

Report On

Restarting Travel during the post pandemic era

By

Sabik Mahmud Khan
ID: 18304026

An internship report submitted to the BRAC BUSINESS SCHOOL in partial fulfilment of the
requirements for the degree of
Bachelor of Business Administration

BRAC BUSINESS SCHOOL (BBS)
BRAC University
October 2021

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/We have acknowledged all main sources of help.

Student's Full Name & Signature:



Sabik Mahmud Khan
18304026

Supervisor's Full Name & Signature:



Imamul Islam
Chief Marketing Officer
Go Zayaan

Letter of Transmittal

Ms. Ummul Wara Adrita
Lecturer,
BRAC BUSINESS SCHOOL
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Miss,

This is to inform you that I have joined Go Zayaan (an online travel aggregator) as a full-time Assistant Marketing Manager in August 2021. I am presenting the first 2 Months here as my internship period. During the internship period, the project I oversaw overseeing and executing the marketing activities of the organization. I hereby submit my internship report on the title **“Restarting Travel during the post pandemic era”**

for the partial fulfilment of the Internship Course in our BBA Program.

If you have any queries regarding the report, I will try to provide any clarification to the best of my abilities.

Sincerely yours,



Sabik Mahmud Khan
18304026
BRAC Business School
BRAC University
Date: October 10, 2021

Non-Disclosure Agreement

This agreement is made and entered into by and between Go Zayaan and the undersigned student at BRAC University



Sabik Mahmud Khan
BRAC University



Imamul Islam
Go Zayaan

Executive Summary

Rising disposable income has led to the world being more and more interested in travel. Signs of travel interest can be seen more among the people who now have a bit more money to spend behind themselves or their families. Go Zayaan is an OTA and is one of the largest players in the market. Throughout this report we will look towards the COVID=10 ridden travel industry of the past and how it had slowly been recovered to make sure that travel can restart again.

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List of Acronyms

OTA	Online Travel Aggregator
APAC	Asia Pacific
CMO	Chief Marketing Officer
CTO	Chief Technology Officer
VP	Vice President
GTM	Go to Market
API	Application Program Interface
ICP	Ideal Customer Profile
MFS	Mobile Financial Services

Chapter 1: Overview of the internship

1.1 Student information

Starting off this report with my introduction: I am Sabik Mahmud Khan, final year student at BRAC University nearing the end of my Bachelor of Business Administration degree. I have selected my major as marketing and minor as E-business.

1.2 Internship information

1.2.1 Details of the company

I had joined the leading OTA (Online travel aggregator) platform Go Zayaan as a part of my internship. My role was to join as the Assistant Manager of the Marketing department. My joining date was 1st August 2021. I had prior 4 years of working experience at Analyzen Bangladesh Ltd. as a Strategic Planner. But during my internship at BRAC University I decided to switch track and join a different industry altogether.

Go Zayaan is one of the largest (if not the largest) player in the OTA market of our country. The company had been growing in the travel industry of Bangladesh with a goal to bring to innovate the travel agent dominated industry. The growth was going smoothly till the pandemic hit in 2020. The entire travel industry went into a shutdown and business was scarce. With the lifting of travel bans internationally and locally, the business is now on the rise. The company switched to a new office in Gulshan 1. The details are as below: House 1A, Road 16/A, Gulshan 1.

1.2.2 Details about Internship Supervisor

I was recruited by the CEO and founder of the company Ridwan Hafiz. I had the privilege of working with Ridwan bhai for the past 4 years at Analyzen which he also founded. He had played an integral part in my recruitment. Currently, I am being supervised at Go Zayaan by Imamul Islam who is the Chief Marketing Officer at Go Zayaan. I had prior experience working with him at Analyzen as well. Imamul bhai had worked as a Strategic Planning and Media Manager at Analyzen prior to his experience at Go Zayaan. Imamul bhai was an integral part in the launch campaigns of the popular brand bKash. He also has experience working for top brands like Samsung, Grameenphone, UBL and many more. He is currently responsible for leading the marketing and customer experience team at Go Zayaan.

1.2.3 Job Scope and Responsibilities

As the Assistant Manager my role would mostly encompass looking after the organization's marketing and online sales activities. These activities can be listed as:

- i.) Plan and execute the online and offline marketing activities
- ii.) Come up with campaigns to solidify the brand positioning of Go Zayaan
- iii.) Monitor the performance of all the activities throughout each month
- iv.) Maintain clear communication between organizational teams for streamlining marketing requirements
- v.) Crafting and looking after the brand in a growing market
- vi.) Ensuring the brand integrity in all campaigns
- vii.) Maintaining liaison with outside agencies and organizations to ensure solid partnerships in projects
- viii.) Monitor and execute the online media buying activities across different platforms

These were the primary responsibilities that I have to take on while working at Go Zayaan. I was taken on a probationary contract of 3 months which is set to end on October 31st. After this period, I will have my performance evaluated and offered a permanent employee contract.

1.3 Internship Outcomes

1.3.1 My Contribution to the company

I had been assigned quite a few tasks once I had joined Go Zayaan. Apart from day-to-day activities of meeting sales targets through marketing (which I will explain later), I also had two side projects of rebranding Go Zayaan and designing the go to market plans for launching our new mobile application. While these two are ongoing processes that I am working on, hopefully by the end of next October 2021 both of these processes will be complete.

Rebranding and brand guideline designing:

The team had already worked in much detail about how the brand archetype, brand identity and philosophy would look like. Our CMO, CTO and VP of product had already gone through a rigorous process of narrowing down the identity of the Go Zayaan brand. My job after joining the company was to provide the finishing touches for the brand itself.

App launch GTM strategy:

The tech team at Go Zayaan has been working day and night to launch the app. While the app is still in its baby steps with rigorous market testing being done, it is still far from being completely perfect. We plan to launch the developed app at the start of November 2021. I have been working alongside some members from other teams to design the launch plans for the app so that the customers will be able to experience the services of Go Zayaan more easily through their smartphones.

Meeting monthly sales targets:

Since Go Zayaan is a start-up in its early phases, generating sales through services is extremely important to keep the organization fully functioning. To make sure that daily sales are increasing we had to make sure that all our offers, sales campaigns and services are always on full display. To do so, we had to operate on all digital channels and communicate to the specifically targeted customers who would be interested to travel.

1.3.2 Benefits to the student

The internship proved to be greatly helpful to me as I had gotten insights to an industry that I might not have gotten somewhere else. I personally love exploring and travelling but did not realize how the industry would look like from this side of the spectrum. More importantly, since I am a BBA student, I also got the experience on working with the tech and product teams of an organization and how integrated the marketing team needs to work with them to launch a product successfully. Overall, I believe that choosing to work for Go Zayaan will probably give me access to experiences that people might not get in other organizations. I feel as if very few organizations in the country could provide me with these experiences at my age.

1.3.3 Difficulties

The HR onboarding process was a weird experience from me. Given that I had already come from an organization with a relatively more structured HR department, the onboarding at Go Zayaan felt a bit sluggish at the start. Apart from that, working space has also been an issue. Since Go Zayaan is a startup and needs to hire resources quickly to match the growth space, it has been difficult to find optimal space to think and work. Hopefully this problem will be solved when the company switches to a new office at the end of the year.

1.3.4 Recommendations

Since I was recruited internally by people whom I had the privilege of working with beforehand, I knew who were behind the activities of the company as well as had a certain idea of what they were doing. However, everyone may not have the same experience as I have. Lack of employer branding might lead to good resources not wanting to join the organization. So, that would be my two bits of advice regarding future Go Zayaan recruitments.

Chapter 2: Organization Part

2.1 Introduction

2.1.1 Market and industry overview

Rising disposable income has led to people exploring their surroundings. Be it domestic or international, travel has always been a point of fascination for everyone. The overall travel industry has gone through a growth spurt of the past couple of decades. The overall APAC region has seen the highest growth rate overall. According to the WTTO rankings, Bangladesh is ranked as one of the highest in terms of growth rate in the travel industry (Calderwood & Soshkin, 2019). There are many travel agencies in the global market right now. This has led to travel being more and more accessible to the average consumer over the years. The Asia-Pacific Region has become the most lucrative market for OTAs, and they are becoming more and more popular through innovation to serve a younger tech-savvy customer base. (Market Research Future, 2019).

In a market that was run by offline travel agents, Go Zayaan entered the market back in August 2017. They quickly established themselves as the only OTA platforms to have all the online payment gateways available to make payments flexible and convenient for the customers. Unfortunately, due to the worldwide travel ban in 2020, the company had to stop international travel services. But during these hard times, the organization decided to focus more on domestic travel and getting the customers used to the domestic travel scene that our country has to offer. The company has multiple verticals which they identify as individual products. Although there are multiple products that Go Zayaan has to offer, the primary products can be identified as Flights, Hotels, Tours and Buses. Apart from these four primary products, the product team at Go Zayaan is constantly working on creating more services and testing those out to prepare those for the market.

2.1.2 Recent developments

Go Zayaan for the past year has been fully focused on trying to make sure that they have the most inventory of hotels in the country. To do so, they created an acquisition team that was focused on acquiring hotels across the country as well as helping with the whole booking procedure through the website. Go Zayaan introduced Bangladesh's first fully automated hotel booking platform. People looking to book hotels would be able to do so very easily online and select their room and room options as well. Easy booking, cancellation and refund policies made sure that the customers had the most flexibility in booking online.

Regardless of hotels or flights, Go Zayaan had an assisted booking service through which customers who are not comfortable booking online will be able to book through the customer service centre.

2.2 Overview of the company

2.2.1 The Journey of Go Zayaan

Go Zayaan started its first footsteps on August 10, 2017. The initial dream was to be a 'one stop travel solution' for all Bangladeshi travellers. During the years 2014-2017 there had been a huge growth of 536 percent in the outbound travel sector of Bangladesh. A total of 48 countries had visa on arrival services with flight fares going down by 30 percent on average. (Hafiz, 2019)

Initially the organization had got the API from booking.com to connect hotels across the world. Although the company started off by connecting international flights only, later they expanded to domestic flight booking services. In September 2019 Go Zayaan had successfully collected foreign investment from OS Ventures and local investment from BRAC Osiris Impact Ventures. By the time the investment kicked in, Go Zayaan already had a lot of services to offer from the website. (Tribune Desk, 2019)

Go Zayaan currently has a bit over 100 employees across the country working to make sure that the travel industry is flexible and transparent enough for everyone who loves exploring.

2.2.2 Company Values

Go Zayaan as a company is based on 4 specific values which they try to exhibit in both their internal cultures and external communications.

i) Consumer Driven Approach:

Go Zayaan has always put consumers first when trying to solve the implications of the travel industry. Any product they launch in the market is specifically catered to solve customer needs and wants. A significant amount of thought process goes into finding the right approach to solve the problem. And making the customer the hero of the result makes Go Zayaan a brand that prioritizes its customers over everything.

ii) Tech led Innovation:

In an industry that is driven by solely human interactions, Go Zayaan prioritizes driving innovation through their tech driven solutions. Technology is kept at the heart of everything while trying to solve a paramount problem. No matter how big or small the problem may be, technology will always find a solution. That is the motto of Go Zayaan.

iii) Inclusive growth:

Go Zayaan in its workplace makes sure that everyone has the opportunity to share ideas and come forward to lead. Since we are a start-up growing rapidly we want every one of our employees and partners to feel the growth. Individual growth is great but growing together is prioritized here.

iv) Transparency and flexibility:

Flexibility has been our main approach in terms of communication. We understand that customers require a certain level of transparency and flexibility when ordering things online. But in an online marketplace it is often difficult to maintain that level of transparency and flexibility that customers want. Which is why Go Zayaan has always been about offering that unique level of service to customers so that they can feel comfortable when ordering through online.

2.3 Management Practices

2.3.1 Work Culture

Go Zayaan prefers individuals who are proactive and take charge of their jobs by taking responsibility. The management function is participative given people who specialize in their specific roles are asked to give recommendations in the strategic decision-making process.

2.3.2 Human Resource function

The human resource department is currently undergoing change at Go Zayaan where new rules are being set to make the workplace more structured. Go Zayaan has proper performance evaluation functions as well as a solid internship program where new recruits are brought in for a probation period and then trained thoroughly about the different functions of different departments of the company.

2.3.3 Salary, compensation, and other benefits

As a new recruit in the company, I am not allowed access to the salary and compensation details as of yet. But from my understanding and personal experience the compensation packages are industry standard. Although the salary structure and compensation are not as great as other multinational companies, it is more

than decent in the current job market. Apart from salary, the company offers basic benefits such as transportation fees, lunch and bears other costs affiliated with employee jobs. Another great benefit is that employees of the company get special rates on domestic and international travel. So, they have to pay a significantly lower price than quoted in the market.

2.4 Marketing Practices

2.4.1 Marketing Strategies

Go Zayaan is a tech driven OTA company that has normally avoided spending on ATL and BTL mediums for advertising. The company mostly relies on digital marketing to push its promotions. Since it is a startup communicating a very specific need, it relies on specifically targeting different demographics to make sure that they effectively reach the right audience.

2.4.2 Target group overview

Go Zayaan calls its customers ICP or Ideal Customer Profile. For the time being, the ICPS are categorized into three groups which are shown below:

ICP 1: Essential frequent travellers

These people normally fly due to business or professional reasons. They need to travel domestically from one place to another using flight and need to book hotels regularly through travel agencies.

ICP 2: Corporate professionals with families

These people are hardworking corporates with a certain level of disposable income, they like to travel to resorts outside/near Dhaka on weekends or on long holidays.

ICP 3: Newlyweds

People who got recently married and are looking for travel packages to foreign countries or local places so that they can spend quality time with their better half.

2.4.3 Marketing channels

Go Zayaan so far has normally promoted itself through digital channels. Facebook, YouTube, Google has normally been used to promote advertisements and offers from Go Zayaan. The company has also used mainstream media like online newspapers to promote latest news and verticals from the company. Apart from that, influencers and media personalities have also been approached to promote the brand.

2.5 Financial Performance and accounting practices

Unfortunately, no information related to finance or accounting could be secured due to Go Zayaan being a privately owned company. Also, strict rules and regulations set by the investors restrict anyone other than authorized personnel to have access to any financial information.

2.6 Industry and competitive analysis

Type	Name	Type	Description	Digital Channels						
				Facebook Page	Facebook Group	Instagram	Website	LinkedIn	YouTube	Twitter
OTA	ShareTrip	Primary	App & Website based	Facebook: ShareTrip	Group: Travel Save Repeat	Insta: ShareTripApp	Web: ShareTrip	LinkedIn: ShareTrip	Youtube - ShareTrip: BestOnline Travel Agent in Bangladesh	Twitter: @ShareTripLtd
	Tryotel	Secondary	Only App based	Facebook: Tryotel Travels	None	Insta: Tryotel Travels	tryotel.com	None	None	None
	Amy	Outlier	App & Website based	Facebook: Amy Be Fresh	Group: Be Fresh Travelers	Insta: Amy Be Fresh	AMY OTA	None	None	@AmyBeFresh
Flights	FlightExpert	Secondary	App & Website based	Facebook: Flight Expert	Flight Expert Users of Bangladesh	Insta: FlightExpert	Website: FlightExpert	LinkedIn: FlightExpert	YouTube: FlightExpert	@FlightExpert
	Buytickets.com.bd	Outlier	Website Based	Facebook: Buytickets.com.bd	Group: BuyTickets-Easy Online Travel Solutions	None	buytickets.com.bd	LinkedIn: buytickets.com.bd	None	
Resorts	Resort Jabo	Primary (tour)	Call based	Facebook: Resort Jabo	Group: BD Resort Lovers	Insta: Resort Jabo	Resort Jabo	LinkedIn: Resort Jabo	None	None
	Resort Bangla	Outlier	Call based	Facebook: Resort Bangla	None	None	None	None	None	None
Tour	Avijatrik	Primary	Call based	Facebook: Avijatrik	Group: অভিজাত্রিক বাংলাদেশ	Insta: Avijatrik	(Link Unavailable)	LinkedIn: Avijatrik	YouTube: Avijatrik Travels	None
Bus	Shohoz	Primary	Website & App	Facebook: Shohoz	Group: Shohoz Official Helpline	Insta: Shohoz	Shohoz	LinkedIn: Shohoz	YouTube: Shohoz	@shohoz.com
	BD Tickets	Primary	Website & App	Facebook: BD Tickets	None	Insta: bd.tickets	bdtickets.com	None	None	None

Table 1 Industry competitors and their digital presence

2.7 Summary and conclusions

All things considered, Go Zayaan is a solid start-up with a few glitches that need to be fixed. The start-up ecosystem is a bit difficult to get used to at the beginning because the company grows at a rapid pace with everything happening simultaneously. Given the companies go through hypergrowth and try to figure themselves out, I believe that Go Zayaan is in a pretty good position.

2.8 Recommendations

For the time being, Go Zayaan needs to improve on its talent management and HR practices to make sure that the company keeps retaining the talent that they acquire. A big limitation for the report would be the lack of financial information from the company due to the restrictions.

Chapter 3: Project Part

3.1 Introduction

Within the final decade, Bangladesh's per capita expendable wage has expanded significantly. In 2010, it was BDT. 44,403, and in 2018, it was 65,340 BDT (Exchanging Financial matters, 2018). Individuals were able to begin traveling both interior and exterior of the nation because of the rise in compensation. Revenue rose from 103 million dollars in 2010 to 357 million dollars in 2018 (CEIC Information, 2018). As proven by the entry of 100,000-200,000 outside visitors in Bangladesh, foreign visitors are a little minority in this move (Abir, 2019). Online travel companies are in a prime position to revolutionize the Bangladeshi travel commerce and somehow disrupt people's travel designs, with 9.37 crore individuals having got to the web (BSS, 2019). Be that as it may, the worldwide spread of the COVID-19 widespread has wreaked devastation on the tourism economy. As a result of the plague and travel disturbances, numerous of these organizations had to adjust and get ready by changing their focus and attention to other zones to outlast the nearly destroyed travel industry.

3.1.1 Background

Travel is getting to be progressively prevalent, and travellers are getting to be more conscious of the issues that come with it. A need for exact data and a single advertisement input that provides everything. When consumers have satisfactory information to form an educated decision, domestic hotels and resorts are more popular. Choosing a flight may be a torment. Getting cash supported and after that cutting into the fund may be a pain. But to cover the fetch of convenience whereas traveling abroad having to depend on conventional travel agencies frequently attempts to take advantage of travellers by charging high airfare and other fees. visas. Numerous prepared travellers are insensible of the suggestions of employing a credit card when traveling. Numerous Online Travel Aggregators (OTA) have developed to supply answers to these challenges. However, Go Zayaan, like all other OTAs within the industry, had challenges. Travel restrictions were actualized as the COVID-19 widespread spread over the world. As an example, Go Zayaan required strategizing and arranging since it was more dependent on abroad travel. To secure its survival, they must refocus on the nearby tourism industry. Get ready for Zayaan. Flights, Inns, and Visits are among their item categories that have been extended to meet the developing request for travel. As limitations on travel were steadily facilitated, inhabitants within the “New World” continued their ordinary routines. For expanding hotels and Flights, it is necessary to be successfully established and to get a competitive advantage in an unstructured advertisement. This raises the address of what Go Zayaan's arrangement ought to be in order for them to succeed in these attempting times.

3.1.2 Objectives for the report

The overall goal is to research Go Zayaan's technique for surviving after COVID-19 outbreak and adjusting to the New Normal. This can be accomplished by meeting the following precise goals:

- Evaluate Go Zayaan Limited's initiatives
- Identify opportunities for the company in the new normal
- Evaluate Go Zayaan Limited's initiatives
- Identify opportunities for the company in the new normal

3.1.3 Significance and scope of study

The study will benefit a variety of people, and it will do so by giving data on:

- I. How the ordinary Bangladeshi traveler travels now; and
- II. How travel fintech products could drastically improve or change the travel scenarios

The study's scope incorporates all those who travel locally by different ways and utilize different channels to book flights, lodgings, and tour-related services.

3.2 Methodology

The report is based on data about Go Zayaan's activities to outlive the post travel boycott period due to the COVID-19 widespread and current wanders to adjust to the modern typical as the company pushes to develop itself as well as the showcase for Online Travel Stages. Primary and secondary data were utilized within the report, and auxiliary sources were accurately referenced within the specified area.

3.2.1 Primary Information

The overview that I was able to secure through offline studies at the Cox's Bazar Airplane terminal was the essential source of information. The study was performed with the essential objective of picking up knowledge into domestic travel buying behaviors as well as understanding respondents' recognitions and mindfulness of Online Travel Agencies/Aggregators versus Offline Organizations. After that, I was given the obligation of assessing the data in order to supply experiences from which we might strategize to create unused products/services. The information was generally analyzed utilizing Microsoft Excel.

3.2.2 Secondary Information

The objective of gathering secondary information was to develop the industry report and trade outline. Daily papers and scholarly articles were the essential sources of auxiliary information.

3.2.3 Sampling Routes

The report is fundamentally explanation based. The survey expressed in this investigation was conducted in a way to get the shopping propensities of people who travel by air in our nation. The Voluntary Response Sample method and the Snowball Sampling method were the sampling methods employed for this specific objective. A questionnaire was utilized to obtain data from 100 people who agreed to participate in the survey.

3.3 Findings and Analysis

Over the last few decades, travel and tourism have become increasingly important in the global economy. Tourism has grown to be one of the world's most important and fastest-growing sectors (Blanke & Chiesa, 2013). A huge number of small and medium-sized businesses operate in the tourism industry nowadays. Firms seeking to thrive in a very competitive and continuously changing market (Yilmaz, 2008). Communication and collaboration have improved dramatically since the arrival of modern technologies. Transportation is becoming more straightforward, and costs are becoming cheaper to a wider range of people.

3.3.1 Travel and Tourism Industry

“In 2018, the travel and tourism sector grew at a higher rate than all other economic sectors except one, contributing an all-time high of \$8.8 trillion to global GDP, up from \$8.3 trillion in 2017. It has been successful. Over the last eight years, it has risen faster than the world economy. The world economy expanded by 2%. In 2018, the economy increased by 3.2 percent, but travel and tourism grew by 3.9 percent (8.8 trillion USD). Tourism accounted for 10.4% of global economic activity, resulting in 319 million jobs being created, or one out of every ten jobs globally, as well as one out of every five new jobs created in the last five years” (Reed, 2019).

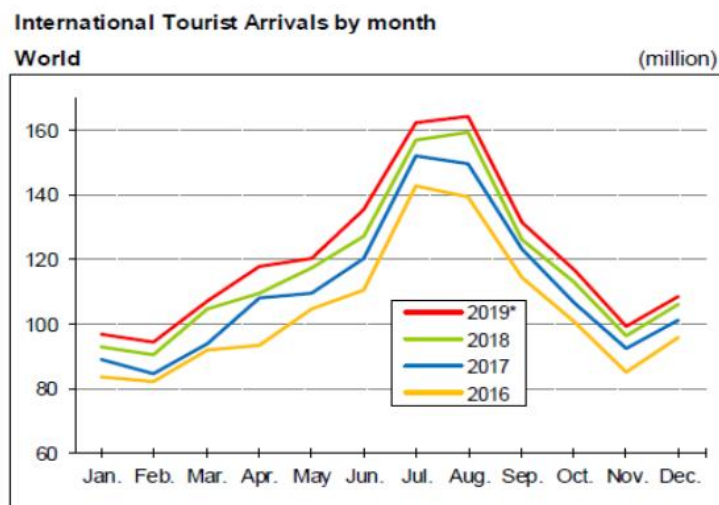


Figure 1 International tourist arrival by month (Source: WTO)

All of this focuses on an around the world division that is rapidly expanding. In 2017, the Asia-Pacific locale scored to begin with in terms of tourism economy development by goal. It had amassed an add up of 1893.0 billion dollars. Since 2007, the esteem of the dollar has climbed by 130.3 percent. With a score of 2, Western Europe wrapped up in second. The Centre East wrapped up in third with a development rate of 93.8 percent, bringing the total to 1418.3 billion dollars. (Oxford Strategic Viewpoints on Financial matters and TripAdvisor, 2017) The whole number of abroad visitors Around 290,868.1 thousand individuals were expected to have arrived. Receipts from inbound tourism 339,534.2 million dollars went through other nations.



Figure 2 Travel and Tourism Regional Performance (Source: World Travel & Tourism Council)

Bangladesh's tourism commerce is developing at a significantly speedier rate than its South Asian partners. In terms of travel and traveller competitiveness, Bangladesh has the most noteworthy rate increment within

the globe. Although much of the rise can be attributed to the country's moor beginning point (it still positions 120th within the world), it too demonstrates the country's critical upward versatility potential. In terms of add up to the number of recognized species (49th) and verbal and intangible social resources (43rd), the nation is to some degree over normal, showing potential for common and social tourism and clarifying the critical rise in universal visits.

Despite the reality that there's still much work to be done, the country's tourism boom is connected to changes in key segments that have already limited travel. The lion's share of the most critical contrast was in security and assurance (from 123rd to 105th). This has been an enormous source of concern. Government intrigued by the T&T industry, has expanded (from 111th to 111th). T&T has also risen within the rankings for nation brand technique (from 97th to 77th). greater significance (127th to 121st). Bangladesh is moreover set to be more travel friendly as the country's economy improves. Its common framework increments (from 116th to 111th) and its ICT status progresses (from 116th to 111th). In Bangladesh, the visitor division utilizes 1.18 million individuals professionally and 2.43 million individuals casually. Bangladesh's coordinate traveller commitment to GDP presently stands at 2.2 percent. By 2028, the visitor industry is anticipated to utilize around 3.24 million individuals in Bangladesh (Calderwood & Soshkin, 2019).

Be that as it may, as the worldwide widespread spreads, a 20-30% decrease in universal tourism receipts (sends out) might result in a \$300-450 billion drop in worldwide tourism receipts (exports), bookkeeping for approximately a third of worldwide tourism revenues. In 2019, an add up of US\$1.5 trillion was created. COVID-19 would take up between five and ten percent of the market. Based on authentic showcase patterns, the extension will last seven a long time. To put things in context, according to the UNWTO, worldwide guest entries diminished by 4% in 2009 as a result of the budgetary crisis. Due to the SARS flare-up in 2003, compared to as it were 0.4 percent in 2003 due to the worldwide financial emergency (United Nations World Tourism Organization, 2020).

3.3.2 Online Travel Market

In any case, as the worldwide widespread pandemic spreads, a 20-30 percent decay in worldwide tourism receipts might result in a \$300-450 billion drop in worldwide tourism (exports), bookkeeping for almost a third of worldwide tourism receipts (exports). In 2019, an addition of \$1.5 trillion was created. Between five and ten percent of the showcase would be ransacked by COVID-19. Based on chronicled showcase patterns, a seven-year extension is conceivable. To put things into context, consider the following: According to the UNWTO, worldwide guest entries fell by 4% in 2009 because of the money-related crisis.

In 2003, due to the SARS episode, the unemployment rate was 0.4 percent. (United Nations World Tourism Organization,2020)



Figure 3 Global Online Travel Market Size (Source: MRFR Analysis)

Expedia Inc. and Booking Property Inc., the two major businesses, are, in any case, altogether bigger than their competitors. Since the biggest OTA draws the foremost buyers, Vendors are more willing to offer them the most prominent bargains, uprooting littler players. Furthermore, most OTAs depend on Google and other advanced notices to secure clients, which can be costly. That case, if your OTA is the foremost well known, you'll be able to spend more cash on advertising. The Web benefits specialty players as often as possible, however little undertakings may discover it troublesome to expand. Therefore, Booking Property and Expedia control such an expansive parcel of the advertisement. It's a special situation. In numerous markets, a proficient duopoly exists.

Go Zayaan had conducted an overview of clients in Cox's Bazar Air terminal as well as online. Despite the reality that online booking frameworks give adaptability and comfort, the lion's share of clients who travel by discussing favour to utilize other modes of transportation, such as offline organizations. The trade required to figure out where it was falling briefly in terms of changing over these buyers from offline to online buyers. As a result, this overview was the primary step towards gathering imperative input from clients.

Question: How did you purchase today's flight ticket?

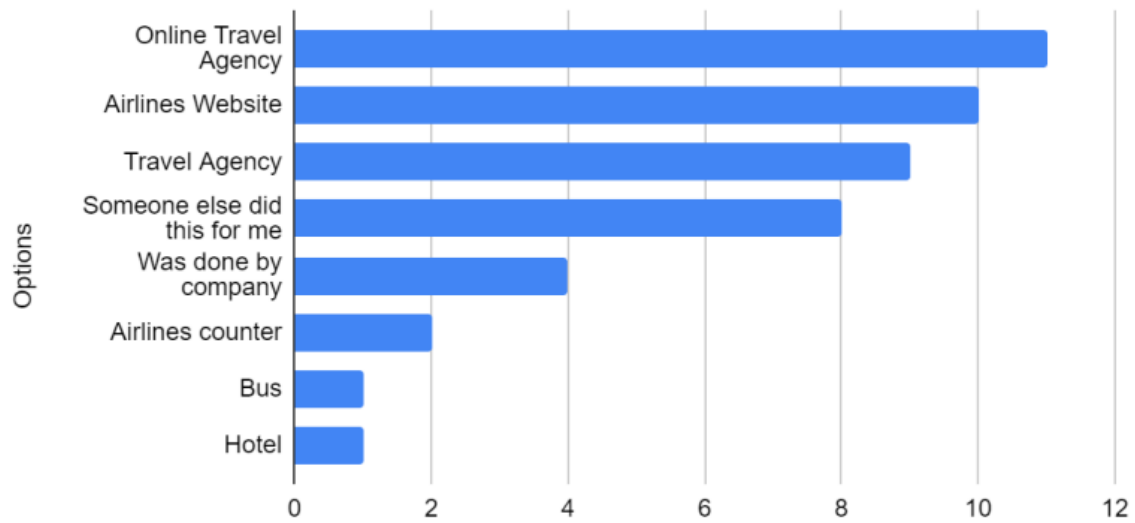


Figure 4 Travel Purchase options

Question: Who/What facilitated your flight ticket?

Answers	Percentage
Known Agency	19.57%
Peers purchased	13.04%
Offered Discount	13.04%
Convenience	8.70%
Office	8.70%
Father is biman manager	4.35%
Known Agency, allowed to make late payments	4.35%
Airline Website Preferred	2.17%
Bus	2.17%
First time domestic purchase	2.17%
Group Booking	2.17%
Instant payment	2.17%
Part of package	2.17%
Self	2.17%
Travel agency agreement	2.17%
Came to collect the payment	2.17%
Known Agency, came to collect the payment	2.17%
Known Agency, Gave Discount	2.17%

Question: How many times do you fly domestically each month?

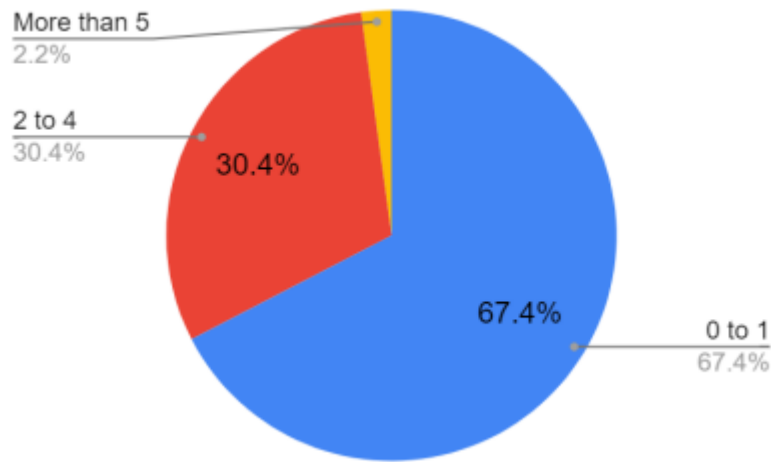


Figure 5 Air travel frequency

Question: Are you aware of additional discounts in online travel agencies?

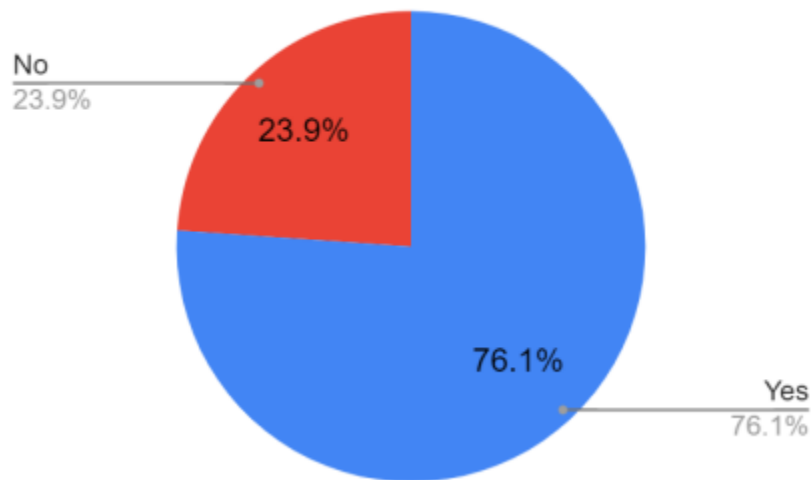


Figure 6 Discount knowledge survey

3.3.3 Go Zayaan's Marketing Plans and Activities

Since I joined from 1st of August, till submitting this report I have worked at Go Zayaan for slightly more than two months. In spite of working for such a short period I have had the pleasure of overseeing and executing multiple projects that happened which I will try my best to detail out.

3.3.4 Newspaper Promotion

Although Go Zayaan does not do newspaper or television advertisements as much, the organization does have presence of some sorts in online newspaper portals mostly through blogs and articles. These are mostly written by the creative team of Go Zayaan and then thoroughly checked and finally sent to the newspapers where they do their own editing to make the article more newspaper friendly. A set of screenshots alongside links are given below to showcase some of the newspaper articles that had been published.

Dhaka Tribune Article for flights: [Flight booking is now easier than ever, with Go Zayaan | Dhaka Tribune](#) (Dhaka Tribune, 2021)

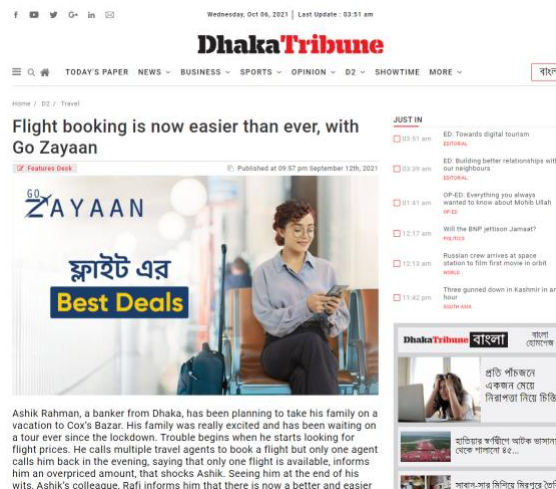


Figure 7 Published article in Dhaka Tribune

Prothom Alo Article on Hotels and Resorts: [জনপ্রিয় হয়ে উঠছে সিলেটের হোটেল ও রিসোর্ট \(prothomalo.com\)](#) (Prothom Alo, 2021)



Figure 8 Published article in Prothom Alo

Prothom Alo Article on Tours: [কল্পনার চেয়েও অপরূপ টাঙ্গুয়ার হাওর \(prothomalo.com\)](http://prothomalo.com) (Prothom Alo, 2021)

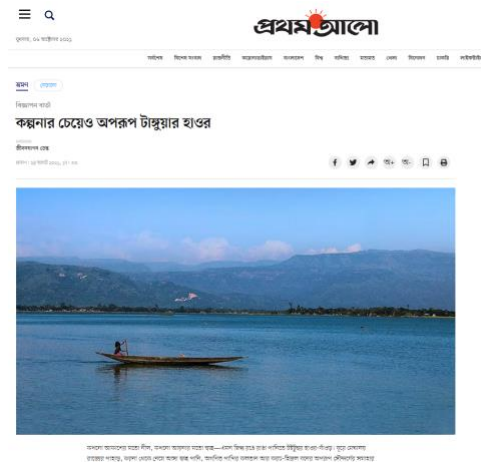


Figure 9 Published article in Prothom Alo

3.3.5 Influencer and KOL Promotion

Since Go Zayaan is a startup with a vastly simple yet complex system, influencers are ideal in terms of promoting the overall techniques of using the website as well as communicating the convenience of using the site properly. In the month of September, Go Zayaan partnered with top YouTube travel vloggers Khaidai.com and Metroman to gain promotion for their services. Other than that, in October, the brand team also partnered with trending influencer Sakib Bin Rashid and his wife to be featured in their honeymoon video as well.



Figure 10 Influencer promotion for Go Zayaan

3.3.6 Flight Promotions

Go Zayaan's primary hero product is Flights. In order to sell more flights during the month of September, we need to make sure that offers, campaigns and promotions are running at all times. For flights we partnered with multiple banks and MFS providers to make sure that customers receive top flexibility compared to other platforms. Apart from that we needed to promote both local and international locations to make sure that we could generate enough traffic to our websites to get relevant audiences hooked.



Figure 11 Bkash Promotion for Flight Campaigns

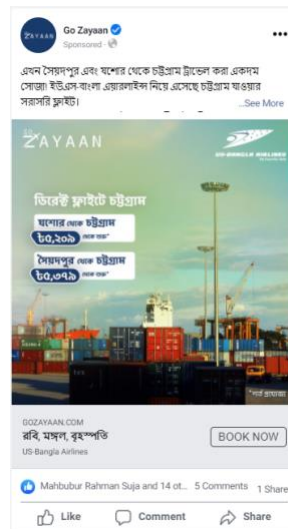


Figure 12 Promotion for Domestic Flights



Figure 13 Promotion for international flights

3.3.7 Hotel Promotion

Promoting hotels through our advertising channels is also an essential for us. Given that domestic travel was significantly picking up after the lockdown ended, we needed to make sure the people knew that hotels in tourist destinations were available to be purchased from our platform.



Figure 14 Domestic hotel promotion

3.3.8 Tour Promotion

Tour is an untapped area for Go Zayaan. The product team is continuously working to make sure that this product is ready and accessible to the target market. But for the time being we are promoting different tour offers in a semi package way so that customers can avail the product with ease.



Figure 15 Tour promotion through album

3.3.9 Corporate promotion

At the end of the day, Go Zayaan is a new and upcoming start-up which requires investment to operate. In order to showcase all our successes and represent the company positively to the world at large we need to promote the achievements of the company on LinkedIn. Recent investment related news was promoted on both LinkedIn and through local PR.

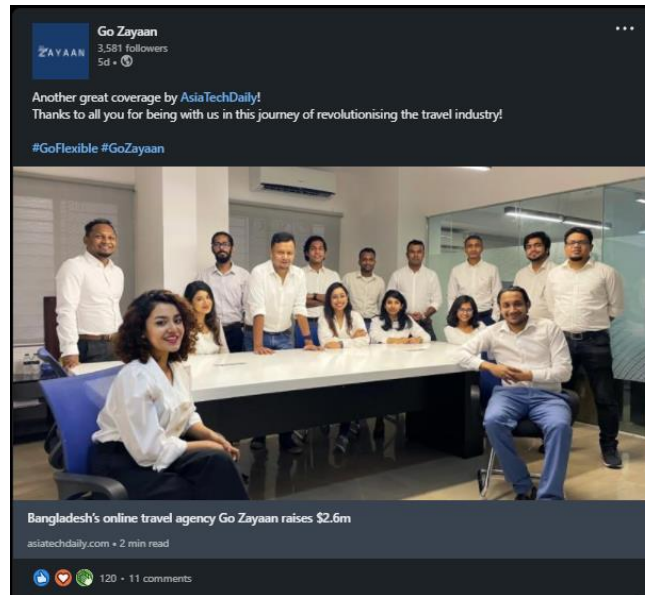


Figure 16 Company news promoted on LinkedIn

3.4 Summary and conclusion

The world came to a standstill, and everything related to travel came to a stop but Go Zayaan has survived and has strived to be in the position where it is today. It still has a long way to go in terms of converting people from offline to online. In an industry ridden by the offline travel agents who provide human interaction, Go Zayaan is trying to ensure the best service possible through its different products. Hopefully this journey will continue, and the travel industry will safely restart again.

3.5 Limitations

Despite endeavours to form the ponder as total as doable in terms of subtle elements, a number of limitations may have hampered the report.

- Certain business-sensitive subtle elements seem not to be given due to Go Zayaan required for compliance and confidentiality.
- A few of the endeavours and techniques were incapable to be quantitatively tried due to a need of objective evidence.
- A few of the procedures seem not to be completely examined since they were not completed at the time of composing this article.

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<https://www.forbes.com/sites/danielreed/2019/03/08/booming-global-travel-tourism-is-driving-economies-and-job-growth-despite-u-s-china-trade-strains/#1d86bfe32b85>

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