

Report On
“Effective Digital Marketing Implementation to Reimburse Effect of
Covid-19 on Tourism Industry and Opatrip.com”

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An internship report submitted to the Brac Business School in partial
fulfillment of the requirements for the degree of Bachelor of Business
Administration

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Acknowledgement

Firstly, I am exceptionally thankful to the all-powerful for keeping us sound and scholastically dynamic in these difficult occasions. His gifts couldn't ever have been feasible to finish the report in the time span because of the continuous pandemic. Simultaneously doing the internship truly and chipping away at the entry level position report was an extremely provoking errand to finish remembering the new COVID-19 circumstance. Then, I want to thank my regarded course teacher Ms. Ummul Wara Adrita for aiding and giving appropriate guidelines to finish my internship report in due time. Her direction and steady help persuaded me to continue onward and record my learnings and movement as a diary all through the temporary position course period.

I might likewise want to say thanks to Elena Balčiūnaitė, CEO of "Opatrip.com" for her commitment towards my development as an expert and for giving her important input about my presentation. My associates additionally assumed a huge part in helping me with my work during this period. Likewise, thanks to all the board individuals from "Opatrip.com", particularly my administrator Inesa Jurkaitytė for her appreciation and care.

Finally, I want to thank and show my appreciation to BRAC Business School.

Letter of Transmittal

25th September, 2021

Ummul Wara Adrita

Lecturer, BRAC Business School

BRAC University

Subject: Submission of internship report on "Opatrip.com"

Dear faculty,

I submit to you my internship report of my time at "Opatrip.com" during the BUS400 course period. It was an incredible expectation to absorb information for me during this time, for the most part adjusting to the present status of the world we are in at the present moment. From the start till the finish of the report I have attempted to recap my encounters, achievements and inadequacies.

Every one of the information and data you find in this report is appropriately done by the expressed framework. I have endeavored my best to complete the report with the fundamental information and suggested recommendations in a critical, smaller and extensive way as could really be expected. I believe that the report will meet the longings. In the event that you require any further request about this report, you are very free to ask me.

Thank you.



Sincerely,

Rafiul Islam Adib

ID: 18304149

BRAC Business School

BRAC University

Declaration of Authenticity

I'm Rafiul Islam Adib, an undergraduate student of Business Administration studying Marketing at the BRAC Business School, BRAC University express that this internship report of my period at "Opatrip.com" is totally ready by me. During the planning I have not penetrated any type of literary theft rules and intellectual property laws deliberately and might want to pronounce my position against it. The report contains my expert involvement with "Opatrip.com", a travel industry organization, which is a part of "funtopfun.com" and it contains records of my experience of the beyond 3 to 4 months, appended with this report in a type of legitimate diaries arranged by me.



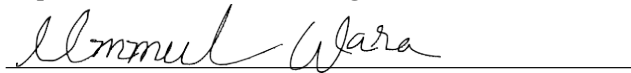
Rafiul Islam Adib

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BRAC Business School

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Supervisor's Full Name & Signature:



Ummul Wara Adrita

Lecturer, BRAC Business School

BRAC University

Executive Summary

The travel industry period has been famous for quite a while. What's more, computerized promotion in the travel industry has been very fundamental these days. Recently graduated and top chiefs from the conventional promoting industry teamed up to start the computerized advancement of the travel industry. There were not many market players like tripadvisor.com, booking.com who prepared for future organizations. Afterward, because of the market request numerous different organizations began their excursion and started working with more modest brands who were searching for openness on the computerized skyline.

At current occasions, online media promoting (SMM) has become exceptionally well known among more modest brands. Huge brands additionally underline SMM as it permits higher reach to the precise interest group with less showcasing costs than it is on customary media. Facebook is the transcendent stage where advanced special exercises happen, trailed by Google Ads administrations. Web optimization and sites are additionally given need in any computerized promoting office. The blend of this load of administrations has become so indispensable for each current and new brand that main showcasing through conventional channels isn't sufficient. This is the justification for why "Opatrip.com" began their excursion in advance to help their interior substances with a wide range of computerized support and furthermore open to working with outside customers to assist them with developing their business carefully.

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Introduction

The fundamental goal of an internship course is for the understudy to acquire some genuine work insight and by the end ponder their exhibition and in the long run land a stable situation at the organization. It is for the most part done to acquire industry information in their field of study. It is here where the understudy applies their earlier information which they have acquired all through their educational program. Working in a hierarchical climate permits the internee to see how everything functions from within the organization. Internships can help in profession investigation and advancement. Applying earlier information as well as getting new abilities and aptitude ought to likewise be a need for the understudy. These functional abilities, work environment experience and industry information empower the understudy to open up a hands on market regardless of whether they didn't figure out how to get some work at the organization of their internship. Different firms in a comparable industry believe them to be fairly all around educated with regards to the progression of work. An internship doesn't offer an extent of low maintenance or full-time compensation, all things being equal, it is ordinarily viewed as a little something extra whenever given by the organization.

The world is confronted with a computerized blast as the web turns out to be more open to the mass. This prompted the development of computerized showcasing and promoting organizations. The computerized showcasing or promoting industry, by and large, sets out various open doors for new alumni and understudies, in any event, for progressing understudies. Everything relies upon how capable the individual is. Planning, photography, videography, web advancement, SEO, correspondence and other significant abilities are important to have the option to add to this industry. The work process begins from a correspondence individual and maybe finishes with them too, in the interim others assume fundamental parts to ensure an advantageous work is conveyed.

Work Description & Learning

As I was already doing a regular occupation at "Opatrip.com" as a Tourism Officer before the internship course period. During the course time frame they delegated me to oversee and guide the new assistants to lessen the massive responsibility. In that manner they permitted me to show this work period as the experience of my internship. My chief and "Opatrip.com" CEO was the most persuasive individual to me from the beginning. I have worked with a couple of large brands yet the experience here truly felt like a novel, new thing.

I can confirm that hanging around for the time I have spent here has assisted me with cleaning my relational abilities and setting out on new difficulties. Following are everyday errands I used to do in my regular post:

- Analyzing and making tours of different locations.
- Serve as a day-to-day point of contact for multiple interns.
- Manage brief & feedback and debriefing the internal team.
- Research and prepare presentations, reports, and conduct meetings.
- Research on various industry & competitor trends to apply best practices.
- Make media procedure and progress focusing on including arranging, financial plan, online stages.
- Understanding customer objectives/goals and the inventive prerequisites including branding.
- Bundling, UI/UX plan, online media, content turn of events, web improvement and more.
- Work together with the inside group to execute the system and execution.
- Exploration and work on current arising on the web patterns and best practices inside the creative.

For the purpose of internship, I was assigned with following responsibilities:

- Sending 70+ connection requests on LinkedIn per day: I had to send connection requests to potential customers worldwide.
- Sending follow up emails to customers: After establishing the connection on LinkedIn, I had to follow up with the customers as a reminder.
- Checking team group chat daily: I had to communicate with our supervisor and teammates through the group chat and checked any important announcement so that I could stay updated.
- Submitting daily summary in team group chat: I had to submit a daily report of my daily work done so that our supervisor can go through our work and inform us about any improvement that needed to be made.
- Going into social media profiles and liking/commenting/sharing the posts by “Opatrip.com”
- Maintaining daily excel sheet, daily report google sheet, Master Sheet. All these sheets were maintained to keep a track of my work.
- Visiting each of our social media accounts to share, like, and comment on the recent postings, following the rules of the company.

The responsibilities I performed as a Team Leader/Manager:

- Compiling the interns' daily reports- After two months of working, I was promoted to team leader which consisted of 10 interns. I had to go through their daily reports, compile them and report to the assistant HR manager and the operations manager daily.
- Checking and making corrections of the leads- I had to check the leads added by the interns to mark any corrections.

- Checking up with the interns and guiding them through the instructions- Through the group chat and skype, I had to keep in touch with my teammates and kept updating them on any changes. I guided them through any changes or any confusion as well.
- Submitting a weekly report to the management group- by compiling the whole week's report, I had to submit the report prepared in excel sheet to my management group. We had weekly meetings regarding the team's performance. If any improvisation could be made, we discussed the steps. The management had a window open for every team leader's suggestion.
- Allocation of Locations of the Interns- As our potential candidates are worldwide, I had to allocate 3 locations per intern and check in with them. Then, they were to send connection requests based on those locations.

Communication with Supervisor and Colleagues

I was essentially under the oversight of the Manager Inesa Jurkaitytė. She is in every case extremely appealing and rousing, which makes day by day correspondence truly simple and useful. From meetings to generate new ideas to customer tries out she generally directed everybody to accomplish their best. I likewise have an excellent expert connection with the remainder of the chiefs as I am in direct correspondence with them in regards to every one of the necessities of our inside organizations.

My colleagues are consistently steady and don't avoid teaming up. At minutes when I get less excited or demotivated about any venture, they figure out how to bump me the correct way and help me en route.

In contrast to different organizations, the work environment climate here is extremely proficient and inside the workplace hour method of lead is more formal. Because of severe HR approaches our representatives had somewhat of a harsh time at the workplace.

Overcoming Difficult Situations

The "office life" I would say shows anybody how to manage challenges each day. All customers and colleagues should be given need, regardless of their extent of work. This is actually where I generally run into issues. Managing the substance group and the creators to separate the last yield in the present circumstance becomes troublesome.

For example, one of the customers I cared for was a neighborhood Cafe in the organization's area and they allowed us to shoot, alter, endorse and transfer an AV about their quality on the entirety of our web-based media stages. Presently, this timetable from brief to expected yield date was exceptionally short considering the quantity of different customers we had. From composing and getting the content supported to projecting we had figured out how to finish it inside 3 days by working nightfall, which is quite normal. In the interim, one of our inward concerns, another customer was moving their outlet which was remembered for the running visit. The responsibility nearly multiplied inside a brief period, thus the group got overpowered and acknowledged that it was unrealistic to finish both the assignments and continue with the standard ordinary conveyances.

My answer was to separate each undertaking into more modest pieces. Doing this used to assist me with dealing with my work productively. We ultimately had a long gathering after work with the substance group, planners and an independent overseer of photography (DOP) and partitioned groups into 3 individuals each group with explicit undertakings and agendas they expected to finish inside a given course of events. Luckily, it worked and we figured out how to execute the two missions inside the cutoff time. Despite the fact that, I would concede assuming there was any input from the Cafes' end, it would presumably take more energy for altering.

Expectations and Reality

Prior to beginning at "Opatrip.com" , thinking about the business for my assumptions was not very distant from the real world. I used to appreciate thinking of mission thoughts and how to convey by means of web-based media stages to the expected objective gathering. What is unique in relation to my past work is that the obligations and the responsibility at times become an excessive amount to handle. Working late evenings is something that I attempted to stay away from yet it was quite difficult. Nonetheless, thusly I have adapted quickly regarding how things work at an organization.

Influence on Career Plans

Indeed, even before my student profession started, I was interested in brand correspondence and the various ways brands contact their crowds. As the travel industry and advanced promoting period started in Bangladesh, I was an eager devotee of the supported advertisements on various online media stages. Afterward, I became more acquainted with addition with regards to how visits or the travel industry works and how to manage local people having my own insight. These interests caused me to pick this profession.

One vital result from working here at "Opatrip.com" is my involvement with how to manage customers and merchants at the same time. From Google, Facebook and LinkedIn, I have acquired the experience of doing correspondence utilizing these administrations and making investigation reports. This additionally made me keen on taking different Marketing endorsements accessible on the web and my groundwork for certain modules is now finished.

Redoing the Internship

In the event that I found the opportunity to re-try beyond a couple of months the primary thing I would do is stay supportive of dynamic constantly. Set me up intellectually to be more responsive and coordinate my undertakings effectively. Moreover, finish the accessible Google courses on the web. Moreover, do inside and out research concerning how Facebook crowds work, despite the fact that now, I am extremely effective at doing this which was not the situation in the first place. LinkedIn Ads is additionally one more stage I would have jumped at the chance to accomplish more examination on as I just executed a predetermined number of missions there.

Before all else I was not that vocal with my thoughts and technique but rather later I got substantially more familiar with the group and my manager, beginning to recommend and execute thoughts and furthermore settle on choices dependent on my best judgment.

Recommendation

From the discussion mentioned above, it can be said that “Opatrip.com” is doing better even in a time of crisis like Covid-19. As there are always inevitable threats of competitors and alternatives, “Opatrip.com” has to be careful and have strategic plans made ahead of time.

- “Opatrip.com” hires a large number of interns remotely worldwide. their management of the interns can be more efficient by considering the number of interns.
- They may place a greater focus on handling customer complaints and encouraging clients to provide feedback on the services.
- They can diversify their products more and attract more valuable clients around the world.

Company Overview

Background

"Opatrip.com" is a tourism agency primarily focused on the digital platform. It was established by a couple of young enthusiasts of Lithuania subsequent to making incredible progress and acknowledgment went into a consolidation with the wing of "Fun Top Fun". Afterward, in mid 2020 with top leaders, the first organizers withdrew because of administrative issues and formed Opatrip.com.

Current Position

"Opatrip.com" administrations incorporate publicizing, brand personality, and methodology, sound and visual showcase, photography of various visits and journeys of own and different offices all throughout the planet. With an aggregate of 17 retainer customers and more than 70+ visits finished for 150+ clients, Opatrip.com is continuously developing to become one of the travel industry organizations in Europe. A group of 15+ individuals working all day partitioned into 4 offices, accounting the board and local area the executives, content, plan and photography to serve all inner and outside customers. Opatrip.com uses separate records and money and HR divisions of the organization.

Mission

Provide good emotions and knowledge while entertaining.

Vision

Become the best entertainment agency providing excursions.

Corporate Division/department etc.

"Opatrip.com" works in numerous nations across the globe. Regardless of whether it is the USA and Canada, Asian nations, for example, Philippines, Malaysia, Indonesia, Singapore and Thailand, European nations including The United Kingdom, Germany, France, and Italy, the

Middle Eastern nations, for example, Saudi Arabia, United Arab Emirate (UAE), Turkey; or South Pacific nations like Australia and New Zealand, they will probably give driving edge items and administration to engineers in each industry.

Their corporate divisions are-

- Event Coordination
- Marketing
- HR
- Management
- Sales
- Sales Assistance

Functions of the department

The goal is to invite high-quality candidates to

- Speak, organize a panel discussion or participate in a panel discussion at our global meetings and to receive a complete presentation proposal from a speaker or a panel discussion proposal from a panel chair
- Explore partnerships with different vendors. Speakers are required to give a presentation, normally supported by slides. The following three positions are not required to give presentations: members who are members of a team, members who host and senior members who are highly regarded experts or executives and are not required to do any work. No proposal is required from a member or senior member.
- Interns are responsible for sending in a daily summary once a day, to be shared in their team group chat. This is how they are marked as being present for their internship for the day. The interns need to achieve a certain performance target in order to complete the internship, for example, getting on board a certain number of speakers, panel chairs, panelists and advisors.

Organization Organogram

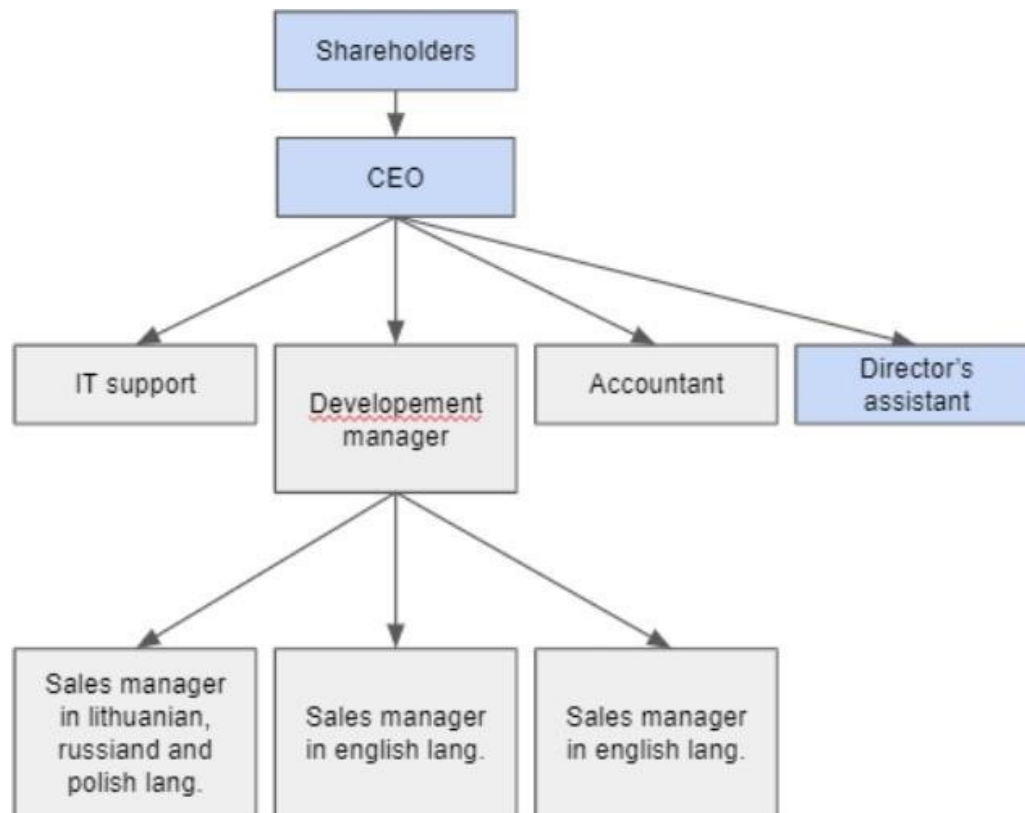


Fig 1: “Opatrip.com” Organogram

PhilanthropicActivities/ CSR

Every month, "Opatrip.com" hosts global meetings. "Opatrip.com" target audience includes technical, medical, marketing, human resources, finance, and management professionals, executives, investors, and entrepreneurs from all industries around the world.

Meetings of "Opatrip.com" are divided into different sections like “Emerging Technologies”, “Efficient Usage of Digital Marketing”, which is hosted by core members of "Opatrip.com". These sections of the meetings cover distinct topics.

Some of the social topics that were covered on the meetings held by "Opatrip.com" during the last 2 years are-

- ‘Understanding Mental Health Imagine If, We Understood Mental Health Better’
- ‘How to Apply Technologies to Help Businesses to Survive the Rampage of the COVID- 19 Pandemic and How to Thrive Post Pandemic’
- ‘Mentally Resilient Leadership’
- ‘Market Trends in Global Polyolefins and How Sustainability Can Affect the Plastics Market’
- ‘Creating Safe Spaces in the Workplace to Avoid Burnout During Constant Change’

Others-

- Emerging technology in Travel and Tourism
- Emerging technology in Fishery and Forestry
- Emerging technology in healthcare
- Effects of Pandemic Impact
- Emerging technology in Agriculture
- Emerging technology in Education
- Emerging technology in Oil, Gas & Mining
- Emerging technology in Food and Beverages

Porter's Five Forces

Porter's Five Forces is a business examination model that clarifies why various enterprises might keep up with changing levels of productivity. The Five Forces model is ordinarily used to look at an organization's industry structure and corporate system. Doorman laid out five unquestionable powers that impact each market and business in the world. The five powers are generally used to survey an industry's or alternately market's intensity, engaging quality, and benefit.

Porter's five forces are:

1. Competition in the industry
2. Potential of new entrants into the industry
3. Power of suppliers
4. Power of customers
5. Threat of substitute products

Competition in the industry: The amount of competitors and their capacity to undermine a company is the first of the five components. The more competitors there are, just as the quantity of comparative items and administrations they offer, the less amazing a company becomes. At the point when competitive competition is low, then again, an enterprise has greater position to charge more exorbitant costs and direct the terms of arrangements to expand deals and benefits. There are a ton of competitors of "Opatrip.com". The choices are referenced previously. "Opatrip.com" can draw in the market as they enjoy competitive benefits.

Potential of new entrants into the industry: The power of new contestants into a market affects the company's force. The less time and cash it takes an adversary to enter the company's market and become a practical competitor, the more weak a set up company's position becomes. Existing undertakings in an industry with high passage obstructions would have the option to charge more exorbitant costs and haggle better terms in case they had the option to charge more exorbitant costs and haggle better terms. As the new contestants would increment whenever, the position

"Opatrip.com" has may be defenseless yet they have figured out how to stand firm on their footing against the new participants.

Power of supplier: The five power model's next perspective thinks about how rapidly providers might raise input costs. It is impacted by the quantity of providers of an item's or alternately administration's fundamental sources of info, how remarkable these data sources are, and how much changing to another source would cost an enterprise. The less providers in an industry, the more dependent a company is on them. Accordingly, the provider has more clout and can raise input expenses and request other exchange benefits. At the point when an enterprise has an enormous number of providers or low exchanging costs between competitor providers, then again, it can keep its feedback costs low and increment benefits. In case a company's adversary can offer a more ideal arrangement or lower expenses, providers and purchasers search them out. As "Opatrip.com" is an assistance based company, they face less troubles in regards to providers.

Power of customers: One of the five powers is the capacity of clients to drive down costs or their degree of force. It is impacted by the quantity of purchasers or clients a firm has, the significance of every client, and the cost of discovering new buyers or markets for the company's yield. A business with an enormous number of more modest, autonomous purchasers will see it simpler to raise costs and increment benefits. The clients of "Opatrip.com" incorporate basically every industrialized country's principle diversion companies, including Australia, Canada, France, Germany, Japan, Korea, the United Kingdom, Singapore, Switzerland, and the United States. "Opatrip.com" is authorized and implanted inside those companies' administrations to add new components. To ensure the clients' protection of "Opatrip.com", a rundown of customers may be given on a private premise.

Threat of substitute products: The last of the five powers is worried about substitutes. Elective labor and products that can be used instead of a company's items or administrations are a risk. Companies that make labor and products with no close to substitutes will have more opportunity to raise costs and secure positive terms. Clients will actually want to forego buying a company's item if close substitutes are open, disintegrating the company's impact.

SWOT Analysis

Strength

Organizational:

1. The full team has good promptness.
2. Making good use of and understand digital marketing (Google AdWords, Facebook, Instagram, free sites, forums, popular Facebook groups)
3. The income of all employees depends on the results.
4. Operating in many countries. Exploiting synergies in new markets.
5. Following modern management methods.
6. Growing every year in the performance graph.
7. Collecting 100% customer feedback.
8. Working anytime from

anywhere. Operational:

1. Direct oversight of the chiefs.
2. Thorough internship and preparing programs.
3. Comprehend the necessities of public, provincial and worldwide brands.
4. Broad social mindfulness.
5. High spirit workers.
6. A-list framework.

Weakness

1. No new concern.
2. Understaffed and high responsibility.
3. Too sales-oriented.
4. Guides are not interactive.
5. Lack of large customers.
6. Working with old and not uploading new, trendy entertainment more often.

Opportunities

1. Potential to acquire more market share.
2. Media inclusion of the company.
3. To win at least one Global Awards.
4. Work toward social causes.
5. Taking advantage of mass trends.
6. Taking advantage of EU projects.

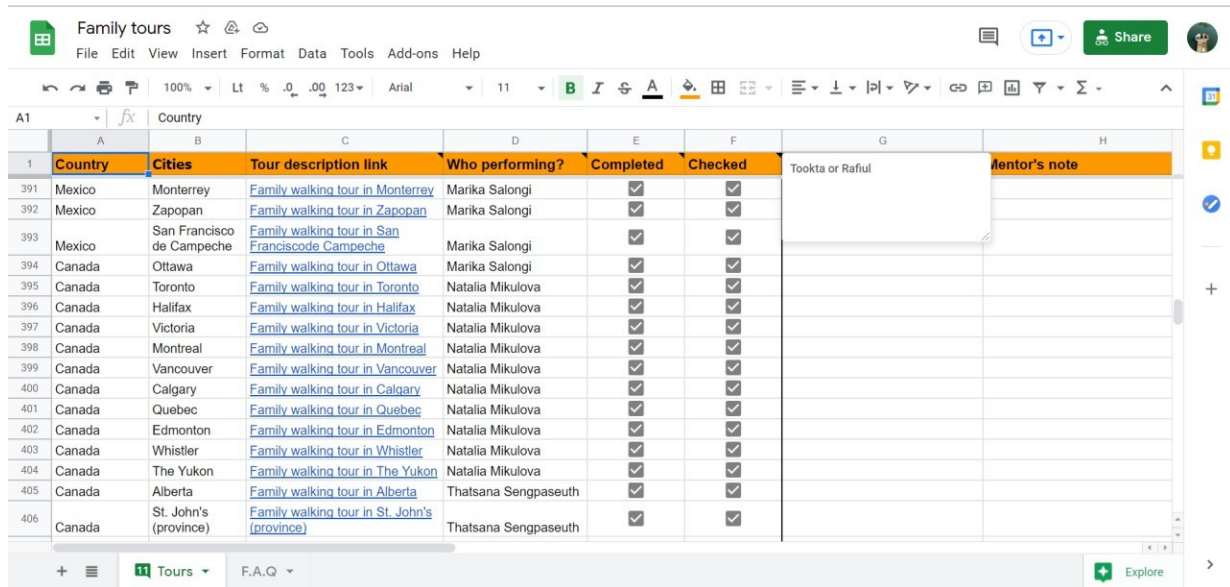
Threats

1. Too many competitors
2. Low customer switching cost.
3. The bad economy during Covid-19 times.
4. Scaling requires a substantial amount of investment.
5. Bad weather can affect profitability.
6. The search for motivated employees is becoming more difficult due to the deteriorating demographic situation.
7. Due to growing competition with guides, chance of losing market share.

Internship Observation

"Opatrip.com" comprises numerous offices and divisions. I just got the chance to work in the Media Marketing Division. As I have the chance to work in this division, I can give a slight perspective on the activity. This division is essentially worried about welcoming top notch contenders to talk, coordinate an internet based conversation board, or partake in a board conversation at our worldwide gatherings, and get a complete show proposition from a speaker or conversation proposition from a part and to investigate associations with different associations. The division works around the world. I got the chance to work with them on arrangements with clients in discrete regions in Europe. At first I needed to track the leads and messages. As a group chief, I have worked with a gathering of 10 understudies and have disregarded their works. This has assisted me with expanding my communication ability and authority expertise and positively helped me a ton to work in a group all the more helpfully. Everybody was truly useful and helpful.

Work Samples



Country	Cities	Tour description link	Who performing?	Completed	Checked	Tookta or Raful	Mentor's note
Mexico	Monterrey	Family walking tour in Monterrey	Marika Salongi	✓	✓		
Mexico	Zapopan	Family walking tour in Zapopan	Marika Salongi	✓	✓		
Mexico	San Francisco de Campeche	Family walking tour in San Francisco Campeche	Marika Salongi	✓	✓		
Canada	Ottawa	Family walking tour in Ottawa	Marika Salongi	✓	✓		
Canada	Toronto	Family walking tour in Toronto	Natalia Mikulova	✓	✓		
Canada	Halifax	Family walking tour in Halifax	Natalia Mikulova	✓	✓		
Canada	Victoria	Family walking tour in Victoria	Natalia Mikulova	✓	✓		
Canada	Montreal	Family walking tour in Montreal	Natalia Mikulova	✓	✓		
Canada	Vancouver	Family walking tour in Vancouver	Natalia Mikulova	✓	✓		
Canada	Calgary	Family walking tour in Calgary	Natalia Mikulova	✓	✓		
Canada	Quebec	Family walking tour in Quebec	Natalia Mikulova	✓	✓		
Canada	Edmonton	Family walking tour in Edmonton	Natalia Mikulova	✓	✓		
Canada	Whistler	Family walking tour in Whistler	Natalia Mikulova	✓	✓		
Canada	The Yukon	Family walking tour in The Yukon	Natalia Mikulova	✓	✓		
Canada	Alberta	Family walking tour in Alberta	Thatsana Sengpaseuth	✓	✓		
Canada	St. John's (province)	Family walking tour in St. John's (province)	Thatsana Sengpaseuth	✓	✓		

Sample 1: Preparing and checking tour plan, package and guideline.

Destinations & Tours

File Edit View Insert Format Data Tools Add-ons Help

100% Comment only

	A	B	C	D	E	F	G	H	I	J	K	L
1	Draft, need to be paid	Blocked TA account	In Review by TA									
2	Rejected by TA	Changed price	Price changed in opatrip an TA									
3	New tours in 2021					1075			1068			
4	Country	Cities	Opatrip.com code	Guides list	Link to photo album	Classic WORD	TA Classic	Funtopfun code classic	Romantic WORD	TA Romantic	Funtopfun code rom.	Christmas WORD
5		1165										
101	France	Marseille			https://doi.org/10.1016/j.tour.2021.100755	Walking tour in Marseille		Romantic tour in Marseille		Magic Christmas tour in Marseille		
102	France	Nantes			Nantes	The best of Nantes walking tour	Romantic tour in Nantes	Magic Christmas tour in Nantes				
103	Georgia	Tbilisi			https://doi.org/10.1016/j.tour.2021.100755	The Best of Tbilisi Walking Tour Walk-Tbilisi	Romantic tour in Tbilisi	Magic Christmas tour in Tbilisi				

France, Belgium Tours Germany Tours Italy Tours Latin America Tours Spain, Portugal Explore

Sample 2: Organizing tours in different locations.

GYG partnership

File Edit View Insert Format Data Tools Add-ons Help

100% Comment only

	A	B	C	D	E	F	G
1	Tour name	Link to word doc.	Photo album	Who performing?	Intern note	Checked/Finished	Who checking?
2							
3	17 tours						Leave for now
7	Family Walking tour in Halkidiki	Link	Link and Link	Selin ARSLAN	1st and 2nd place have the same	☒	Kenneuda Sreng
8	Guided tour "Love stories of Sorrento"	Link	Link	Julian Cifuentes	this document has been eliminated	☒	Natalia Mikulova
9	Magic Christmas tour in Cambridge	Link	Link	Kenneuda Sreng	still cannot edit and need to request edit access	☒	
10	Christmas tour in Siena	Link	Link	Kenneuda Sreng	still cannot edit and need to request edit access	☒	
11	Magic Christmas tour in San Francisco de Campeche	Link	Link	Kenneuda Sreng		☒	
12	The best of Kaunas walking tour	Link	Link	Selin ARSLAN	Need access for the file. Photo alb	☐	you need to find the name of the route and place to visit
13	Family walking tour in Batumi	Link	Link and Link		Photo not available.	☐	
14	Family walking tour in Derry	Link	Link and Link		Photo not available.	☐	
15	Guided tour "Love stories of Batumi"	Link	Link		Photo not Available	☐	
16	The best of Batumi walking tour	Link	Link		Photo not Available	☐	

Log in Instructions Rules Reviews 400 tours need to be added Logins Explore

Sample 3: Maintaining partner's tours.

Analysis of Marketing in Tourism Industry

The combination of the digital technologies and tourism sector is a conglomeration of manufacturing and service industries that employ creativity, talent, and digital skills to electronically capture, transmit, and display data and information. As online systems increasingly underlie operations across the economy, the sector includes the well-established core of the information and communications technology (ICT) subsector, as well as vertical markets expanding in healthcare, education, finance, defense, and the creative industries.

In developing areas such as artificial intelligence, augmented and virtual reality, the tourism industry is now trying to give world-class experience. Low corporate tax rates and business costs are also being available, as are a large number of STEM (science, technology, engineering, and mathematics) graduates and funding schemes for creative initiatives. Despite the pandemic's effects, the industry is trying to grow again in 2020 because of the online world, particularly in online business services, and exceeded the general economy in terms of output, employment, and innovation growth.

In recent years, the tourism sector has outperformed the rest of the economy, with all services and some other businesses outperforming it. The current COVID-19 epidemic, however, has disrupted the trends of the 2010s, and the long-term effects have yet to be assessed.

While the sector has not fared better than others in the wake of the epidemic, it is supposedly likely to face a major drop in sales, posing a challenge for many companies. While not every company will see a drop in revenue, they will all have to adapt to changing demand, stressed supply chains, and new working arrangements. The whole sector is experiencing considerable obstacles, including an employee shortage, the greater viability of remote work, which could lead to more rivalry for talent, and the introduction of "buy local" laws in important export markets like the United States and France.

Fortunately, the online sector is well positioned to profit from the overall economic recovery, as demand is likely to reflect increased adoption of numerous technological solutions as well as private and public investments in digital infrastructure.

The online sector has significant economic and employment implications; in fact, each direct job in the online sector supports an additional 1.3 jobs in the economy, and each million in direct GDP generated in the online sector generates an additional GDP. Within the online industry, the software and computer services have the highest GDP effect multiplier, while communications services generate the highest employment impact multiplier. Manufacturing comes out as the sub-sector with the highest concentration of significant businesses.

GDP contribution

The online sector makes a significant contribution to the GDP now. The sector's GDP accounts for 5.1 percent of national GDP, continuing a trend of increasing sectoral contribution of GDP. Between 2015 and 2020, the online industry will account for 27.2 percent of national GDP growth. Since 2015, the online sector has grown at a faster rate than the overall economy. Over a 5-year period, this sector's compound annual growth rate averaged 4.2 percent, compared to 0.7 percent for the total economy.

The sector's robust performance continued in 2020, with GDP increasing by 2.9 percent, surpassing the 5.1 percent contraction in the Canadian economy owing to COVID-19. In 2020, all online services sub-sectors had positive growth, but the hospitality industry saw a larger number of percent drop in output. The fastest-growing sector was communications services, which increased by 4.2 percent. Software and computer services grew 2.9 percent, while online wholesaling grew 3.2 percent. Annual growth rates in the online sub-sectors, on the other hand, varied greatly. In 2020, software publishing enterprises had the highest yearly GDP growth (+6.2%), while manufacturing sub-sectors including semiconductor and electronic component manufacture (-14.2%) and communications equipment manufacturing (-12.6%) had sharp decreases.

Revenues

All online sub-sectors witnessed positive growth in 2020, with the exception of ICT manufacturing, which saw revenue dip 14.4% last year, with communications equipment manufacturing sales falling 17.3%. Despite the pandemic, online wholesaling led the way with a 7.5 percent increase in revenues, while software and computer services (+6.6 percent) and

communications services (+3.5 percent) also expanded. Manufacturing industries' revenue share of total online sector revenues fell from 5.1 percent to 3.4 percent over the same time period.

Service Delivery

The service delivery is extremely important to the online manufacturing sub-sector, which has been considerably curtailed as a result of COVID-19 decreasing economic activity throughout 2020. Online services make for nearly 2% of overall. The total value of tourism services fell by 22% from 2019 to in 2020. Tourism industry plummeted the greatest (36% year on year), while general services fell 19% from the previous year's data overall. While service sectors are mostly focused on the local market, they make a significant contribution to increasing diversification.

Employment

For many years, the tourism industry has outpaced the broader economy in terms of employment growth; between 2015 and 2020, the average annual growth rate for the industry was 2.7 percent, compared to 0.1 percent for the overall economy. The online sector is expected to increase by 1.1% in 2020, compared to a 3.2 percent fall in the total economy. A 10.4 percent increase in the workforce of the data processing, hosting, and related services sub-sector drove the sector's performance in 2020. Employment in the online services sub-sectors fell by 5.7 and 2.6 percent, respectively, while employment in other services increased by 3.2 percent. Total job growth in online services has outperformed overall growth in the sector between 2015 and 2020. (4.9 percent vs. 2.7 percent). Over the same time period, the employment share of services climbed from 62.2 percent to 69 percent, demonstrating the growing number of service enterprises in the industry compared to other sub-sectors such as manufacturing.

Education

The online sector has a knowledge-intensive workforce, with more than half of its employees holding a university diploma, compared to 30.5 percent across all other industries. Within the sector, the software and computer services sub-sector employ the most university educated people (62.2 percent).

Findings of the study

In the twenty-first century here we are confronting a weighty competition with one another. Here everybody is competing with every single point. Along these lines, the present business establishments are pushing ahead to recall this idea. On the off chance that anybody has a flimsy spot, the opponent party will accept the open door and make an issue for the powerless foundation. In the wake of completing my entry level position in "Opatrip.com", I understood that there are numerous issues and this might be a reason for tremendous misfortune or make a hindrance for the future possibility. In this way, the bank should deal with it genuinely.

Administration industry has confronted higher working expenses lately. "Opatrip.com" has progressively moved in the direction of robotization and electric gear to supplant work based creation frameworks. Uncommonly for booking orders, apportioning installments and assuming praise accessible. In case benefits are supplanted by electronic communication and robotized accordingly further cutback of paid positions as capital hardware is filled in for work. Thus, business will decrease.

The travel industry assumes a significant part during the time spent monetary development of a country. Given their significant financial potential, the associations affect the turn of events and government assistance interaction of the encompassing social orders. "Opatrip.com" are playing out their exercises, therefore the association as well as the economy is benefited. In spite of the fact that they have a few limits in their administrations, they are working effectively for the economy. On the off chance that they can diminish their restrictions and present novel thoughts, they can improve in the area. Presently "Opatrip.com" is proceeding with business activity effectively worldwide through fostering a picture and altruism among its demographic by offering its fantastic administrations. The achievement has come about because of the devotion, commitment and dynamic initiative of its administration. During the limited capacity to focus season of its activity, "Opatrip.com" effectively snatched a position as a profoundly reformist and dynamic association. The current circumstance of "Opatrip.com" is agreeable. In any case, in the period of competition, on the off chance that they don't offer exceptional types of assistance, it will be hard to proceed in light of the fact that everyone needs to keep up with quality.

Furthermore, when "Opatrip.com" will actually want to overcome this sort of issue then it would be more organized compared to some other association working locally anyplace.

Conclusion

I see myself as adequately lucky to deal with an everyday occupation before the completion of my four year certification and do my temporary job in that company. I have accumulated the abilities, information and experience from a couple of extraordinary individuals in the business. It was really thrilling when I had the chance to become a piece of the "Opatrip.com" first group pioneers. There was enormous appreciation and backing from my associates by and large, which kept me spurred entirely through. My first target getting into "Opatrip.com" was to have the opportunity to share thoughts and find out with regards to marketing, brand communication, media purchasing and overseeing customers.

This practical orientation curriculum was designed to first handedly learn about the knowledge of the practical world and then compare that information to academic knowledge. Comparing practical knowledge to theoretical knowledge entails identifying flaws in branch activity and giving solutions for resolving such flaws. My using time effectively and association abilities is something I generally needed to deal with in which "Opatrip.com" has changed.

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