to train their new employees.

- 1) On the Job Training :

On the job training is kind of training where an employee can learn about his/her job under the trainer's supervision. In Touristta Bangladesh this training is basically given by the senior manager of the company and the new employee has to report about his every task to that manager. The employee is shown how to do the job and allowed to do the job under the manager's supervision.

- 2) Classroom Training:

This training is conducted off the job and the most popular training method in any company. Touristta Bangladesh apply this method to sharing the information quickly to the large no of group those who have limited or no knowledge of subject bring presented. Touristta Bangladesh conduct this training program with the specialist who have the great knowledge. Classroom training is basically use for technical, professional and managerial employee.

- 3) Job Rotation:

Job rotation is a kind of training that requires an employee to learn about not only about his/her specific job but also about several different department works with in q time period.

In Touristta Bangladesh as it is a travel agency company, so sometimes organization gives chance to the employee to know about each and everything about the company. For an example an individual who work in HR department he/she also has the knowledge about the marketing department or about other. Job rotation is that it makes flexibilities possible in the department.

4) Behavioral Training:

As Touristta Bangladesh provide tour facilities to their customer in that case they give tour guide with the tourists so that tour guide can help them in their tour. Touristta Bangladesh arrange a behavioral training for that tour guide like how they will communicate with the tourists. What kind of behavior they should do and what kind of behavior they should not do with the tourists. Through this training Touristta Bangladesh boost up the communication skill of their employees.

4.1.3 Job Analysis

Job analysis is the kind of action that determined the skills and knowledge that requires for the specific job and based on this company should be hired the appropriate person for that job.

HR department of Touristta Bangladesh needs some kind of information to hire a person for the specific job.

1) Work Activities:

In the work activities Touristta Bangladesh collects the information about in which department needs employee and also collect the information about how many people they need for that job and in which time they need that people.

2) Education and qualification:

Education and qualification determines what type of people basically fulfil the requirement of that job.

3) Experience:

As well as education and qualification, experience also determines what type of people is appropriate for that job.

4.1.4 Performance Appraisal and rewards

Performance Appraisal is the process by which employee get reward or promotion because of their past performance. A company generally identifies the past performance of an employee that achieve the company's goal.

In Touristta Bangladesh if employees done their job perfectly and if they can fulfil the company's required target than company arrange a foreign tour for those employees with their family members.

Like other organization in Bangladesh in Touristta Bangladesh the performance appraisal process is done by the department head, Supervisors, Customers, and also by the supervisor.

Touristta Bangladesh uses two types of process for measurement the performance of their employee.

- **Performance Appraisal process**

- 1) 360-degree feedback:

This method is most popular for appraising the performance of the employee. Company collects feedback about the employee's performance from their supervisor, their colleagues, and also from the customers through the questionnaire.

- 2) Experience Based:

In this method Touristta Bangladesh measure employee's performance according to their experience. For an example in an employee has 2 years' experience and another employee has 1 years' experience than company select that employee for appraising or rewards who have more experience.

Objectives of the performance appraisal in Touristta Bangladesh

- 1) Through the performance appraisal Touristta Bangladesh can maintain the organization's wage structure, compensation packages and also about salary and incentives
- 2) Touristta Bangladesh can identify the employee's strengths and weakness and based on this those employees have more strengths they get the right job and those who have weaknesses company provide them training.
- 3) Through the performance appraisal, company find out the potentiality of the employees for the further development of the company.
- 4) After the performance appraisal if the company give their worker positive feedback, it helps that workers to fulfil their goal for the company.

4.1.5 Employee Security and Safety

The human resource department of Touristta Bangladesh always try to ensure the security and the safety of their employees. They ensures that they will fulfil every employee's requirement about their health and safety as they written in the company's policy and program.

Touristta Bangladesh uses some safety precautions for their employees. Those are-

- 1) Touristta Bangladesh sets some training session for the employees where they teach them about the safety and security. For example they give instruction if the office building caught by the fire. Than what will employees do each and every thing company tach them clearly.
- 2) Touristta Bangladesh ensures about the women health and security. They follow the strict rules and low of women harassment in the work place. They also care about the

women health. For this reason they has a separate sick room only for the women employee in the company.

- 3) Mental health is also considerable as employee's safety. Too much work load may harmful for an employee. That's why there is a tea room in the office for refreshment and small chitchat which gives the employees more energy and motivation towards the work.

4.1.6 Benefits

Benefits of employee basically known as the kind of fringe benefits which were primarily received by the employee as a payment in addition to his/her basic salary. Benefits basically given to the employee on the basis of their performance on their job, company usually thinks that benefits are the social obligation for the employee's welfare.

- **Benefits given by the Touristta Bangladesh**

- 1) Compensation:

If employee get injured or face any kind of accident for which they becomes disable in the workplace or outside the workplace due to the office work, in that time Touristta Bangladesh provide compensation to that worker.

Objective of the Compensation:

Touristta Bangladesh provide compensation because they think that worker health safety and security is their first priority and they encourage their employer safety. Touristta Bangladesh wants to reduce the litigation and also wants to eliminate the legal fees. Touristta Bangladesh always try to provide knowledge to their worker about to stay away from any kind of accident.

2) Family and medical leave:

Touristta Bangladesh follow the labor law that's why they provide their women worker maternity leave for 6 months and as well as male worker get paternity leave and other family leave like employee get a free tour in a year with their family. This kind of benefits helps employee to do their job with motivation.

3) Social Security Benefits:

Every Employee wants some kind of social security that must be provided by their company. In terms of social security that Touristta Bangladesh provided to their employees like Insurance, Old-age Insurance, and medical insurance, transportation cost and many kind of social security.

4) Others benefits :

Holiday, Marriage leave, Sick leave, Funeral Leave, Stress leave, Personal Leave, etc.

4.1 Human Resource Problems and Solutions of Tour and Travel Agency

To control Human resource management is a tough job for the small business like those who are recently entered in the business market. To develop a Human resource department is hard for the small business that's why they hire one or two people for this department or maybe they give this responsibility to the owner of the business. In that case the CEO or the owner of the company facing some problem related to the Human resource management. So they have to understand problems that may occurs in the company and they have be prepared to handle Human resource problems in the company.

Here are some human resources issues that Touristta Bangladesh faces in the organization:

4.1.1 Employee Training and Development

- **Problem:**

In every company it is the responsibility of the HR department to prepare training program for their newly joined employee in the company and give them proper lesson about the policies and the procedures of the company.

To give the Training and developing to the lower level employee of the company is one of the most important challenge for the company who has small business. Touristta Bangladesh as they recently started their business so they are also face that challenge when they decided to give their lower level employee proper training about their work.

As it is a small business so in many times experts who usually trained up to the lower employee, they may not interested to give training or they may say they have not that much time to take any kind of training classes.

- **Solution:**

Problem in training and development of the employee in the company may occur because of the lack of knowledge of the trainee or may be for the lack of the people who may be trained up to the employee.

If the company noticed that their employees have not been trained up well and they have not that much knowledge about the work and policies than they have to take action about their HR department. If the growing number of employees may fail that the owner of the company has to change the HR department operation management and has to assign senior level of manager to take care about this problem. If it's possible than company has to think about outsource HR those who have good knowledge about human resource management.

In another way organization can manage online training program, so that employee can visit those program and can learn by themselves. In that case management has to keep the record such as how many employee may have received the training program and how many missed that opportunity.

4.1.2 Management Changes

- **Problem**

The changes in the management during the recent time says that human resource management may face the critical situation and it creates challenges for the human resource department in the company.

The small businesses are not always remain small. They are growing up and as well as their business strategies their policies, structures everything are growing up equally. In that case they may face another challenges which is management changes.

When management changes in the company many worker have problems to adjust with new management. Many companies experienced that their employees are decreased, they may not interested to work with the new changes because they are not comfortable with that.

- **Solution:**

When the new changes came many worker think that it will hamper in their work or organization may not keep them for so long. In that case owners of the company should arrange some meetings where they can communicate with the employees and have to tell them about the benefits of the changes in management.

When people will understand that why and how the new changes are good for their company and as well as good for them they will accept it and they will trying to adjust with the changes.

4.1.3 Recruitment and Retention

- **Problem:**

One of the major challenges that organizations are facing now a days that is to hiring a good workforce for the company. It is so much tough for the newly entered organization because recruiting the best people for the company is so much time consuming.

The owner of the small business may become confused when they decide to hire people, because they in this situation they cannot take decision either they keeping the business running

or they will hiring the right person to the right place in the company. Because in somehow if they hire wrong people than if may decreases the productivity of the organization.

It is not possible for any company to say that this people is good for that position until that person work with the company for long time. So the process of recruiting and retention is kind of risk taking for the company.

- **Solution:**

To hiring the new people in the company HR management has to look for the people those have effectiveness and efficiency. In that case is the best solution to hire the third party who help the company to select the best people in the right place. If the entire recruitment process will handle by the third party than the entire task will be complete with efficiency and it will be so much helpful for the company.

If the company outsource HR department or hire third party it saves the company's time, money and it is high chance to create partnership with the third party. In the case of outsourcing it is a great opportunity for the company that they can recruit an individual without taking any kind of risk.

In the case of retention company should have some plan when they decided they will replacing some people. They can plan for giving incentives and remuneration to the people, so that they can satisfy the people and keeping their company's reputation.

4.1.4 Diversity in the Workplace

- **Problem:**

Diversity is another main issue for the Human resource management of the company. In company there are lots of people work and they are from different culture different region. They are thoughts are so much different from each other's. Because of this differences there must be a diversity may create in the organization.

Small business owner has to look on this thing otherwise it becomes big challenge for them. Because they are so new in the market and if there is diversity problems than people may no longer interested in their company.

If the company did not maintain their policies than employees may take legal action against them. For an example if any employee face any kind of harassment in the workplace it creates lawsuits risk for the organization.

- **Solution**

To avoid this kind of problems organization should take some steps like management can create a team work project where they assign different cultural people and tell them to respect each culture. This will keep the work environment positive and may increase productivity.

In addition, organization must create diversity training program. In this program management has to call some people for an interview where they ask them about the current environment about the organization and ask them what kind of changes need to change. Effective

communication with different people and cultural awareness may decrease this problem in the organization.

Management should set a standard of behavior in the company. This should be set as the policy of the organization and must sure that everybody is aware about this and maintain this policy.

4.1.5 Payroll errors & Compensation

- **Problem:**

Payroll errors are another problem of the HR in the company. Many organization trying to made a good structure for the payrolls and compensations for the employee. If the payroll is recorded manually there is a change of human error. If the worker found that their paycheck is not accurate than they may no longer interest to work in the organization.

Small business has to focus on compensation policy. Compensation generally gives to the employee to keep their trust on the company motivate them to give their best to archive the goal of the company. Small business has to compete with the other business those have the similar size businesses and they also has to maintain the payroll budgets. As they are newly entered they has to maintain the cost of benefits, taxes, training expenses and so many expenses in the company. So it may create problems for the owner of the company to maintain all those things.

- **Solution:**

To avoid the payrolls errors HR should recheck the payroll record of the employees and corrects those errors before employees get their paychecks. HR should also install payroll

software in the company. It may be costly for the small business but it can prevent the payrolls errors and employee can satisfactorily do their work.

Management should create the reward systems for the employees in addition with their salary. Salary is important thing but it always not that much important. Sometimes employees become happy if they receive reward for their excellent performance. In addition management can offers employees some kind of incentives like profit sharing and bonuses. It create a win-win situation for the employee and also for the employer.

4.1.6 Leadership Development

- **Problem**

There is another challenge for the HR department to find out the right candidates who will arise as a future leader in the organization. Developing leadership is more important for the small business and it is the new strategy for the HR department of the small business.

Small business owners cannot identify the right people on the right place. Many small businesses are facing this problems. They identify that their leadership practices are not that much strong like others. Leadership development programs are not doing their job properly. The condition of their work is below-average.

- **Solution**

To increase the productivity of the workforce and to create a good position in the market management should have the leadership skill and have to apply leadership role in the organization so that the growth of the company can increase in the long run.

To maintain the leadership development is so much difficult for the organization to keep their management motivated and encourage them to take more responsibility for the organization. Management are the leaders, they always have to be prepared for the future. So that organization should create some opportunities for them to use their skills and strengths and also create a good work friendly environment so that they can work there without any kind of disturbance.

When the company accomplish their desired target by the management it will motivate them more and give them a chance to increase their skills and knowledge.

4.1.7 Employee Benefits Package

- **Problem**

For the small business it's kind of difficult for them to maintain the benefit packages for the employees. They have to maintain their budget and there is other costs in the company for that reason the sometimes cannot effort this packages for their employees or they may pass this kind of costs to the employees.

Because of that there is a conflict created between employees and the manager. Employees think that managers do not want to give them is benefits.

- **Solution**

To solve this problem managers should talk with their employees that why they cannot give them benefits. Management also should decide which benefits are less expensive and which benefits are costly.

4.1.8 Respect the Law and Regulation

- **Problem**

If the company keep changing their employment law and regulation it may create problem for the owner of the company. The employee of the company may ignore the law and regulation and they do not believe on those law and they think it is not applying in their business.

- **Solution**

Whatever it is a bid company or small every company should make sure that they are following the law and the regulation of the employment. Management and the employees should always practices the law and regulation of the company and also read the employment law guide so that it will always maintain by the people of the company.

Chapter 5

Findings and Analysis

A structured questionnaire is prepared to find out the result of the survey. This survey is conducted among 40 people. These people are basically the customers of Touristta Bangladesh. The data is being analyzed through MS Excel. Here I will explain the findings and analysis that I found through the questionnaire.

5.1 Demographic Data

- **Gender:** Responses are shown below

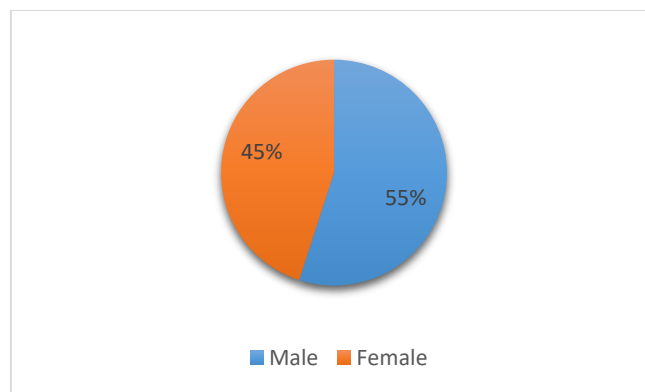


Figure-1

From this figure we can see that from the customers of Touristta Bangladesh there are 55% who are male and 45% who are female. The percentage of male travelers is high.

- **Age:** Responses are shown below

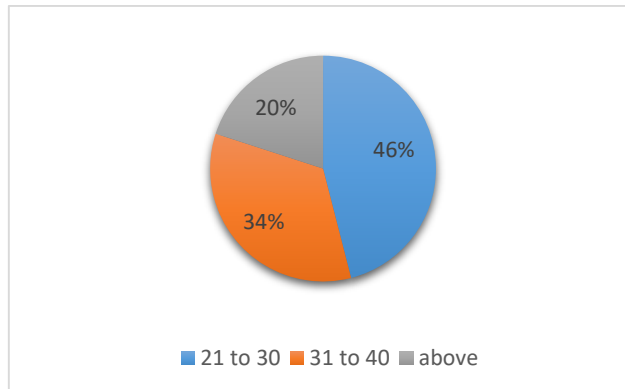


Figure-2

From this figure we find out that in Touristta Bangladesh there are 46% people belongs to 21 to 30 years, 34% people belongs to 31 to 40 years and 20% people are above the age 41.

- **Profession:** Responses are given below

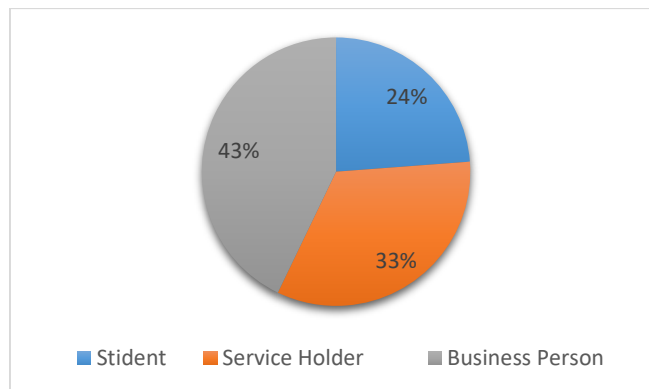


Figure-3

From the survey of the responder we can see that 24% people are student, 33% people are service holder and 43% people who are business person. Business person are high because they have to travel more than others.

- **How many times do you travel:** Results are given below

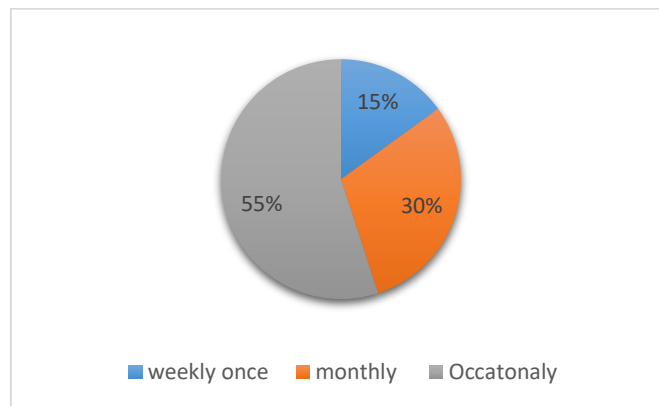


Figure-4

From the survey we found that 55% people travel occasionally, 30% people travel monthly and 15% people travel weekly once.

- **In which reason do you travel more:** Responses are given below

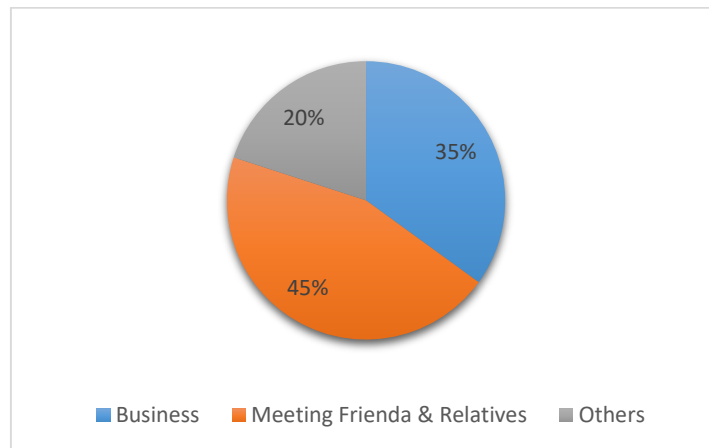


Figure- 5

From the survey of the responder we found that, customer of Touristta Bangladesh 35% people like to travel because of business purpose, 45% people they like to travel for meeting with their friends and relatives and 20% people they travel because of other reasons.

5.2 The prospect of Travel Agency Business in Bangladesh

- **Travel agency businesses are rising day by day in Bangladesh:** The statement is given below on the basis of survey result.

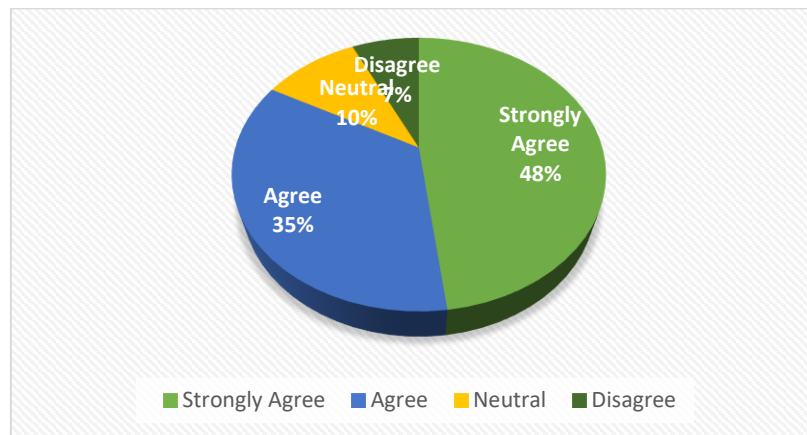


Figure-6

From this survey it is shown that 48% people are strongly agree that travel agency businesses are rising day by day, 35% people are agree with this statement and 10% people are neutral and 7% people are disagree with that statement.

- **Travel agency companies are promoting different tourist destination:** The statement is given below on the basis of survey result.

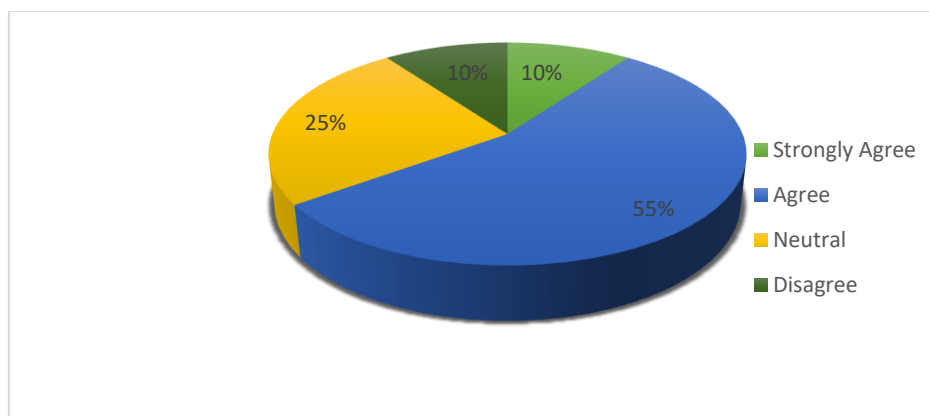


Figure-7

From this chart we found that 55% people are agree that travel agency companies are promoting different tourist destination. 25% people are neutral, 10% people are strong agree and 10% people are disagree with that statement.

5.3A study on Touristta Bangladesh

- **What is the main reason behind selecting this travel agency:** Responses are given below on the basis of the statement below

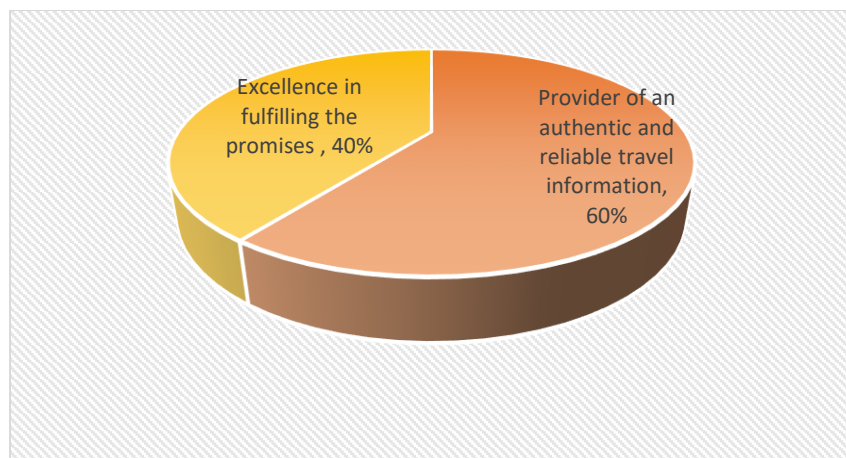


Figure-8

In this chart it is shown that among the customers of Touristta Bangladesh 60% people are choosing this travel agency because they think it provide authentic and reliable travel information and 40% people are choosing this because they think that Touristta Bangladesh is excellence in fulfilling promises.

- **Through which media you are getting information about this travel agency:** I asked the customers from which media they are getting information and the responses are given below.

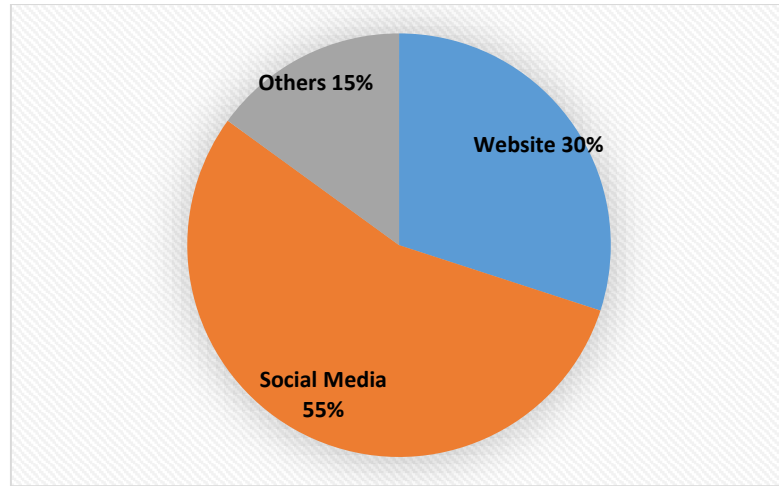


Figure-9

In this chart, it is shown that 55% of people are getting information about Touristta Bangladesh from social media, 30% people are getting information from website and 15% people are collecting from others

- **Which service you prefer most of this travel agency:** Responses of this question are showing below.

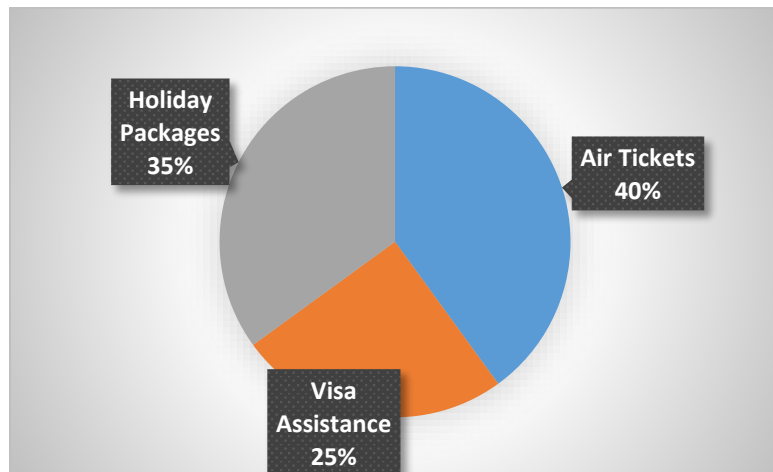


Figure-10

In this chart, it is given that 40% people prefer Air tickets service of the Touristta Bangladesh. 35% people prefer holiday packages service and 25% people prefer visa assistance service of Touristta Bangladesh.

- **Which promotional activities affect you the most from this travel agency:** Touristta Bangladesh is promoting their activities through different way and I asked people which one are most affective according to them, responses are given below.

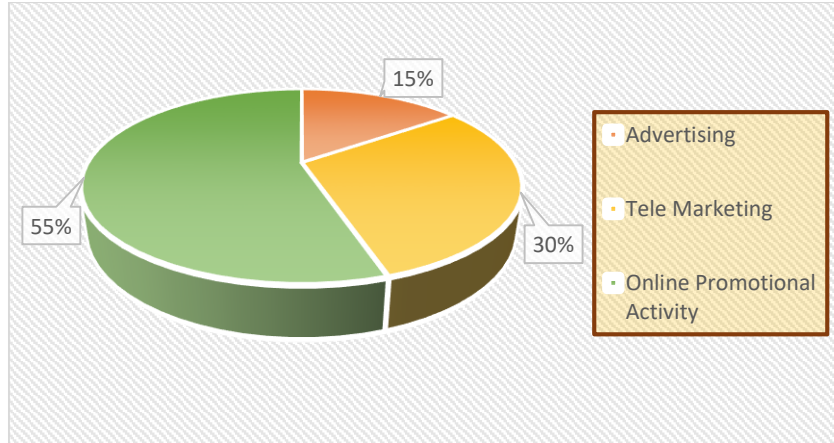


Figure-11

In this figure it has been shown that 55% people think online promotional activity is most affective, according to 30% people telemarketing is most affective for promotional activities and 15% people think advertising is most affective.

- **What do you think about their service quality:** I asked about the service quality of Touristta Bangladesh and responses are given below

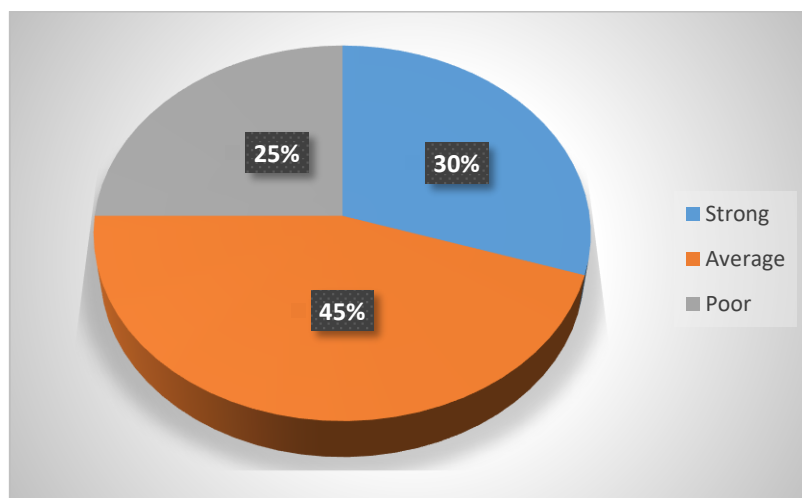


Figure -12

In this figure we found that, according to the customers of Touristta Bangladesh 45% people think that the service quality of this travel agency is average, 30% people are saying that the service quality is strong and other people are saying that the service quality is poor.

- **Do you think that the employees of the travel agency should provide training for improving their service standards:** Though Touristta Bangladesh is new in the market so I asked a question regarding employees of this travel agency, responses are given here

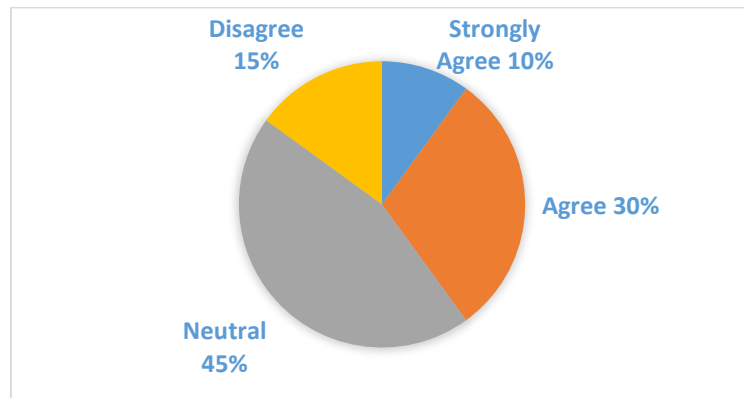


Figure-13

In this figure it is shown that 45% people are neutral about the employees of the travel agency should provide training for improving their service standards, 30% people are agree with this statement, 15% people are disagree and 10% people are strongly agree with this statement.

- **What do you think about the tourist guide service from this travel agency:**

Responses are given below on the basis of this statement

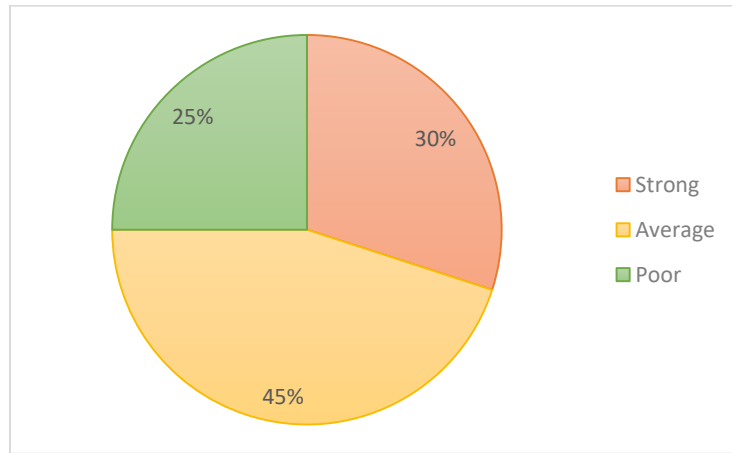


Figure-14

In this figure, it is shown that 45% people are saying that tourist guide serve of Touristta Bangladesh is average, 30% people are saying service is strong and 25% people are saying that the service is poor.

- **Specify your satisfaction parameter according to the quality of tour packages of this travel agency:** Customers are specify their satisfaction parameter of the quality of tour packages and the responses are here

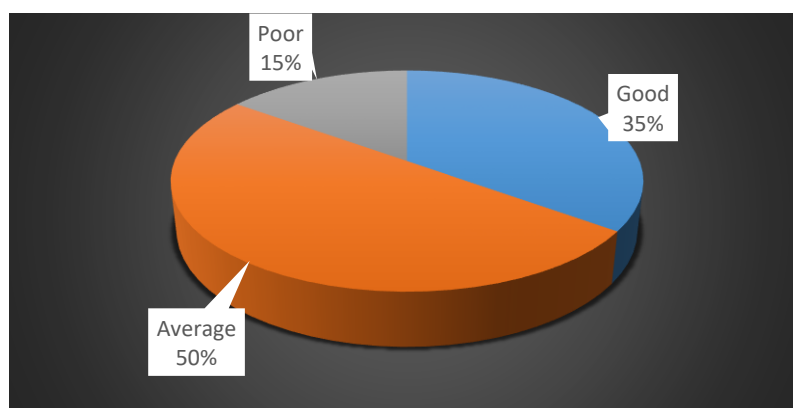


Figure-15

In this figure it is given that customers specify their parameter according to the quality of tour packages 50% people are saying is average, 35% people are saying it's good and other 15% people are saying it's poor.

Chapter 6

Recommendation

On the basis of findings and analysis of this study there are some suggestions that I want to put forward to improve the current situation of Touristta Bangladesh.

- In the survey we found that most of the customers of Touristta Bangladesh said that the tour packages quality are average. So they should have to increase the good quality tour packages and also introduce the wide range of tour packages that can increase their revenue and also gain their competitive advantages.
- From the survey we see that most of the travelers are young people. My suggestion for the Touristta Bangladesh is to bring so new and attractive packages for the young people, for example those who are students they get student packages which is less costly. They can also attract more young tourists by offering discounts on group tour or in study tour.
- Now a day's travel agency business is online-based so they should have updated their website with updated information of tour and travel packages.
- In my survey I found that most of the people said that their tourist guide service is on average. So they should have to improve their tourist guide service not only in inbound tours but also in outbound tours.
- Management of the Touristta Bangladesh should be aware about the satisfaction of the customer through deliver the service on time to the customer.
- Management of the Touristta Bangladesh they should have to give more focus to achieve the target market segmentation and also have to aware about to increase their distribution channel.

- Touristta Bangladesh have to remember this their employees are the most important key of their business to make it successful. So the management of the company should always keep training to their customer about the new system and also keep improving employees so that they can give best service to the customers.
- Employees of the company should be aware about the importance of company's natural resource management.
- Touristta Bangladesh should give their promotional advertising not only in the social media but also other advertising media like newspaper and also have to promoting their services through telemarketing. Because all people are not always available in the social media.
- As Touristta Bangladesh is a new business in the market so they can contact with a training institution who provide training to the companies about the business and to procure vital information to increase the revenue of the company's.
- Human resource department of the Touristta Bangladesh should hire a legal expert who will do take important legal activities to evacuate lawful boundaries to begin a movement office business.

Chapter 7

Conclusion

Travel agencies are promoting the culture of the Bangladesh and also the tourism industry all over the world. In our country there is a lots of opportunities and tour and travel businesses can take this opportunity to increase their business and achieve their desire goal. Now a day's tourism industry is the fastest growing industry. The tourism industry has an impressive growth in the whole world through the tourist's visits and also exchange of foreign currency which makes competition between different countries and also gained the top priority in world-wide.

Touristta Bangladesh as there are new in the tourism industry so they have to fulfil so many targets to make a position in the market within a period. To fulfilling that kind of targets Touristta Bangladesh has to adopt some strategies. It can say that this strategies may help them to achieve their desire goals and also this strategies are so much flexible that they can change their market condition and make a good place in the market. Services that Touristta Bangladesh offering to their customers are affordable and majority like their services and they are saying that the services are quality full and they get it in a reasonable price. Touristta Bangladesh do their best for their customer so that they never become disappointed while they came to their office and they lightening their work place and prepare a good setting arrangement and make a good environment of their office.

Lastly I want to conclude with that this report is partial fulfillment requirements for my university work and all the problems and recommendation that I mentioned below it's all about my analysis. All the observations are done according to my point of view, so it cannot be used any policy making, if a company want, then they can assessment the whole study from the beginning. Now, it is a competitive market. Business helps anyone to prosper in life. Touristta Bangladesh is a tourism business. I hope that, they will achieve a high reputation by providing high quality travel services thorough their travel agency.

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Appendix

Survey Questionnaire

I am Shreya Saha, student of MBA at BRAC Business School, BRAC University. I am writing a report on the topic of “*Human Resource Practices, Problems & Solution of Tour & Travel Agency Business in Bangladesh: A Study on Touristta Bangladesh*” This survey is done to derive information that would help me to furnish my internship report. I would be very kind to you if you accurately respond to the questionnaire.

Thank you for your time and effort to support my research.

1) Gender

- Male
- Female

2) Age :

- 21 to 30
- 31 to 40
- above 41

3) Profession:

- Student
- Service Holder
- Business Person

4) How many times do you travel?

- Weekly once
- Monthly
- Occasionally

5) In which reason do you travel more?

- Business
- Meeting friends and relatives
- Others

6) Travel agency businesses are rising day by day in Bangladesh.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

7) Travel agency companies are promoting different tourist destination of Bangladesh.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

8) What is the main reason behind selecting this travel agency?

- Provider of an authentic and reliable travel information
- Excellence in fulfilling the promises

9) Through which media you are getting information about this travel agency?

- Website
- Social Media
- Others

10) Which service you prefer most of this travel agency?

- Air Ticket
- Visa Assistance
- Holiday Packages

11) Which promotional activities affect you the most from this travel agency?

- Advertising
- Telemarketing
- Online Promotional Activity (Facebook, Twitter, You Tube, Instagram etc.)

12) What do you think about their service quality?

- Strong
- Average
- poor

13) Do you think that the employees of the travel agency should provide training for improving their service standards?

- Strongly Agree
- Agree
- Neutral

- Disagree
- Strongly disagree

14) What do you think about the tourist guide service from this travel agency?

- Strong
- Average
- poor

15) Specify your satisfaction parameter according to the quality of tour packages of this travel agency?

- Good
- Average
- Poor

