

Report on

**Consumer Adaptability to OTA Platforms in Bangladesh- A Study
on GoZayaan**

By
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ID: 17204105

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

BRAC Business School
BRAC University
September 2022

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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.

Student's Full Name & Signature:

Fahim Ashab 17204105

Supervisor's Full Name & Signature:

Mr. Saif Hossain

Assistant Professor

BRAC Business School, BRAC University

Letter of Transmittal

Mr. Saif Hossain
Assistant Professor
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report on “Consumer Adaptability to OTA Platforms in Bangladesh: A Study on GoZayaan”

Dear Sir,

Greetings. This is my immense gratification to display my internship report on Consumer Adaptability to OTA Platforms as partial fulfillment of the requirements for the degree of Bachelor of Business Administration.

Under the guidance of Mr. Saif Hossain, Assistant Professor at BRAC University, I have completed the report. I have given my best to provide all necessary information and a suggested solution. I believe that the report satisfies all requirements.

Sincerely yours,

Fahim Ashab
17204105
BRAC Business School
BRAC University
Date: 20 June, 2023

Non-Disclosure Agreement

This agreement is made and entered into by and between GoZayaan Ltd. and the undersigned student at BRAC University.

1. Definition of Confidential Information. For purposes of this Agreement, "Confidential Information" shall include all information or material that has or could have commercial value or other utility in the business in which Disclosing Party is engaged. If Confidential Information is in written form, the Disclosing Party shall label or stamp the materials with the word "Confidential" or some similar warning. If Confidential Information is transmitted orally, the Disclosing Party shall promptly provide a written indicating that such oral communication constituted Confidential Information.

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4. Time Periods. The nondisclosure provisions of this Agreement shall survive the termination of this Agreement and Receiving Party's duty to hold Confidential Information in confidence shall remain in effect until the Confidential Information no longer qualifies as a trade secret or until Disclosing Party sends Receiving Party written notice releasing Receiving Party from this Agreement, whichever occurs first.

5. Relationships. Nothing contained in this Agreement shall be deemed to constitute either party a partner, joint venture, or employee of the other party for any purpose.

6. Severability. If a court finds any provision of this Agreement invalid or unenforceable, the remainder of this Agreement shall be interpreted so as best to affect the intent of the parties.

7. Integration. This Agreement expresses the complete understanding of the parties with respect to the subject matter and supersedes all prior proposals, agreements, representations, and understandings. This Agreement may not be amended except in a writing signed by both parties.

8. Waiver. The failure to exercise any right provided in this Agreement shall not be a waiver of prior or subsequent rights.

Student's Full Name & Signature:

.....

Fahim Ashab

Internship Company Supervisor's Full Name & Signature:

.....

Mahbub Anam

Head of Sales

1/A, 16/A, Gulshan 1, Dhaka-1212

Acknowledgement

I am extremely grateful to BRAC Business School for providing me with the opportunity to complete my internship at BRAC University. My heartfelt gratitude goes out to my supervisor, Mr. Saif Hossain sir, for his outstanding guidance and patience throughout the procedure. I consider myself fortunate to be able to complete my internship report under his supervision.

I would like to also thank my organizational supervisor, Mr. Mahbub Alam, Head of Sales, for providing me with clear direction and instructions on my job, maintaining a cordial work atmosphere, and overall being a fantastic boss. The report would have been complete without his unwavering support.

Finally, I want to thank my family and coworkers for their constant encouragement and motivation during this entire internship. Thank you everybody for your assistance and support.

Executive Summary

This internship report attempts to analyze consumer behavior toward online travel agencies, investigate driving forces behind online booking, assess customer trust in OTA platforms, and evaluate consumer experiences with the GoZayaan application. The ultimate goal is to comprehend how well consumers are adapting to OTA platforms in the context of Bangladeshi travelers. To achieve these objectives, the paper has used both primary and secondary data sources. Online surveys were used to obtain data on demographics, shifting consumer preferences, motivators for booking travel online, and opinions on GoZayaan. After carefully examining the survey responses, it was discovered that most respondents were aware of online travel agencies (OTAs) and chose to use GoZayaan for their online reservations. GoZayaan has gained the trust of its users because to its reliability and flexibility as an app and website. Customers' trust emerged as a key factor in OTA platforms' success later on, with participants indicating a high degree of confidence in GoZayaan. In the fiercely competitive OTA market, regular innovations and improvements are needed to keep up with shifting consumer expectations. By prioritizing customer trust, enhancing usability, and enhancing the overall user experience, GoZayaan can keep its position as a leading OTA platform for Bangladeshi tourists.

Keywords

International Air Transport Association (IATA), T & C (Talent & Culture), Global Distribution System (GDS), System Usability Scale (SUS), Association of Travel Agents of Bangladesh (ATAB), Online Travel Aggregator(OTA).

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List of Acronyms

ATAB	Association of Travel Agents of Bangladesh
CCO	Chief Commercial Officer
CE	Customer Experience
CEO	Chief Executive Officer
COO	Chief Operation Officer
CTO	Chief Technical Officer
FOC	Free of Cost
GDS	Global Distribution System
IATA	International Air Transport Association
IMC	Integrated Marketing Communication
OS	Operating System
OTA	Online Travel Aggregator
T&C	Talent & Culture

Chapter 1: Overview of Internship

1.1 Student Information

Name: Fahim Ashab

ID: 17204105

Program: Bachelor of Business Administration (BBA)

Major: Marketing

Minor: E-business

Email: fahim.ashab@g.brac.ac.bd

1.2 Internship Information

Period: September 7th to December 7th

Company Name: GoZayaan LTD

Department: Sales Team

Address- 1/A, 16/A, Gulshan 1, Dhaka-1212

Company Supervisor's Information:

Name: Mahbub Anam

Position: Head of sales

Email: Anam@gozayaan.com

Phone: 01677486128

1.2.1 Job Scope- Job description/ duties/ responsibilities

I was given the opportunity to work as an intern in the sales department at GoZayaan. It took me three months to complete my internship. My early duties at work consisted of attending walk-in clients and carrying out regular sales tasks like booking flights, collecting bills, updating daily reports, and so on. Later, I was tasked with overseeing corporate clients including BRAC, Grameenphone, Xiaomi, New Zealand dairy, Arla and others. In addition to that, I worked on a number of significant projects during my internship, including Long Haul and Gobiz.

1.3 Internship Outcome

1.3.1 Student's contribution to The Company

In sales, GoZayaan had a lot of backlogs and unpaid bills from various corporate clients from its previous sales employee. It was quite challenging to clear pending bills as each company followed totally distinct payment policies. I took on the responsibility to settle pending bills by tracing all the dues and invoices, and following each company's rigorous payment method. In addition, I completed considerable documentation work for a government procurement proposal submission in the ICT sector. During my internship, I took on a lot of significant responsibilities and successfully accomplished them; as a consequence, my supervisor and the head of department were impressed with my dedication and offered me a permanent position as a Sales Executive.

1.3.2 Benefits to The Student

Working at GoZayaan has been a rewarding experience for me. I was able to gain real-world experience in sales operations with the support of my supervisor, Mahbub Alam who has guided me throughout my internship. Working in sales and customer service has enabled me to make progress in both my professional and personal lives. Professionally, I am now well-equipped to work with corporate clients and meet their requirements. In my personal life, I have completely changed from being a quiet person to someone who can have conversations for hours in my. Moreover, I've learnt how to maintain my composure in any trying circumstance.

1.3.3 Problem/Difficulties Faced During the Internship

When I first started my internship, I had a lot of issues since I was unfamiliar with the work procedure. But thanks to my supervisor, who gave me adequate guidance to complete every task

effectively. A salesman at a travel agency must be well-versed in a wide range of topics, including visa requirements, flight fares, airline information, and so on. All of this knowledge had to be learned in order for me to better assist the clients. Furthermore, new projects were being released each month, on which I needed to focus in addition to my usual sales obligations. In corporate client servicing, each company had its own method of settling payments which had little to no similarity with other company's payment method. Therefore, it was very time consuming to follow-up with each corporate client and move things along.

Chapter 2: Overview of GoZayaan

2.1. Introduction

In the Southeast Asian region, the phrase "digital tourism" is still relatively fresh. GoZayaan, which now partners with fewer than 5% of the overall tourist sector, has been a pioneer of digital tourism in Bangladesh. It has already been operating for over five years. Given how recently the firm has been in business, it has had amazing success and established itself as a major player in Bangladesh's tourism industry. (The Business Standard, 2022) It all started when the co-founder of Analyzen, Ridwan Hafiz noticed a lack of a proper ecosystem for travelers who want to travel both domestically and internationally. (Startup, 2021) As an entrepreneur, he saw a great opportunity for the travel-tech industry in Bangladesh. With the intention to serve as a one-stop online solution for travel, GoZayaan was launched by the Founder and CEO, Ridwan Hafiz, with discount offers on 1.2 million hotels all over the world, on 10 August, 2017. At the beginning of GoZayaan's service, only overseas flights and online excursions were available. After a few months, its service expanded to include domestic flights and hotels as well. Soon, GoZayaan became the first to provide a fully automated hotel booking and administration platform in Bangladesh.

Moving ahead, GoZayaan purchased a Pakistani online travel marketplace, FindMyAdventure in February 2022. It was the first time a Bangladeshi travel-tech platform expanded internationally. Due to similarities in geography, consumer behavior and the usage of digital platforms for booking trips, this acquisition was considered to be a wise decision at the time. During the epidemic, GoZayaan efforts to adapt to the new normal started with onboarding many services for the safety of travelers such as travel insurance, Go-safe program, integrated RT-PCR testing on foreign flights. These actions resulted in tremendous development for GoZayaan. The company was even able to grow during a period when most tourism-related enterprises were slowing or closing down. According to current figures, GoZayaan has grown tenfold in the last year. This demonstrates that Bangladesh is ready to transition to “digital tourism” in the near future. (The Business Standard, 2022)

Vision

The vision statement of GoZayaan-

“We are inspired by explorers who go limitless every day. Driven by the same energy, we are committed to re-imagining travel and helping define its future.”

Mission

The mission statement of GoZayaan-

“We are all dreamers thriving to create the future of travel. We aim to be the industry's powerhouse and will not stop at anything before achieving it. With cutting-edge tech and brilliant minds supporting us, we are on our way to revolutionizing the world of travel.”

GoZayaan's Tagline- “Go Limitless with GoZayaan”

2.2 Products and Services

There are presently five products available on GoZayaan. However, none of these are owned by GoZayaan. As a third party, GoZayaan serves as a link between customers and various travel service providers, including hotels, airlines, and other service providers. The GoZayaan website offers a variety of products, including airline tickets, visas, vacation packages, hotels, and travel loans. In order to avail these products, one must sign-up for an account and can directly purchase them from the website. Currently, three of GoZayaan's products—flight tickets, hotels, and travel loans—can be ordered 24/7 on the company's website.

Flight Ticket: GoZayaan is authorized by the International Air Transport Association (IATA) to sell airline tickets. Upon visiting GoZayaan website, the first thing a user will come across is the flight search engine. Here, you have to choose flight type, flight route, departure and return date, number of travelers and flight class. A flight from Dhaka to Singapore is an example of a one-way trip. A round-trip flight may take off from Dhaka and land in Singapore before returning from Singapore to Dhaka. Multi-city flights are those that convey a passenger to several different cities.

The screenshot shows the GoZayaan website interface for flight booking. The background is a scenic view of a tropical island. The search form is centered and includes the following elements:

- Logo:** gozayaan (top left)
- Currency:** BDT (top right)
- Sign In:** button (top right)
- Product Selection:** A tabbed interface with 'Flight' (selected), 'Hotel', and 'Tour' options.
- Flight Type:** Radio buttons for 'One Way' (selected), 'Round Way', and 'Multi City'.
- Flight Route:** 'FROM' field with 'Dhaka' and 'Dhaka, Hazrat Shahjalal International AL...' and 'TO' field with 'Cox's Bazar' and 'CXB, Cox's Bazar Airport'.
- Journey & Return Date:** 'JOURNEY DATE' field with '19 May'23' and 'Friday', and 'RETURN DATE' field with 'Save more on return flight'.
- Number of Travelers & Flight class:** 'TRAVELER, CLASS' field with '1 Traveler' and 'Economy'.
- Search:** A yellow button at the bottom center of the form.

Green arrows point from the annotations to the corresponding form fields.

Figure 1: GoZayaan Flight Page

Once all the essential information is given in the input, it will take a few seconds to identify the best flights for the client. The cheapest flights will be displayed at the top of the search list. Further, customers can filter out the search list by time, price range, airlines, stops, aircraft, layover etc. In the last step, you are required to fill-out personal details, contact details, passport information along with your photo of your passport and travel document. Hereafter, customers can select the desired payment option to complete flight ticket purchase. The ticket will then be given based on the time it takes the reservation team staff members on the back end to finish the procedure. However, for certain airlines, particularly domestic carriers, the ticket is provided automatically. The issued ticket is subsequently emailed to the customer.

Showing 69 Flight Results
Close
Reset All Filters

Stops
0 1 2
Fare Type:
☐ Partially Refundable
Price Range
 BDT 82,382BDT 40,082,382
Min Max

Schedule
Onward Depart Time
00-06 06-12 12-18 18-00
Layover Time
0h - 5h 5h - 10h 10h - 15h 15h+

Airlines
☐ IndiGo
☐ AirAsia
☐ Biman Bangladesh Airlines
☐ US Bangla
☐ China Southern Airlines
☐ Emirates
☐ Etihad Airways
☐ Malaysia Airlines

Layover Airport
☐ Abu Dhabi International Airport (AUH)
☐ Suvarnabhumi Airport (BKK)
☐ Chhatrapati Shivaji International Airport (BOM)
☐ Guangzhou Baiyun International Airport (CAN)
☐ Netaji Subhash Chandra Bose International Airport

Aircraft
☐ 320
☐ 321
☐ 32Q
☐ 332
☐ 333
☐ 350
☐ 351
☐ 359

Figure 2: Flight Filter

Hotels: GoZayaan is one of the few OTA platforms that lets customers pay using Bangladeshi money to book hotels in foreign countries. When a customer enters the GoZayaan website and clicks on the hotel icon, they will be sent to the hotel's landing page. The customer will input their preferred location, the day they will check in, the date they will check out, the number of rooms, the number of guests, and the kind of guest on this page. Whenever a customer enters the company's website and clicks on the hotel icon, he/she will land on the hotel page where the user can book a hotel by inputting location preference, check-in and check-out date, number of rooms and guests etc. You are also able to see hotel room ratings and reviews on the website.

gozayaan
BDT
Sign In

Flight
Hotel
Tour

CITY/HOTEL/RESORT/AREA
Cox's Bazar
Bangladesh

CHECK IN
19 May'23
Friday

CHECK OUT
20 May'23
Saturday

ROOMS & GUESTS
1 Room, 1 Guest
1 Adult

Search for ☐ Business ☐ Couples ☐ Families ☐ Friends ☒ Solo

Search

Figure 3: GoZayaan Hotel Page

The option with the lowest price will be shown first in this situation, much like when buying an airline ticket. The customer may select a hotel by rating, price range, kind of lodging, availability of a free cancellation, facilities, amenities, neighborhood etc. After the consumer has chosen a hotel, he will be sent to another page where the consumer can view the selected hotel rooms, hotel amenities, and policies on this page. The consumer can choose the kind of accommodation he wants here. Then, the consumer will be sent to a page where he must enter the guests' details after pressing the next button, and once the money has been made, the purchase will be finalized.

Travel Loans: This is the newest service offered by GoZayaan, and IPDC Finance Ltd. is a partner in this venture. Anyone who has a valid NID, is employed and receives a monthly net pay of BDT 20,000 or more, as well as having a valid salary account, is eligible to apply for a travel loan. The consumer must have a GoZayaan account in order to apply for a travel loan.

Processing of the loan application takes three business days. The most money that may be borrowed is Tk.200,000. The loan applicant is given the option of up to 18 months of EMI payments. However, the most crucial aspect of this service is that it allows customers to apply for loans without using a credit card. The customers are required to upload loan documents to the GoZayaan website. The verification of the loan application is carried out by IPDC Finance Ltd. The customer is informed by GoZayaan if the loan has been granted or denied. Finance IPDC Ltd. determines the loan amount to be approved. Following loan approval, the corporate sales team will schedule a meeting with the client to discuss which Go Zayaan services the client would like to use in conjunction with the loan. The cost of the services the client has chosen to use will be the actual loan balance due, less the down payment.

Visa: Customers can directly visit the GoZayaan office in person, call the GoZayaan hotline, or send a Facebook message to purchase visa items. When a customer enters the office, he may speak with a member of the visa team who will address any of his queries immediately. A country-by-country visa checklist will be sent to the buyer. It is a list of all the credentials required to apply for a visa in the nation of the client's choice. When a consumer contacts the GoZayaan hotline or Facebook page to express interest in buying the visa service, a member of the customer experience team will request the customer's contact information. A member of the

Visa team will then get in touch with the consumer and assist him with the transaction. We'll start by giving you the visa checklist. The GoZayaan website also offers the visa checklists. The customer will start the visa processing after they have submitted all required paperwork and made their payment. Regardless of whether the visa application was approved or denied, the client will be notified after it has been processed and asked to come pick up his passport. The method is nearly the same for e-visas. The consumer is not required to visit the GoZayaan office, though. The customer can pay by card or Bkash and deliver the required documents through email. The consumer receives the E-visa upon the completion of the visa processing.

Tour Package: A tour package can be purchased similarly to a visa. The tour team receives customer leads that have been gathered from Facebook and the hotline. The team members then get in touch with the customer to confirm their order and respond to any queries they may have. The hotel room is reserved in the customer's name when payment has been made by card or Bkash. The customer receives an invoice with the booking ID and payment details. Typically, this is true with domestic travel packages.

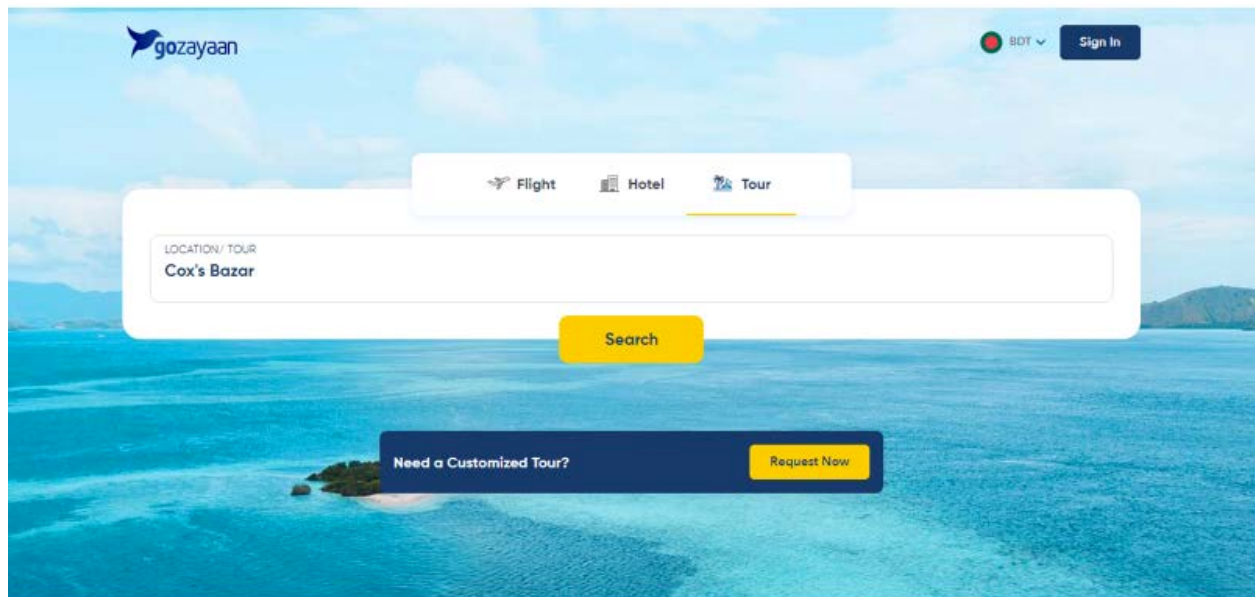


Figure 4: GoZayaan Tour Page

When purchasing an overseas trip package, a member of the tour team will get in touch with the customer through phone, email, etc. to work out the details of the itinerary. Describe the tour's schedule to the provider and determine how much the trip will cost. The tour will be reserved in

the customer's name after the payment has been made. The client will get an invoice. There is currently no information on tour packages on the new website. When a consumer contacted the company via the previous website, some tour packages would be added to the website that were tailored to the customer's preferences.

The members of the acquisition team are presently putting a lot of effort into developing relationships with nearby resorts and hotels. They will be granted access to the website's backend so they may upload their inventory. GoZayaan is attempting to establish a business relationship with a global supplier that can provide it access to hotel stocks all over the world.

2.3 Management Practices

GoZayaan has a fairly simple and straightforward organizational hierarchy.

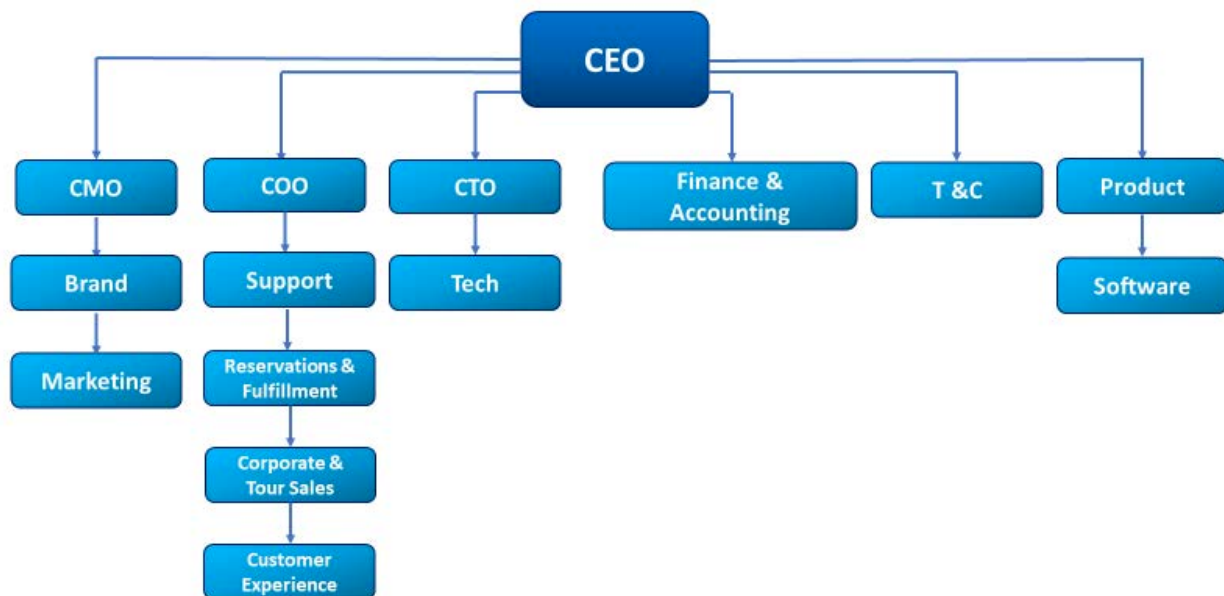


Figure 5: GoZayaan's Organizational Chart

Mr. Ridwan Hafiz is GoZayaan's CEO. He is in charge of the CMO, COO, director of the Finance and Accounts department, CTO, and T & C (Talent & Culture) manager. In the CMO's he oversaw the customer experience team, the brand team, and the marketing team. The COO is in charge of the visa team, reservations team, corporate sales team, growth team, and acquisition team. The appropriate department heads are in charge of the finance and accounting, teaching,

and human resources departments. The department heads of their respective departments are responsible for overseeing each of the following departments: Finance and Accounts, Product Team, Tech Team, and T&C. Each team has a leader who is also in charge of managing their own team. For instance, the COO receives daily operational briefings from the chief of the visa team. Including associates, there are now 130 employees working at GoZayaan.

2.4 Marketing Practices

The marketing team's goals and objectives are given special consideration. As the main source of sales leads for trip packages and visa processing is Facebook, more particularly, the campaigns and adverts that run on Facebook. Additionally, the marketing division is constantly available anytime GoZayaan launches a new service, starts a new campaign, or simply aims to boost sales. It's clear how essential the marketing division is to the company's success. When creating a campaign, the marketing team considers every conceivable channel. The marketing team also plans and implements overall digital media content, evaluates the effectiveness of campaigns and ads, solicits feedback from various teams regarding the impact of campaigns on sales, generates ideas for creative ads and promotional content, raises awareness of the brand among consumers, and analyzes demographic data from Facebook through Audience Insights, among other things.

The main profit-making product of GoZayaan is flight tickets. In order to enhance the number of tickets that are sold in a month, it is essential that it has running deals, campaigns, and promotions the whole month. GoZayaan has established alliances with a variety of different banks and MFS providers to offer the customers with the widest range of available flying options. Aside from that, the company also needs to make sure that it could drive enough traffic to the website to draw in the right target audience. Another major focus is to promote local hotels through numerous promotional channels as well. The travel sector offers a lot of promise for GoZayaan. The product team is always striving to make sure that this product is accessible to and ready for the target market. However, while this campaign is running, GoZayaan advertises a number of trip packages in a semi-packaged fashion so that customers would find it simpler to acquire the goods. Apart from these, GoZayaan is effectively using online newspaper portal marketing and influencer marketing.

Advertisements for GoZayaan are less common in print and broadcast media than they are online, the organization does maintain a presence in online newspaper portals, primarily through

blog postings and articles. The GoZayaan team writes the majority of them, double-checks them, and then delivers them to newspapers, where it is altered to adhere to the publication's style.

Since GoZayaan is an online based startup, influencers marketing is an excellent for promoting its offers and services. Previously, GoZayaan has worked with well-known YouTube travel bloggers Khaidai.com and Metro guy to promote their services. The brand team also has worked in collaboration with famous influencer Sakib Bin Rashid and his wife to feature in their honeymoon vlog. GoZayaan has recently gained a lot of attention for their new Eid al-Fitr campaign. GoZayaan was able to promote online hotel booking through this campaign, emphasizing how simple and convenient online booking is with GoZayaan. As expected, this campaign has helped to boost it sales and customer engagement.



Figure 6: GoZayaan's Eid Campaign

Another major marketing strategy of GoZayaan is incentive marketing. GoZayaan has partnered up with many private banks like- BRAC Bank, City Bank, Dhaka Bank and more, to attract customers with special deals or opportunities that gets sent to them either by text message or email from their bank. These offers are personalized and based on customer's bank account transactions or purchase behavior. Personalized offer plays an important role in assisting businesses to retain customers, build customer trust and remain relevant.

Lastly, as GoZayaan is still in its early stages of development and in need of funds to continue its operation; it promotes its achievements on LinkedIn in order to present the company in a positive manner to the general audience. To disseminate the news about recent announcements relating to investments, both LinkedIn and local PR were used.

2.5 Financial Performance and Accounting Practices

Data on GoZayaan's financial performance is unavailable due to the firm's policy and the fact that it is a private limited company. The average daily sale of air tickets on GoZayaan is one crore taka, according to statistics that have been made public.

GoZayaan keeps a record of all service sales as one of its accounting practices. The accounts and finance department has to do the paperwork in a particular manner before it can draft a check for a vendor payment. The COO, the head of the accounts, and a member of the accounts department must all be kept in CC on the email whenever the accounts member asks for the vendor payment check to be prepared. Information such as the invoice number, customer name, customer payment amount, vendor payment amount, etc. must be included in the email. An excel file with the breakdown of the customer's purchase will also be included in the email.

2.6 Operation management and information system practices

The products of GoZayaan come from all across the world. GoZayaan has a global hotel vendor who gives customers access to the inventory of several global hotels for hotels located abroad. GoZayaan actively contacts each domestic hotel and resort to negotiate arrangements with them. To boost the number of domestic properties available on GoZayaan's platform, the acquisition team is now putting in a lot of effort. GoZayaan relies on its foreign suppliers for overseas travel packages. A few destination management companies, or DMCs as they are called in the business, have partnered with GoZayaan. They provide GoZayaan global travel experiences at a B2B cost. Each destination management firm offers activities and trip packages for a particular nation.

For the majority of its airline reservations and aircraft bookings for its website, GoZayaan works with two Global Distribution System (GDS) partners- Travelport and SABRE. The employees of the reservation team issue international tickets using the Travelport's software Galileo. Travelport, Amadeus, and SABRE are the three main GDS systems in use today. Two of these systems are employed by GoZayaan. GoZayaan's information system is crucial because the firm

specializes in both travel and technology. However, little information regarding the firm's information system procedures may be revealed owing to corporate policy. The GoZayaan website has a terms and conditions page that details further terms and conditions as well as GoZayaan's user privacy policy. The privacy statement describes how information is protected and for what purposes it will be used.

2.7 Industry and competitive Analysis

The travel agency industry has been around for a long time, but digitalization of the travel industry is a relatively new phenomenon. In recent years, a number of OTAs have begun operations in Dhaka. The total number of OTAs of various sizes in the country is currently well above 50. According to industry experts, OTAs now control roughly 4-6% of Bangladesh's overall travel market. (Future Startup, 2019) The Association of Travel Agents of Bangladesh (ATAB), according to its website, has over 3500 members nationwide. The majority of online travel agents began operations in 2017 and are continuously expanding. As the technological and economic circumstances required for OTAs to thrive have only recently been available in Bangladesh. However, these OTAs represent the industry's future and will eventually control a large portion, if not all, of the Bangladesh travel market. Thanks to technology, Bangladesh's travel business is undergoing a transformation that will permanently alter the sector. Technology and travel go hand in hand. To discuss the travel business, it is important to analyze the industry's rivals. Since the OTA industry is still developing, there is plenty of potential for everyone to grow. As a matter of fact, OTAs are always competing with one another to provide cheapest prices, irresistible discounts and offers for tour packages to their customers. Direct rivals of GoZayaan include Haltrip, ShareTrip, Flight Expert, TicketShala and others.

2.6.1 SWOT Analysis

The SWOT analysis of GoZayaan is given below, to analyze the strength, weakness, opportunity and threat of the company.

Strength:

GoZayaan thrives at offering great services at reasonable prices, utilizing technology, providing a diversified networking, and having qualified staff. The business has a competitive edge thanks to

its great brand recognition, endorsements from reliable groups, and exclusive deals. Additionally, it guarantees consumer protection with strong defenses and focused advertising. Strong customer relationships, encouraging loyalty, and encouraging positive word-of-mouth recommendations are priorities for GoZayaan. The user-friendly website offers a wide variety of travel options while improving the entire client experience.

Weakness:

GoZayaan encounters technological issues with third-party websites, problems with visa and tour processing, a small operational region, financial limitations, and a dearth of domestic hotel inventory, all of which have an effect on the booking experience, market reach, and revenue potential.

Opportunities:

GoZayaan can benefit from the expanding travel and tourist sectors by working with respected OTAs, receiving backing from the government, and increasing the industry. The business can acquire a competitive edge by expanding its product line and responding to new travel patterns. A wider client base can be reached by working with airlines, hotel chains, and tour operators, as well as improving product offers.

Threat:

GoZayaan is up against competition from both new and old companies, economic inflation and recession, as well as industrial volatility brought on by pandemics and geopolitical events. Effective customer service may be hampered by certain locations' inadequate communication infrastructure. These elements might have an effect on earnings and profitability.

2.6.2 Porter's five forces analysis

The five forces of Porter are an excellent tool for assessing industrial competition. Competitiveness may be quantified in percentages by using the Likert scale to provide numeric values to Very low-1, Low-2, Medium-3, High-4, and Very high-5.

1. Threat of new entrants is- low (2)

- ☐ High investment requirement

- ☐ The benefits of huge corporations' economies of scale
- ☐ Patents and licensing obligations
- ☐ Vendors favor established enterprises with a large client base
- ☐ Technological challenges
- ☐ User-friendly website

2. Bargaining power of supplier is- Very high (5)

- ☐ Market dominated by fewer suppliers with larger inventories
- ☐ Unavailability of substitute products
- ☐ Risk of forward integration

3. Bargaining power of customer is- Very high (5)

- ☐ Standardized or generic supplier
- ☐ Simple pricing comparison
- ☐ Minimal to no switching costs

4. Threats of substitutes is- Low (2)

- ☐ The industry creating alternative is not extremely profitable
- ☐ Substitutes are about the same price
- ☐ Substitutes do not give a one-stop travel solution like OTAs.

5. Industry rivalry is- High (4)

- ☐ Rapid industry growth
- ☐ Almost identical products
- ☐ Low switching costs
- ☐ Similar clientele

Competitiveness of the industry = $(2+5+5+2+4)/25 = 0.72$ or 72%. Therefore, the industry's competitiveness is strong at 72%.

2.9 Summary and Conclusion

In conclusion, OTAs have just recently entered the travel business. Their consumer bases and the majority of their offerings are comparable. OTAs are extremely competitive, and as more OTAs emerge, the level of competition will only rise. GoZayaan has a good start and a solid reputation as a brand. They are also imaginative and have vision. The travel loan, their newest option,

highlights both of these. By establishing a distinctive brand identity and introducing innovative services like travel loans, they are setting themselves apart from other OTAs.

2.10 Recommendation

The travel business has been recovering at an exponential rate following Covid-19, and so is GoZayaan. Consumers are responding well to the shift in the travel sector, preferring to book online rather than visiting agents' offices. As a result of its convenience, online travel booking has grown in popularity. Furthermore, GoZayaan has a strong brand reputation and a great track record. Therefore, obtaining money from investors won't be difficult. GoZayaan will be stronger on the other side of this crisis if it can survive it. To boost this startup's chances of surviving this crisis, it is advised to cut costs wherever possible.

Chapter 3: Consumer Adaptability of OTA platform: A Study on GoZaayan

3.1 Introduction

The way customers interact with businesses has changed substantially as a result of technology, and this is also true for the travel industry. OTAs have transformed the travel business by bringing convenience, accessibility, and information to travelers all around the world. Online travel agencies (OTAs) have developed into a powerful tool for quick and simple holiday planning and booking. There have been significant changes in customer behavior and expectations as a result of more travelers using these online travel agents (OTAs) for their travel requirements. (Perelygina et al, 2022)

3.2 Background

In the past, offline techniques and conventional travel companies were the major sources of travel reservations in Bangladesh. Online booking, however, became more practical as the internet spread and smartphone use grew. The way Bangladeshis organize and reserve their travel has substantially changed as a result of this shift in consumer behavior. The rise of OTA platforms has transformed the procedure by bringing a level of simplicity and adaptability to organizing travel plans that was previously unheard of.

GoZaayan is one of the top OTA service providers in Bangladesh, where the market for online travel booking has experienced tremendous expansion. GoZaayan has established itself as a popular option among travelers looking for quick and dependable travel booking solutions thanks to its user-friendly website and mobile application. It is crucial to comprehend how consumers are adjusting to this digital transformation and what aspects influence their preferences when choosing an OTA platform, though, given the fierce rivalry and dynamic nature of the travel business.

With a particular emphasis on GoZaayan, this study aims to investigate how easily OTA services may be used by consumers. The goal of the study is to better understand consumer behavior, reasons why people use online travel agencies, and how they feel about GoZaayan in general.

OTA platforms like GoZaayan can modify their services to better match the needs and expectations of their target audience by learning more about consumer preferences, trouble spots,

and levels of satisfaction. The study's findings can also be a useful tool for stakeholders in the travel industry and businesses in developing strategies to boost client engagement and loyalty in a digital environment that is becoming more and more competitive.

3.3 Objectives

The main objective of this research is to analyze the consumer adaptability to the OTA platform in Bangladesh.

- 1) to find out consumer behavior towards OTA
- 2) to describe the factors motivating online travel booking
- 3) to analyze consumer experience on OTA application
- 4) to analyze customer trust on OTA

3.4 Literature Review

One of Bangladesh's fastest-growing businesses is tourism. 4.4% of the country's GDP is contributed by the tourism industry, which is also growing rapidly. (Rahman, 2021). Tourism in Bangladesh is often motivated by natural attractions, such as the world's longest natural sea beach in Cox's Bazar, the world's biggest mangrove forest in the Sundarbans, and the natural beauty of Sri Mangal. Cultural attractions including historical landmarks, traditional music and dance, and festivals are also powerful motivators. Moreover, religious tourism is a developing commercial niche, and the government is pushing medical tourism. Personal and demographic factors such as religion and affordability can have an impact on consumer behavior. Due to Bangladesh's affordable travel alternatives, tourists from nearby countries such as India and Nepal frequently come for short excursions.

According to a report conducted by the Bangladesh Institute of Development Studies (BIDS), the unfavorable consequences of Covid-19 were severe in Bangladesh's hospitality and tourism sector (HTS), which lost over “Tk 60,000 crore in gross value added during the pandemic”. Despite the effects of the Covid-19, The tourism and leisure sector in Bangladesh is expanding gradually, aided by government measures. Mahbub Ali, the state minister for Civil Aviation and Tourism, has announced the implementation of "A Tourism Recovery Plan" to solve the problems the tourist sector is now experiencing as a result of COVID-19 and to acquire a

competitive edge in the future. By 2041, the minister expects that the tourist industry will significantly contribute to the expansion of the national economy.

The tourism industry was worst affected by Covid-19 outbreak, yet it turned out to be more of a benefit than a burden for the OTA industry. With the industry's revival, the transition to online travel agencies became increasingly obvious as individuals avoided actual trips to agents' offices. The convenience of online booking begins to pay off. Although the travel agency industry has been around for a long time, the digitalization of the travel industry is a relatively new phenomenon. In recent years, a number of OTAs have begun operations in Dhaka. The total number of OTAs of various sizes in the country is currently well above 50. According to industry experts, OTAs now control roughly 4-6% of Bangladesh's overall travel market. (The Business Standard, 2021)

The CEO of Flight Expert, Salman Bin Rashid Shah Sayeem, claims that the online travel agency (OTA) sector is pricey and high-end, and that in order to succeed here, one must earn the trust of customers. According to Han, Kim, and Kim (2018), OTAs may earn customers' trust in a number of ways- (1) Transparency in displaying detailed product & service information (pricing, availability and customer reviews), (2) Security measure in payment method, privacy of customer information, (3) Social media presence to interact with customer, and lastly provide excellent customer service. (Liu, Li, and Liang, 2018)

3.5 Methodology

Primary and secondary data sources both have been used in this study. The primary data is acquired through a three-part online survey that respondents complete, while the secondary data is taken from academic papers, journals, and news items. For this report, respondents are randomly selected from the walk-in customers of GoZayaan.

The first part of the survey asks respondents to provide basic demographic data, such as gender, age, occupation, and income level. The second segment explores how customers' tastes for purchasing travel are changing, what makes them choose to buy travel online, and what makes them trust OTA platforms. The survey's final segment focuses on users' opinions of GoZayaan, the most widely used online travel agency in Bangladesh.

3.6 Findings and Analysis

3.6.1 Consumer Behavior Towards OTA

A total of sixty participants took part in the survey by sharing their thoughts and experiences. Among them, 83.3% were under the age of 45, showing a greater representation of younger people in the poll. The remaining 16.7% of responders were over the age of 45. The gender distribution of the participants exhibited a 7:8 male to female ratio. This indicates that the study has a roughly balanced gender representation, with slightly more female participation. Respondents came from a variety of professional backgrounds in terms of occupation. The categories were service holders, businesspeople, students, and others, which included unemployed people and housewives.

Table 1: Gender of Participants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	28	47	47	47
	Female	32	53	53	100
	Total	60	100	100	

Table 2: Age range of Participants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<18	3	5.0	5.0	5.0
	18-30	27	45.0	45.0	50.0
	31-45	20	33.3	33.3	83.3

>45	10	16.7	16.7	100.0
Total	60	100	100	

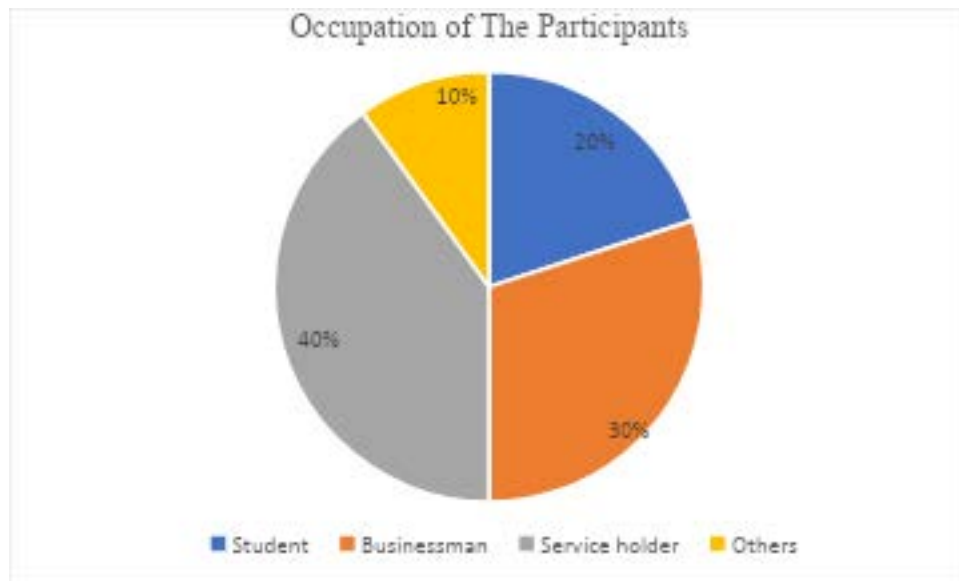


Figure 7: Pie Chart on Occupation of the Participants

The survey's findings gave us important information about how frequently participants traveled. 17% of those surveyed said they travel once every 15 days or more, which indicates a regular travel pattern. A higher percentage, 42% of the participants, indicated that they traveled once every three months, indicating a more regular travel habit. The 41% of respondents who did not travel once a year were the remaining participants, indicating a lower frequency of travel. Regarding the awareness and utilization of OTA platforms, a significant majority, 70% of the participants, were familiar with these platforms and had made online travel reservations using GoZayaan. This high percentage indicates a considerable level of awareness and adoption of online booking services among the respondents.

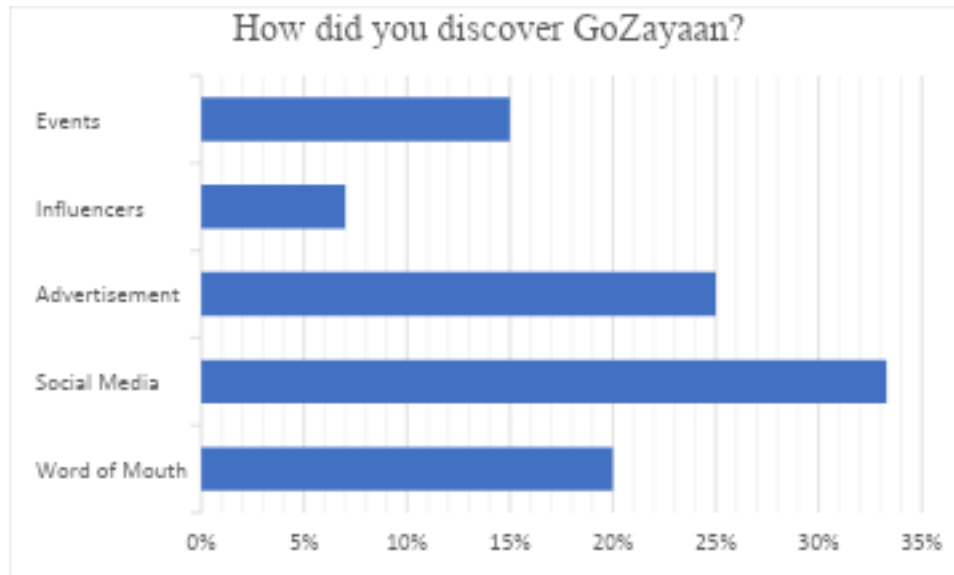


Figure 8: Clustered Bar Chart on “How did you discover GoZayaan”

The survey revealed that participants became aware of GoZayaan through various channels. Word-of-mouth played a crucial role, with recommendations from friends, family, or colleagues influencing their decision to try the platform. Social media emerged as a prominent channel, where GoZayaan likely maintained an active presence, engaging users through attractive content and promotions. Advertisements were also crucial in promoting GoZayaan to potential clients. The platform's focused advertising campaigns, which highlighted the benefits and features of utilizing GoZayaan for travel reservations, most certainly reached the relevant audience. Influencers on social media platforms may have expanded the platform's reach even further, as their endorsements and positive experiences may have pushed people to investigate GoZayaan.

Approximately 47% of the respondents expressed a preference for booking their travel by themselves, indicating a significant number of individuals who are comfortable and confident in managing their travel plans independently. On the other hand, 16% of participants chose to seek the assistance of a travel agency of their preference, suggesting a preference for professional guidance and personalized service. Interestingly, a considerable portion of participants, represented by the remaining percentage, relied on their parents or friends and family to book their travel reservations for them. This indicates a level of trust and reliance on their close circle for making travel arrangements.

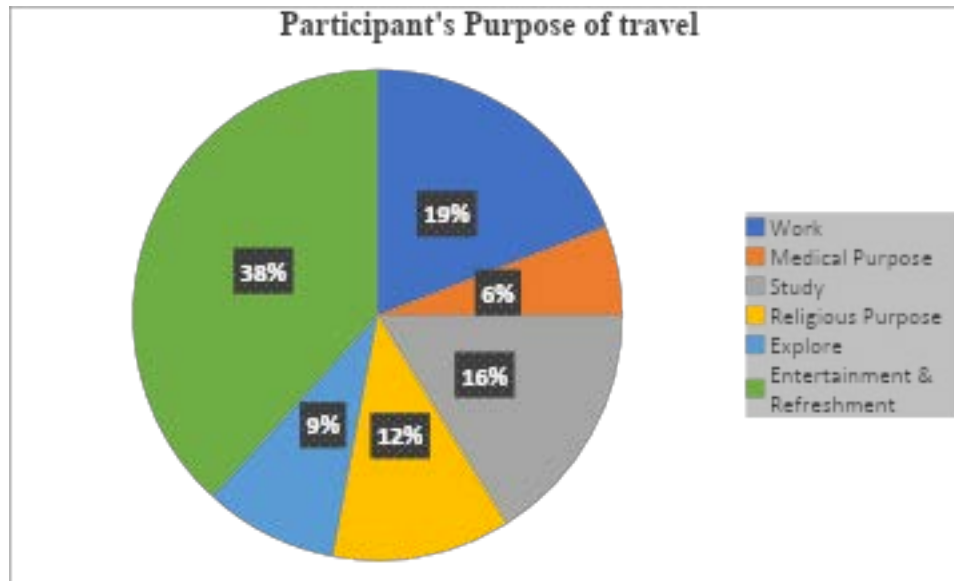


Figure 9: Pie Chart on Participant's Purpose of Travel

As for the reasons for travel, the survey highlighted diverse motivations among the participants. The majority, comprising 38%, travel for entertainment and refreshment, which includes vacations, attending festivals, sporting events, hunting trips, and engaging in various recreational activities. This category reflects a desire for leisure and enjoyment in travel experiences.

A smaller proportion, 16%, indicated that they travel for educational purposes, such as studying abroad. This suggests that some participants view travel as an opportunity for academic and learning experiences. Another 12% of the participants reported traveling for religious reasons, including pilgrimage or visits to sacred places. This highlights the significance of spirituality and religious beliefs as a driving force behind travel decisions for some individuals. The remaining participants' travel motivations were categorized as either medical purposes or exploration.

3.6.2 Customer trust on OTA

There are several elements that contribute significantly to establishing customer trust when it comes to reliable OTA platforms. In the survey, participants were asked if they find GoZayaan to be a reliable app and website to make travel or reservation arrangements. The majority of participants stated that they trust GoZayaan, and they were subsequently prompted to provide the elements that contribute to that trust.

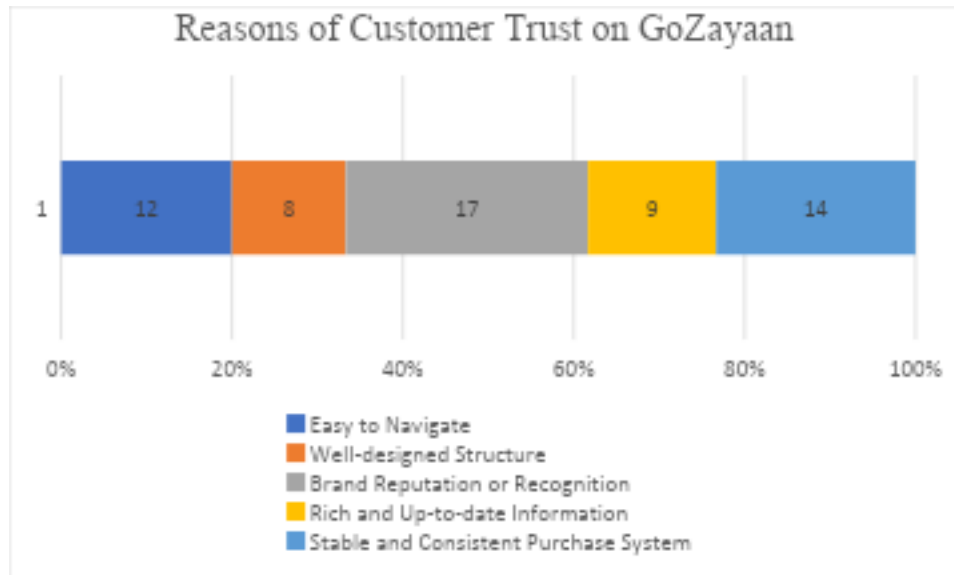


Figure 10: Clustered Bar Chart on Customer Trust on GoZayaan

Three key factors stood out to be significant in assuring customer trust in GoZayaan. First, the brand reputation and recognition played a vital role, as participants trusted the platform due to its established and reputable image in the market. Second, the stable and consistent purchase system provided a sense of reliability, assuring customers that their transactions and bookings would be handled smoothly. Lastly, the easy-to-navigate nature of GoZayaan's app and website contributed to customer trust, making the overall booking process more user-friendly and convenient.

On the other hand, other factors, such as rich and up-to-date information and the well-designed structure of the platform's website and app, seemed to have a lesser impact on building customer trust. While these aspects are valuable, they appeared to be less influential compared to brand reputation, a stable purchase system, and user-friendly interface.

Overall, the survey highlighted the key elements that establish customer trust in GoZayaan as a reliable OTA platform. Its strong brand reputation, stable purchase system, and user-friendly app and website were the primary drivers of customer confidence in the platform's reliability.

3.6.3 Factors Motivating Online Travel Booking

Despite being relatively new, Online Travel Agencies (OTAs) have gained significant popularity among customers. This rise in popularity can be attributed to the shift in consumer behavior during the Covid-19 pandemic. People have increasingly embraced contactless services that allow them to access goods and services from the safety and convenience of their homes or

through a few simple taps on their smartphones. This change in behavior has driven many individuals to choose OTAs as their preferred method of making travel arrangements and other bookings.

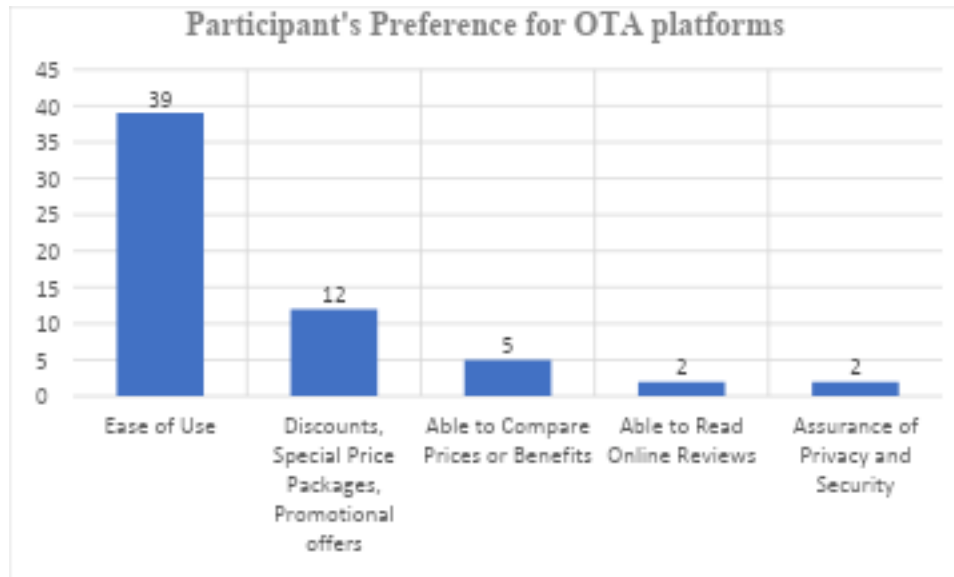


Figure 11: Bar graph on Participant's Preference for OTA Platforms

One of the key factors that attract customers to OTAs is the availability of attractive promotional offers on their apps and websites. These unbelievable deals and discounts serve as powerful incentives, encouraging more customers to make their purchases through these platforms. By capitalizing on promotional strategies, OTAs successfully capture the attention of potential customers and attract them to explore the various travel options and services available.

Another great advantage of using OTAs for consumer is the luxury to compare prices and read reviews easily. This feature empowers customers to make informed decisions about their travel and spending choices. By having access to transparent price comparisons and authentic customer reviews, customers can confidently justify their spending and ensure they are getting the best value for their money.

3.6.4 Consumer experience on GoZayaan

For this part, to evaluate customer experience on GoZayaan's website and app, I have used System Usability Scale (SUS) technique. SUS has been a helpful evaluation tool because of its robustness and reliability. It is known to be a "quick and dirty" test that consists 10 questions in format of Likert scale from strongly agree to strongly disagree with a 5-point-scale. On the last

section of the survey, participants responded to these questions. After the SUS evaluation, GoZayaan's website and app received a score of 71, which falls under the category of "Acceptable." While this indicates a satisfactory level of usability, there is room for improvement to reach the status of "excellent" on the SUS scoring scale. In short, the usability evaluation suggests that GoZayaan's website and app have performed well, but further enhancements are necessary to provide customers with an even more seamless and exceptional user experience.

3.7 Conclusion

In conclusion, the report explored various factors motivating online travel booking including the preference for contactless services, attractive promotional offers, price comparisons, discounts, special prices, bundles, and ease of use. The ability to compare prices and read reviews also influenced customers' decisions to explore OTAs. Moreover, the study emphasized the importance of customer trust when it comes to OTA platforms. Participants expressed high trust in GoZayaan, with brand reputation, a stable purchase system, and user-friendly app and website being the key contributing factors. Other elements, such as rich and up-to-date information and website design, had lesser impact on customer trust. Further, the report used the system usability scale to assess customer experience on the GoZayaan's website and app. Though it has received acceptable score of usability, GoZayaan has room for improvement to provide an "excellent" user experience. Overall, GoZayaan has been able to established itself as a reliable choice for Bangladeshi travelers, but continuous enhancements are essential to meet consumer expectations in the competitive digital travel industry.

3.8 Recommendation

The main purpose of this report is to analyze the adaptability of consumer from traditional travel booking to online travel booking system. After observing the data collected from the survey, I was able to come up with few recommendations that would help GoZayaan to facilitate the process of consumer adaptability to OTA platforms:

- According to the report, it is found that 53% of the customers reply on either travel agents or family and friends to book their travel online. Which means OTA companies need to create more campaigns or effort to educate their consumers on booking their own travel.
- The report highlights that 39% of the participants prefers to use GoZayaan because of “ease of use” nature of their website. However, from SUS assessment it was found that website of

GoZayaan has yet to achieve “Excellent” in usability scale. If GoZayaan works to achieve higher score on System Usability Scale, it can expand its customer base even more and provide better experience to the users.

Appendix

Questionnaire:

1. What's your gender? * Mark only one oval.
 - ☐ Male
 - ☐ Female
2. Which age group are you from? * Mark only one oval.
 - ☐ below 17
 - ☐ 17 - 30
 - ☐ 31 - 45
 - ☐ above 45
3. What's your occupation? *
 - ☐ Mark only one oval.
 - ☐ Student
 - ☐ Businessman
 - ☐ Service holder
 - ☐ Unemployed
 - ☐ Others
4. What's your monthly income? *

Mark only one oval.

- ☐ Below 35,000
- ☐ 35,000 to 74,000
- ☐ 75,000 to 150,000
- ☐ Above 150,000

Your Opinion on OTA

5. Have you ever used OTA to book flight, hotel and others? * Mark only one oval.
 - ☐ Yes
 - ☐ No
6. Who books the travel for you online? * Mark only one oval.
 - ☐ Yourself
 - ☐ Parents

- o Travel Agent
 - o Friends & Family
 - o Spouse
7. What's the purpose for your travel? * Check all that apply.
- o Work
 - o Medical Purpose
 - o Study
 - o Religious Purpose
 - o Explore
 - o Entertainment & Refreshment
8. How often do you book travel online? * Mark only one oval.
- o once a week once in 15 days
 - o once a month
 - o once every 3 months once a year
9. Why do you prefer to book your travel online? * Check all that apply.
- o Ease of Use
 - o Discounts, Special Price Packages, Promotional offers
 - o Able to Compare Prices or Benefits
 - o Able to Read Online Reviews
 - o Assurance of Privacy and Security
10. Have you used the GoZayaan App? * Mark only one oval.
- o Yes
 - o No
11. How did you discover GoZayaan? Check all that apply.
- o Word of Mouth
 - o Social Media
 - o Advertisement
 - o Influencers
 - o Events
12. Do you find the GoZayaan app reliable to book flight, hotel and others? * Mark only one oval.
- o Yes
 - o No

13. What makes GoZayaan App reliable? * Check all that apply.
- o Easy to Navigate
 - o Well-designed Structure
 - o Brand Reputation or Recognition Rich and Up-to-date Information
 - o Stable and Consistent Purchase System

Your Experience on GoZayaan App *

14. I would like to use this App frequently
15. I find the App to be unnecessarily complex *
16. I find the App easy to use * Mark only one oval. *
17. I need the support of a technical person to be able to use the app * Mark only one oval.
18. The various functions in this app is well integrated *
19. There is too much inconsistency in the app * Mark only one oval.
20. Most people would learn to use this app very quickly * Mark only one oval.
21. I find the app to be very complicated to use *
22. I feel confident while using the app *
23. I need to know a lot of things before I could get going with the app *
24. Any recommendation to improve customer experience on the App? *

SUS Score:

"Step 1: Convert the scale into number for each of the 10 questions

- Strongly Disagree: 1 point
- Disagree: 2 points
- Neutral: 3 points
- Agree: 4 points
- Strongly Agree: 5 points

Step 2: Calculate

- $X = \text{Sum of the points for all odd-numbered questions} - 5$
- $Y = 25 - \text{Sum of the points for all even-numbered questions}$
- $\text{SUS Score} = (X + Y) \times 2.5$

*The rationale behind the calculation is very intuitive. The **total score is 100** and each of the questions has a weight of 10 points.*

As odd-numbered questions are all in a positive tone, if the response is **strongly agree**, you will want to give them the **maximum point** which is 10 for each question. If the response is strongly disagree, you will want to give them the minimum point which is 0. By subtracting 1 from each of the odd-numbered questions, you ensure that minimum is 0. After which, by multiplying by 2.5, you ensure that the maximum is 10 for each of the questions.

Vice versa, for the even-numbered questions in a negative tone, if the response is **strongly agree**, you will want to give them the **minimum point** which is 0 for each question. If the response is strongly disagree, you will want to give them the minimum point which is 0. As such, by subtracting the points of each question from 5, you ensure that minimum is 0. After which, by multiplying by 2.5, you ensure that the maximum is 10 for each of the questions."

SUS Score	Rating
> 80.3	Excellent
68 – 80.3	Good
68	Okay
51 – 68	Poor
< 51	Awful

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