

Project Report
On
**Measuring Consumer Satisfaction in the Tourism Service
Sector of Bangladesh: A Study on Sunshine Travel Air
International**

Submitted To

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Date of Submission: February 04, 2023

TRAVEL AGENCY BUSINESS IN BANGLADESH



ACCREDITED
AGENT

GOVT. APPROVED TRAVEL AGENT.



Sunshine Travel Air

International



Letter of Transmittal

February 04, 2023

Dr. Sarker Rafij Ahmed Ratan

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Subject: Submission of Project Report on Measuring Consumer Satisfaction in the Tourism Service Sector of Bangladesh: A Study on Sunshine Travel Air International.

Dear Sir,

The project report is titled “Measuring Consumer Satisfaction of the Tourism Service Sector in Bangladesh: A Study on Sunshine Travel Air International” and in order to complete the requirements of the Bachelor of Business Administration program at United International University, it is being presented to you for your evaluation and review in order to fulfill the requirements of the program.

The purpose of this study is to analyze how Sunshine Travel Air International following and implementing their marketing strategies and activities as well as maintaining service quality for increasing customers’ satisfaction in tourism industry of Bangladesh. I have done my best to make reports that are up to par with what's required to complete the BBA.

As a result of this, I am presenting the report that I created during my project time for your review and consideration. In the event that there are any further queries about the content of my report, I will do my best to answer them.

Jannatul Islam Emon

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Declaration of the Student

As a student of Bachelor of Business Administration program at United International University, I, **Jannatul Islam Emon**, declare that the work detailed in this report has been completed only for academic purposes. I prepared this document to fulfill the academic requirements.

Finally, I declare that all information in this report was collected by me. The paper does not include any material that has been previously published or that has been submitted for academic credit at United International University or any other academic institution. Information used in this research was gathered from reputable sources and was properly cited.

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Letter of Acknowledgment

To begin, I would want to express my thankfulness to Allah for the favor with which I was successful in completing my internship report on time and effectively. Both of these accomplishments would not have been possible without Allah's help.

On the other hand, I would like to express my gratitude to Dr. Sarker Rafij Ahmed Ratan, Associate Professor at United International University. His skilled assistance, meticulous attention to detail, and willingness to consider the versatility of my viewpoints has been very helpful to me during this procedure. His insightful guidance enabled me to compensate for the gaps in my knowledge and generate a report of quality that meets industry standards. I genuinely want that he would serve as a guiding light for me in the subsequent stages of my life and I pray that this will be the case.

I would like to express my gratitude to MD Faisal Khan, Chief Communications Officer at Sunshine Air Travel International for supporting me to prepare this report. I would also like to express my gratitude to all the employees of Sunshine Air Travel International for participating in the interview sessions and survey.



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Executive Summary

In spite of the challenges faced by the sector as a whole, travel agencies continue to prosper in the modern market. Travel provides individuals from various walks of life with the chance to understand about and experience the cultures of other countries. Any successful organization will have developed and adhered to a coherent business philosophy. People like to take vacations and holidays because they provide them the opportunity to take it easy and let their minds wander. This need may be satisfied by using a travel agency. Sunshine Travel Air International has made it a top priority to raise the standard for the industry in terms of the quality of the services it provides, which includes Airline Tickets, extra amenities, affordable prices, and Package Tours, amongst other things.

During the last seven years, Sunshine Travel Air has established a standard of excellence that has won the acclaim of both customers and industry professionals. Ongoing experimenting, a focus on quality, and an emphasis on service and value have been essential to the growth of the firm into a market leader among travel agencies. The main purpose of preparing this report is to identify and evaluating of the marketing strategy, as well as its general operation and functioning, and the potential influence that may have on customers' satisfaction, profits as well as brand reputation.

For the purpose of compiling this project report, we used a quantitative approach in the form of an online survey to gather in-depth replies from general customers of travel and tourism sectors. As a result, the sample has a size of 15, and the number of female respondents is higher than the number of male respondents. In order to carry out research on the topic, a questionnaire with questions of a consistent degree of difficulty has been designed. The gathering and analysis of the data are carried out in a descriptive manner respectively. After analyzing the data, some key challenges have been found which can be impacted on customers' satisfaction of Sunshine Air Travel agency. In this report, some suggestions have been provided that can assist to the marketing manager of Sunshine Air Travel Agency to improve their customers' satisfaction strategies.

Keywords: Travel Agency, Marketing Strategies, Marketing Mix, Customer Satisfaction, Brand Reputation.



CHAPTER 01

INTROUCTION



1.1 Introduction of the Report

The tourism industry is one that is rapidly expanding and has many facets; as a result, it is becoming an increasingly significant sector in Bangladesh. In many developing nations, such as Bangladesh, the importance of tourism to the nation's economy, both domestically and internationally, has been recognized for some time. However, in order to succeed as a tourism industry, it is necessary to provide marketing services and amenities. Any company has the principal obligation to fulfill the requirements of its clients in a manner that is satisfactory to them (Parasuraman, 1990). The contentment of customers is especially critical to the success of service industries like tourism (Matear, 2002) because there is a significant correlation between customers' satisfaction and successful businesses that provide services and marketing activities (Bolton, 1994). The marketing activities of a place have a significant impact on the level of satisfaction that tourists have with that place as a tourist destination, and the success of tourism marketing is dependent on the efficient implementation of strategies for each marketing mix element.

The connection between the marketing mix and the level of consumer satisfaction has received a lot of attention from researchers (Zineldin, 2007). As an expansion of the 4Ps paradigm, the 7Ps framework was proposed by (Rafiq, 1995). Marketers in service industries have found that focusing on the 7Ps of marketing mix has generated significant results (Borden, 1984). The main purpose of this study is to measuring customers' satisfaction of tourism services at Sunshine Air Travel International.

1.2 Background of the Report

This project report is written to satisfy a requirement for the Bachelor of Business Administration degree for course completion in Internship program, and it has the same weight in the assessment process as other courses. In my time at Sunshine Air Travel, I have received hands-on experience with marketing related tasks and activities. And these topics constitute a substantial part of the primary research for my report, which was conducted under the supervision of my course instructor, Dr. Sarker Rafij Ahmed Ratan, Associate Professor at United International University. The subject of this paper is “**Measuring Consumer Satisfaction in the Tourism Service Sector of Bangladesh: A Study on Sunshine Travel Air International**”. While preparing this paper, I got the opportunities to get a thorough understanding of marketing strategies and activities for gaining customers’



satisfaction at Sunshine Travel Air International in their tourism business segment for the customers of Bangladesh.

1.3 Objectives of the Study

1.3.1 Broad Objective

The broad objective of the study project that has been presented would be to identify the marketing strategy, as well as its general operation and functioning, and the potential influence that these factors may have on customers' satisfaction, profits as well as brand reputation.

1.3.2 Specific Objectives

- a) To get an overview of Travel and tourism business in Bangladesh;
- b) To explain the marketing strategies of Sunshine Travel Air International.
- c) To analyze the customers' satisfaction on the service quality of Sunshine Travel Air International.
- d) To find out the challenges of marketing activities of Sunshine Travel Air International to improve customers' satisfaction;
- e) To provide suggestions about the lacking of marketing activities of Sunshine Travel Air International to improve customers' satisfaction.

1.4 Scope of the Problem

The focus of this research is on enhancing of improve customers' satisfaction's to bottom line by a closer look at the company's marketing strategies, activities, and methods for tourism business through implementing effective marketing strategies. The study's primary purpose is to provide insight on the rationale behind the company's sustainability strategies. The research also makes an effort to provide insight on the topic of how successful the company's efforts are at retaining existing customers by improving customers' satisfaction. The purpose of this research was to identify all of marketing's current functions and identify areas for growth. We also look at how customers in Bangladesh's tourism and hospitality market perceive the industry's various rivals.



1.5 Methodology of the Study

In order to compile the report, both primary and secondary sources of data and information have been utilized. Official interviews have been conducted with the employees and marketing manager of Sunshine Travel Air Intl.

The following are the sources from which the fundamental secondary data utilized in the creation of this report were obtained:

- Analysis of a variety of files and the report from the firm
- Research with a limited scope on already published materials
- The sample size for the procedure of interviewing general customers is 15 individuals.

1.5.1 Sources of Data

a) Primary Sources

Interviewing employees and general managers of Sunshine Travel Air Intl, observing different organizational processes and structures, and directly connecting with clients are the key methods that are used in the collection of primary data. The original data were mostly gathered through conversations with staff members as well as responses to questionnaires sent to consumers of the sales office (primary source: within the organization). As a result, the sample approach is based on the convenience sampling method. A strategy known as convenience sampling is one that requires fewer resources and incorporates data sources that are simpler to reach. In such situation, the total number of sample size is 15.

b) Secondary Sources

Additionally, the report incorporates a variety of various kinds of secondary data. The following is a list of examples that may be considered secondary information sources:

- Internal sources:
 - Posters with a variety of various offers on Sunshine Air Travel Intl.
 - A few details about the operation of the travel agency company.
- External Sources:
 - Journals, articles and newspaper
 - Web-based studies and articles on a variety of topics connected to the tourist industry sites.
 - Web site of Sunshine Travel Air Intl



- Company catalog
- Ad Firm data.

1.6 Limitations of the Problem

During preparing the report and the study of the topic, I have faced some limitations that are listed below:

- Another significant obstacle that was encountered over the period of the study was maintaining the confidentiality of the data collected from the various marketing employees; there are a number of situations in which information that is up to date is kept from the general public.
- It is quite challenging to acquire accurate information and to collect it;
- A great number of procedural concerns were handled directly in the operations by the upper management level, which may have also given rise to the same kind of limits;
- Time and resource constraints also acted as limiting factors;
- Because each and every employee is engaged in their work, they do not always have time to provide a response to the question being asked because they are too busy;
- Survey work is field work I am sometimes put in uncomfortable situations due of huge traffic and political issue in the city of Dhaka and NayaPaltan.
- Due to the very limited timeframe, I was unable to conduct research on a large scale.
- Customers are not willing to make the time and expense required to fill out the questionnaire. There are some individuals who are quite unfriendly when they say no.



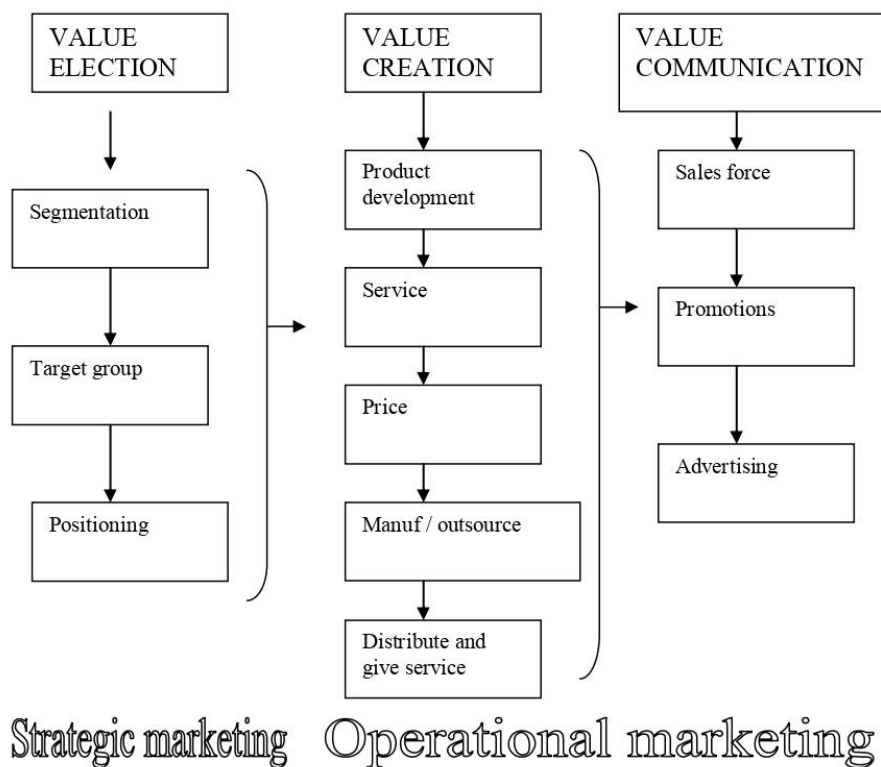
CHAPTER 02

LITERATURE REVIEW



2.1 Strategic Marketing

The process of analyzing environmental, market competitive, and business factors that have an effect on the corporation and its business units is referred to as strategic marketing. This process identifies market opportunities and threats, forecasts future trends in business areas that are of interest to the enterprise, and contributes to the setting of objectives and the formulation of corporate and business unit strategies. Business units are responsible for selecting market target strategies for their respective product-markets, setting marketing goals, and creating, executing, and maintaining the positioning strategies used by the marketing program (Drummond, 2001). Strategic marketing's purpose is to steer a company in the direction of promising investment opportunities that are well-suited to the company's competence and specialization and could result in increased sales and profits (Jean-Jacques, 2000).



According to the above diagram, strategic marketing seems to be directed at "decisions" to choose among several options or paths toward those that the firm should take. That decision type will be considered from a strategic marketing perspective to determine whether or not the management should segment, and if so, in which segments the business would operate. Other such facets as the definition of the Target Group based on data gathered from previous studies are also incorporated into strategic marketing. In conclusion, it will be crucial to



design a positioning strategy in order to maintain a particular character to the brands and, in this manner, to build a picture in the consumer's mind. Meanwhile, operational marketing is directed toward value creation; just as strategic marketing selects a path (Jean-Jacques, 2000), so too does operative marketing develop value by creating products, setting prices, determining service levels, and analyzing the requirements for in-house or outsourced production. Organizations will also function as a component of the marketing operation, which includes value-oriented marketing operations (Day & S., 1984) according to the company's own beliefs. This value will be presented to customers, via activities like advertising, promotions or through the sales department.

2.2 Marketing Mix

The marketing mix consists of the several elements that the firm must keep an eye on in order to successfully satisfy the groups that are being targeted (Cengiz, 2007). The marketing mix is comprised of all of the many activities that a business might engage in to affect the demand for its goods (Kotler & Armstrong, 2018). According to Kotler, the marketing mix consists of four P's, each of which has a substantial influence on the marketing of tourist services. Product, Price, Place, and Promotion are the four components that make up the Marketing Mix. He included the additional "three Ps" in the context of service-oriented businesses and organizations. People, Physical Evidence (materials), and procedures all fall within this category. These seven points, or Ps, are important components of the tourist marketing mix (Morrison, 1996).

2.2.1 Product

According to (Kotler & Armstrong, 2018), any item that can be brought to consumers' attention, purchased, used, or consumed in the hopes of satisfying their wants or needs is considered a product. (Verma, 2017) Defined a product as "a tangible product or service to the customer for which consumer is prepared to pay." Based on their research, (Sarker, 2012) concluded that innovative and well-coordinated tourism products are crucial to the success of tourist destinations and the happiness of visitors. So it can be said that, product contributes to the overall satisfaction of Travelers and Leisure travelers.

2.2.2 Price

According to (Kotler & Armstrong, 2018), pricing is the sum of money buyers must part with to get the commodity. That "price is perceived as the only element of the marketing mix, generating revenue and the most important customer satisfaction and loyalty factor," as Iorait



(2016) put it, is a common misconception. So it can be said that the price has a positive influence on the level of satisfaction felt by tourists.

2.2.3 Place

According to (Kotler & Armstrong, 2018), the function of "location" (distribution) in the tourism industry is to serve as a guide to various tourist destinations. In addition to this, it provides the appropriate tour time and distances from various locations, gives ideas of different travel routes, selects attractions and support facilities along different travel routes, and informs potential tourists (customers) about alternative travel routes. Customers' dissatisfaction, which in turn has a negative impact on the organization, is directly correlated to the organization's inability to provide a location or palace that is convenient for them. So it can be said that the satisfaction of tourists is influenced favorably by the venue; place and environment.

2.2.4 Promotion

A customer-facing endeavor that brings attention to a business's goods or services is known as promotion (Muhammad, 2018). The marketing communication mix, also known as the promotion mix, is the precise combination of instruments used by the organization to accomplish its advertising and marketing purpose. These techniques include advertising, personal selling, sales promotion, public relations, and direct marketing. So it can be said that promotion has a favorable impact on the level of satisfaction felt by Tourists.

2.2.5 People

According to (Kotler & Armstrong, 2018), customer service, quality assurance, and one-on-one interactions are what really matter in the hotel industry. People, including customers, other customers, and employees of the company, are the most important stakeholders in the tourist industry, as determined by (Zineldin, 2007). According to research by (Reid, 2010), customers are more likely to be pleased with a company if its employees "exude an air of competence and friendliness." So it can be said that the presence of people tends to increase the level of satisfaction experienced by tourists.

2.2.6 Process

The process of tourism consists of, in order: (a) trip planning and anticipation; (b) travel to the site or area; (c) recollection; and (d) trip plan packages (Srinivasan, 2009). Services are made more convenient for visitors as a result of well-designed procedures (Reid, 2010). This significantly boosts both the tourist's confidence and their level of pleasure. So it can be said



that the satisfaction of tourists can be improved through the implementation of various processes.

2.2.7 Physical Evidence

The physical evidence in tourism is based on the quality of the trip, the accommodations, and the time spent there, say (Srinivasan, 2009). Physical Evidence is that which the customer can readily associate with the product. The intangible nature of the tourism product means that the atmosphere, furnishings, and staff of a destination information center may all affect a visitor's expectations. Tourists, for instance, don't only recall the architectural splendor of a landmark they saw for the first time, but also the ease with which they were able to get there, the variety and quality of local foods they were able to purchase, the friendliness of the locals, etc. Researchers (Sarker, 2012) discovered a correlation between tourists' appreciation of physical artifacts and their overall experience. So it can be said that the presence of physical evidence contributes favorably to the level of satisfaction experienced by Tourists.

2.3 Tourists' Satisfaction

According to (Khadka, 2017), the level of satisfaction an industry's clients perceive is both dynamic and attributable. In the tourism industry, a tourist's emotional state of mind following an experience is referred to as satisfaction. According to (Oliver, 1994), customer satisfaction is a fulfillment of response from tourist satisfaction on overall experience with the given destination. Specifically, the author suggests that customer satisfaction is a fulfillment of response from tourist satisfaction. The contentment of one's clients is an essential component in the continued existence and expansion of tourism-related goods and services (Gursoy, 2002).

2.4 Relationship between Marketing Mix and Tourists' Satisfaction

Marketing is the social and administrative activity through which buyers and sellers interact to satisfy mutually exclusive needs and wants by producing and selling goods and services (Kotler & Armstrong, 2018). (Tooman, 1997) Demonstrated that the essential components of the services marketing mix have an impact, and that effect is generally a favorable one on customer satisfaction. There is a strong relationship between the marketing mix and the level of satisfaction experienced by the target audience. It was demonstrated by (Al Muala, 2012) that products had a significant effect on tourist satisfactions, whereas prices, people, and

processes did not have a significant effect on tourist satisfactions. On the other hand, the findings of the research conducted by (Megatef, 2015) led the researchers to the conclusion that every component of the marketing mix had a significant impact on the levels of satisfaction felt by tourists. It was also demonstrated by (Teviana, 2017) that the marketing mix had an effect on the level of satisfaction felt by tourists. A study was carried out by (Mohammad, 2012) to investigate the connection between the marketing mix and the level of contentment experienced by tourists. As a result, we can conclude that the marketing strategies; marketing mix and marketing activities had a positive and noticeable impact on the level of contentment experienced by the tourists.

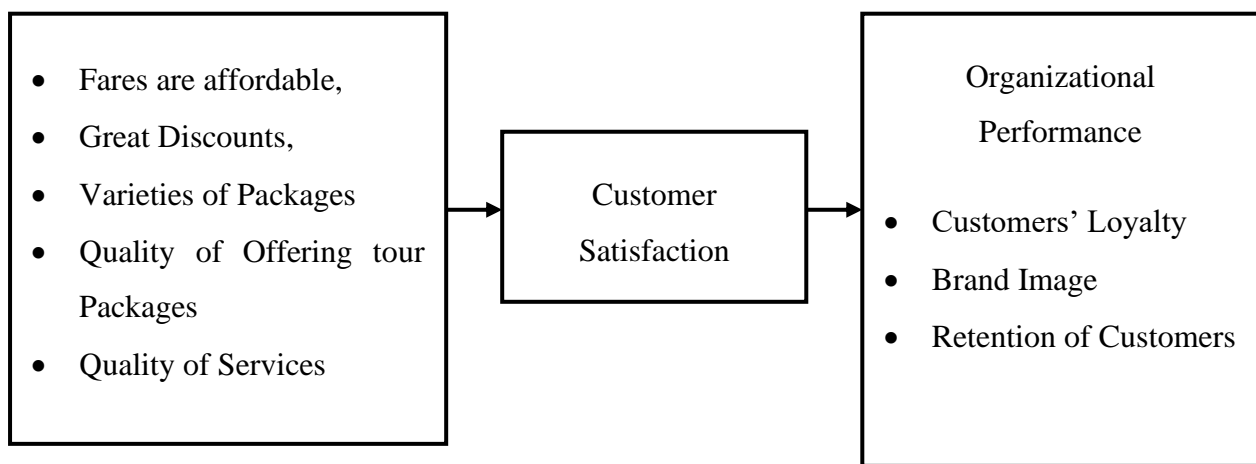


Figure2.1: Link between Marketing Activities; Customers' Satisfaction and Organizational Performance



CHAPTER 03

COMPANY ANALYSIS



3.1 Introduction and History of Sunshine Travel Air International

Since 2005, Sunshine Travel Air International has been operating out of NayaPaltan with great success, catering to the needs of both local and international passengers. After having gained valuable experience over the period of four years working at NayaPaltan and other local agencies, they are now in a position to be of service to you at Uttara. A wide variety of travel services are provided by Sunshine Travel Air and providing options for making hotel reservations and other travel-related arrangements. Travel Air has access to a wide variety of resources within the service business, allowing them to find exactly what you need at the most affordable prices. Get the greatest rates on travel both domestically and internationally, together with trustworthy and personalized assistance from skilled specialists. Sunshine Travel Air can transport to customers and clients and from any major international or domestic location, both to and from domestic locations.

These pioneering enterprises have shifted into ticketing services, both domestically and internationally, and have forged partnerships with a wide range of five-star hotels and airlines. Sunshine Travel Air has quickly become one of Bangladesh's most popular tour operators in recent years.

Sunshine Travel Air
International

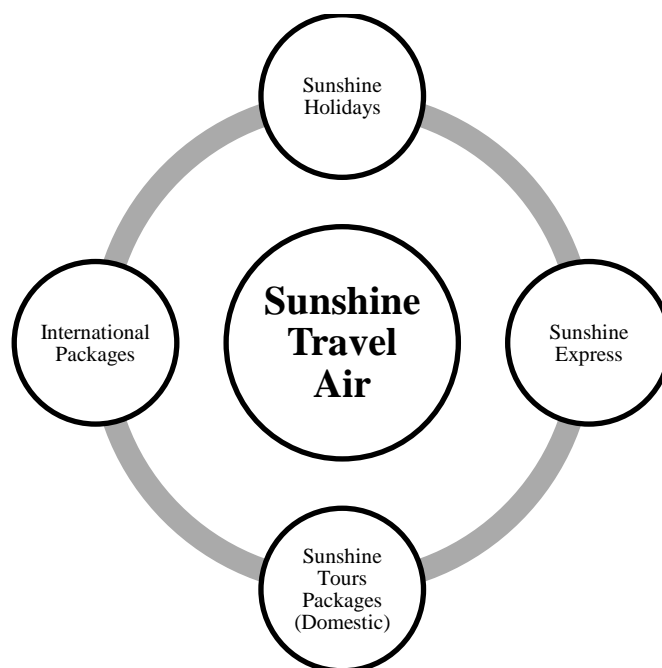


Figure3.1: Product Line of Sunshine Travel Air



Sunshine Holidays

One of the best travel agencies and tour operators in Bangladesh, Sunshine Travel Air International, has a sibling company called Sunshine Holidays. With a well-established global network of communication and a stellar reputation for customer service, Sunshine has attracted the attention of and gained the loyalty of travelers from all over the globe. The staff at Sunshine Holidays worked hard to meet all of the requirements set out by IATA, TOAB, and ATAB. Because their devotion is more than a promise, Sunshine works nonstop for the benefit of their business and the happiness of their customers, and they have made great strides in promoting tourism in this area in line with the latest regional and global tourist trends.

The personnel at Sunshine Holidays have driven its success because they are committed to the company's mission and believe that no challenge is insurmountable. Through persistent ingenuity and hard work, Sunshine Holidays expanded its product portfolio to include both online and offline options. In addition, Sunshine Holidays has maintained its position as an industry leader by continuously enhancing its technological capabilities in order to meet the ever-evolving requirements of the quickly increasing global travel market.

Steadily expanding itself throughout Bangladesh and the globe, Sunshine Holidays concurrently encouraged the development of its offline companies, such its franchisees and affiliates simultaneously, supplementing the brand's already strong local presence further.

Now, Sunshine Holidays is more than just a name or a website for booking trips; it's a comprehensive resource for all things related to vacation planning in Bangladesh.

Sunshine Travel Air: Today (Selling Ticket World Wide)

Sunshine's services will be strategically positioned to help people develop a deeper respect for and understanding of the natural world by virtue of their superior quality, warmth, expertise, and attention to detail. In the present day, Sunshine Travel Air offers tickets for flights all around the globe. In a nutshell, Sunshine intends to advertise and offer not just their service, but also travel options and a high-quality overall setting.



Sunshine Travel Air
I n t e r n a t i o n a l

3.2 Mission, Vision, Objectives and Key Strategies

a) **Mission**

Be ensure that their customers have the best possible moment for the least amount of money by customizing a tour package and air ticketing service that meets all of their needs along with a firm dedication to providing superior service. Therefore, , Sunshine Travel Air' main objective is to build itself as one of the biggest and most dependable travel organizations in the area, well recognized for its commitment to professionalism and dependability.

b) **Vision**

Sunshine Travel Air regards its customers as guest and will deliver highest quality services in travel and tourism sector with integrity, and transparency in Bangladesh.

c) **Objectives**

When it comes to the growth of a company, setting goals is of the utmost importance. There are a few goals that Sunshine Travel Air hopes to accomplish. These include:

The core of Sunshine's business strategy will be centered on meeting the demands of all of its ideal clients. In order to achieve this goal, they will hire qualified individuals and provide excellent tailor-made vacation packages that meet the specific requirements of each individual customer. Sunshine's marketing plan, over time, will raise their services' profile in their intended target markets. And this is especially true if the company is trying to carve out a niche for itself in a crowded field. Customers will be able to concentrate on what matters



most to them while Sunshine takes care of all their transportation details. All promotional materials must be of a high enough quality to accurately portray their brand. The goal of Sunshine's marketing is to establish the company as a trustworthy, fun, and reputable commercial tickets and tours provider. They want to build strong relationships with all the involved parties, notably hotels and travel agencies. In addition, Sunshine plans to have attractive brochures and other forms of advertising material available to help customers learn more about the services they provide and the benefits of using them. Brochures, fact sheets, and business cards that are well designed and full of useful information may also pique the interest of customers who are on the fence about using their services. As a result, sales of their service will rise without a doubt as a result of this.

In a nutshell, Sunshine plans to accomplish the following objectives:

- Maintain a steady stream of fun and high-quality outings that are both on time and under budget.
- Create consumers that are always happy and excited about your business.
- Establish a presence in the market that will ensure your company's profitability, development, and success in both the short term and the long term.
- Sunshine is completely dedicated to promoting the expansion and growth of Bangladesh's tourist industry as well as the country's general economy.
- Contribute constructively to our communities and our environment.

d) **Key Strategies**

Every travel agency in Bangladesh is fighting to establish itself as the market leader. Achieving their vision of becoming Bangladesh's leading travel company by concentrating on the following key areas is central to, Sunshine Travel Air's efforts to maintain their position at the forefront of the market.

Maintaining the Company's Financial Stability at All Times. When they provide excellent service, their consumers will be loyal to them. This will lead to more business for them in the form of repeat orders and word-of-mouth advertising. Keeping a high-functioning team together that reliably demonstrates proficiency in customer orientation and results-driving with the greatest respect for professional ethics, and doing so at the lowest cost in the industry.



3.3 Management Team

On behalf of the company, only the Managing Director is allowed to participate in activities that are considered official business. The managing director is responsible for one general manager, who in turn is responsible for three assistant managers who report to them. In the airline and travel sector, assistant managers are responsible for overseeing day-to-day office operations such as customer service, sales, and advertising. Workers in a wide array of departments are supervised by these upper-level administrators who monitor them.

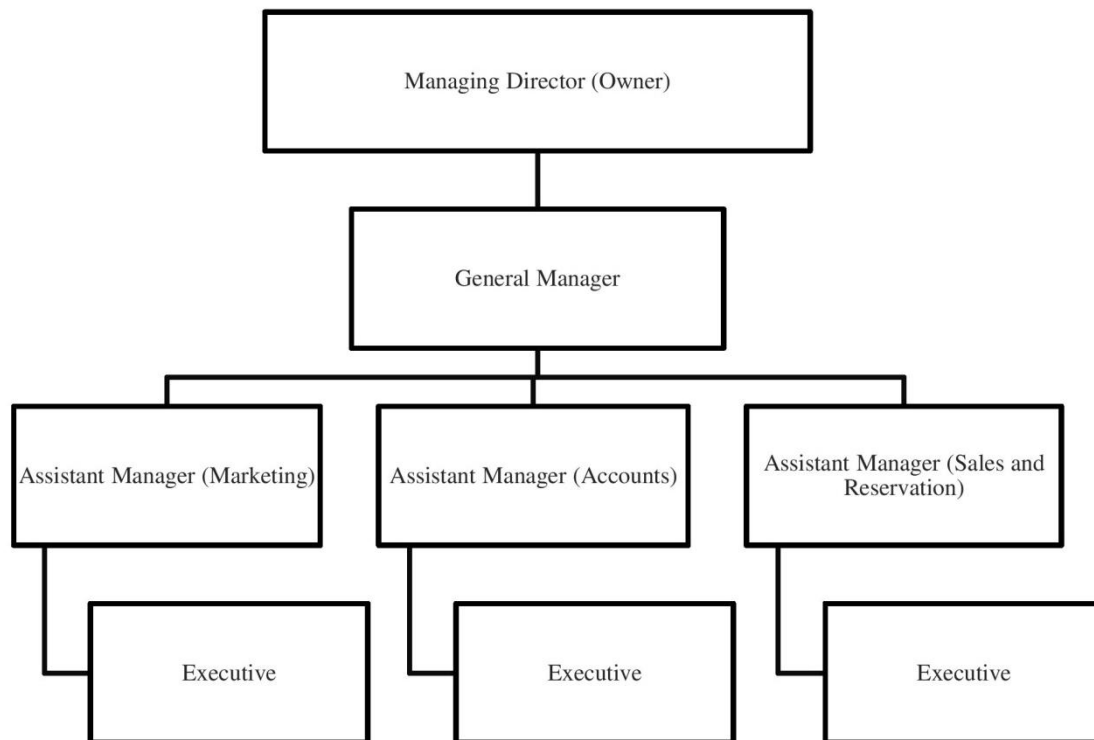


Figure3. 2: Management Team of Sunshine Air Travel



CHAPTER 04

ANALYSIS AND FINDINGS



4.1 Analysis of Marketing Strategies of Sunshine Air Travel

4.1.1 Marketing of Sunshine Air Travel

Sunshine Travel Air's business is predicated on the satisfaction of its customers; hence they go to great lengths to fulfill their needs. That's why Sunshine Travel Air puts so much emphasis on their advertising. Sunshine Travel Air ensures that the firm is profitable with the delight of its customers. Therefore, our first order of business is to fully comprehend our target market. To that end, Sunshine Travel Air has made it a priority to learn as much as possible about the industry competitors they face and to come up with novel approaches to running their firm. Because of this, Sunshine Travel Air has amassed a sizable fan base thanks to its affordable and convenient tour and flight bundles. The marketing department at Sunshine Travel Air is continuously at work creating fresh package tour itineraries and ideas to increase the breadth of the company's offerings.

Sunshine Travel Air
I n t e r n a t i o n a l

In addition to being well-known for producing quality packages, they are also renowned for delivering an exceptional level of service and a memorable vacation to keep their most cherished clients coming back for more.

4.1.2 Key Success

Success for Sunshine Travel Air Tours will depend on their ability to effectively segment the market by focusing on numerous distinct niches. The corporation plans to reach its target audiences via these channels through advertising, direct marketing, and personal selling. Personal selling techniques for Sunshine will revolve on maintaining relationships with hotels and travel agents for larger clients, and with advertisers for smaller clients. Consequently, the following will be among Sunshine's most important features:

- **Exceptional performance in keeping the commitment:** The goal of Sunshine Travel Air is to provide travelers with travel experiences that are truly fun, comfortable, and enlightening. This will ensure that guests are left feeling entirely happy and thankful at the conclusion of their journey.
- **Inquiries from consumers are met in a timely manner:** Sunshine Travel Air just can't afford to keep their clients waiting, both for the sake of their company's reputation and their cash line. For this reason, it is vital for them to keep continuous



channels of contact with the customer, which includes hotels and lodges, in order to ensure that they are constantly ready to cater to the requirements of the client.

- **Competence in marketing:** Since they are still a relatively young firm in the industry, they will need strong marketing of their business and the services that they provide in order to ensure that they are always at the forefront of the thoughts of their potential customers. Additionally, this will function as a temporary barrier for businesses who are considering joining the tourist sector. It is required that advertising be carried out on a consistent basis.
- **Strategic relationships that are both stable and productive:** Sunshine travel air recognize the importance of establishing and maintaining fruitful strategic alliances with various stakeholders, such as hotels, lodges, and travel agencies, among others, due to the nature of their services and their relative infancy on the market, so that they can guarantee a constant flow of customers, satisfying their needs at every turn.

4.1.3 Marketing Research of Sunshine Air Travel

Before introducing any new travel packages, Sunshine Travel Air conducted in-depth study to find out the following information:

- What people think about traveling? (What service do they serve in the lives of individuals; at what points in their life do they purchase them, etc.)
- What is it about traveling those appeals to them?
- What is it about traveling that bothers them the most?
- What are their travel agency needs?
- When a customer walks into our retail outlet, what are their expectations for the services we provide?

All of this data is pooled together to inspire prototype designs. Before releasing new vacation packages, these concepts are put through their paces. After Sunshine Travel Air's trip package packages have been fine-tuned, they will introduce their travel packages to their customers.

Because of the overwhelming demand from customers and the tremendous success of the company's flagship travel agency in NayaPaltan, the company is now in the process of building other shops in a variety of locations. And as a result of this experience, their marketing staff now has the awareness and comprehension of:



- Demographic and lifestyle trends
- Trends in local and national economies
- Effects on culture and politics
- Influences on government and politics

Marketing is an essential component of every successful organization. It is impossible to build a successful company without first establishing a solid marketing plan. The marketing area covers a variety of different aspects of marketing. These include:

a) Market Analysis Summary

The economics of nature's incomparable sunshine is booming right now, making flight travel a great option. The easing of foreign currency policies and other macroeconomic measures taken to entice foreign investors into the nation has contributed to this trend. Our economy has grown at an annualized pace of 7% since 1990, which is exceptionally high in comparison to other countries. This is partly due to the government's fiscal and monetary policies, which aim to balance economic development with concerns for social equity. Travel agencies have a unique chance to aid the government in its current push and focus on diversifying the economic base away from the mining industry. After extensive market research, Sunshine Travel Air saw a need for a tours operator that specializes in delivering leisure trips to visitors. Sunshine Travel Air believes there is a market need for a tour company that focuses on providing tourists and visitors with comfortable and enjoyable tour packages, despite the fact that there are other large tour operators available on the market at present, some of which have been around for a relatively long period of time. This is especially pertinent given that the tourist sector is rapidly expanding in Bangladesh and has the potential to become even more lucrative than mineral resources in terms of generating foreign cash.

Sunshine Travel Air recognizes that its success in this sector will rely in great part on its ability to build and maintain strong partnerships with other businesses, particularly hotels and lodges. However, we want for the service we give to be of the highest possible quality and most pleasant for our customers by going to these lengths. In the beginning, Sunshine Travel Air plans to have a ten percent share of the market both at home and overseas.

At Sunshine Travel Air know that breaking into an international market isn't easy and that we'll need to form close ties with key partners in order to succeed, as we've said. Therefore,



Sunshine Travel Air plans to build a robust marketing strategy that is fully supported by the other parts of the company. Sunshine's decision to join the airline and tourist transportation industries was motivated by the forecast below:

The Overall Travel and Tourism Market in Dhaka City

However, despite the fact that the travel agency industry is a lucrative one, there are a large number of travel agencies and tour operators located all over the world. Only a few are listed below:

| The Overall Travel and Tourism Market in Dhaka City | | |
|--|--|---|
| NayaPaltan | Uttara | Gulshan/ Dhanmondi |
| <ul style="list-style-type: none"> • Sanjuri • Vision tours • East West • Lexus Holidays • Global tours • Kazi Air • Sharif Air | <ul style="list-style-type: none"> • Travel Online • Shameer Travel • Star line Travel • Une Pax | <ul style="list-style-type: none"> • Share Trips (Online) • Go Zayaan (Online) • Dana Aviation |

Sunshine Travel Air International

Table4.1: Travel and Tourism Market in Dhaka City

b) Changes in the Market

For many years, the Hajji Program was the impetus for the launch of new travel businesses. Travelers interested in Omrah, domestic tours, holiday tours, and job visas have been the agency's primary clientele in recent years.

c) Market Segmentation

Individuals with greater salaries and those whose families have two earners are Sunshine's primary customers. This is because people with higher incomes tend to have more discretionary funds, enabling them to take more vacations. A subset of the middle class is also categorized by Sunshine Travel Air because the combined membership of these organizations is significant.



Sunshine Travel Air has a considerable market share in the tourist business; hence, the quality of the company's products and services, as perceived by customers, will contribute to the company's ability to assure a better-than-average likelihood of successfully introducing new vacation packages. It is also necessary to provide new packages that are current with the trends of today in order to cut down on the possibility of failure.

Sunshine Travel Air will be directing its attention toward Bangladeshi and international vacationers who wish to engage in leisure travel and excursion while they are away from home, with the goal of enabling these travelers to become familiar with and appreciative of the vast number of points of interest located within our nation. Because of this, it is necessary for companies to engage in professional marketing of both themselves and the services they provide, while providing an uncompromising quality of service.

To this end, businesses would be well-served by engaging in market segmentation. As a result, they have segmented the industry into four distinct subsets.

A. Demographic Segment

Demographic segmentation refers to the practice of dividing a market into subsets depending on characteristics such as age, gender, income, etc. Age, marital status, and level of education are just a few examples of the kind of demographic data that are crucial to the success of any marketing study.

This part is a fantastic illustration of the extensive variety of services that Sunshine Air Travel provides for its clients. The following characteristics will also be discussed further down:

- All ages of people are welcome.
- Middle class to higher class.
- Service man, businessman.
- Regular and extended family members of any size are welcome to book flights with Sunshine Travel Air.

B. Geographic Segment

Markets may be broken down into subsets using a variety of criteria, one of which being location. Therefore, Sunshine Travel Air will be an excellent regional divider.



Due to the significant population concentration, convenient transit options, and newly constructed roads and highways in the Uttara & Platan business region, Sunshine Travel Air is establishing a new base there.

C. Psychographic Segment

With the use of psychographic segmentation, businesses may break down their clientele based on their interests, values, and thought processes. It has to do with people's habits and the kinds of information they take in. Marketers can better define market groups and comprehend consumer product and brand preferences with the aid of psychographics.

It's true that Sunshine Air Travel doesn't ensure adherence to this provision, but it has had an effect on some of their responsibilities anyway. For Example:

- **Life Style (Love to Travelling):** When people talk about a person's "lifestyle," they're referring to the way that they like to spend their free time. Customers of Sunshine Air Travel include travelling lovers' people who value quality services and accommodations at reasonable prices.

D. Behavioral Segment

When it comes to the process of market segmentation in the travel and tourism industry, Sunshine Air Travel Company does not use this particular method. They are only doing what would be expected of them.

- **Loyalty and Positive Word of Mouth Customers:** Customers are categorized into different groups according to the amount of money they spend with Sunshine Air Travel Company. This is done so that the company can boost the amount of positive word-of-mouth regarding their products and services by retaining their clients as repeat customers.
- **Purchasing Holidays Packages on occasions:** The primary focus of purchase or use occasion segmentation is on consumers' propensity to buy or consume a product at different times of the monthly or weekly. By combining customer-level and event-level segmentation models, businesses can gain a more nuanced understanding of their customers' needs, actions, and value across a wide spectrum of contexts and durations. Eid Ul Fitr, Azha, Pohela Baishak, weekends, and weddings are just a few of the many occasions throughout the year where Sunshine Air Travel's products and services are separated into distinct categories.



d) Target Market Segmentation

A company's target market is the demographic it primarily focuses its marketing efforts on reaching. Selecting a certain demographic to sell to is essential in creating a successful advertising campaign. Providing the appropriate service(s) to the intended audience will be a major tenet of Sunshine's marketing efforts. We will make sure that the cost of our services is reasonable for businesses and individuals, that they are aware of us and the value we bring to the table, and that they know how to get in touch with us. Every image, advertisement, and publication shall reflect the high quality that the brand represents. Sunshine will aim its efforts towards people and organizations who are actively seeking out entertainment options. Sunshine understands the need of narrowing their service options and marketing strategy. Sunshine has to hone their messaging, spread the word, and provide the goods. They want to more efficiently and successfully reach their target market as a result of their choice to form strategic relationships with many hotels, lodges, and travel agents.

In order to better serve their customers, Sunshine Travel Air will segment their target market into two distinct groups. These include:

- Budgetary Foundation Basis
- Work Basis

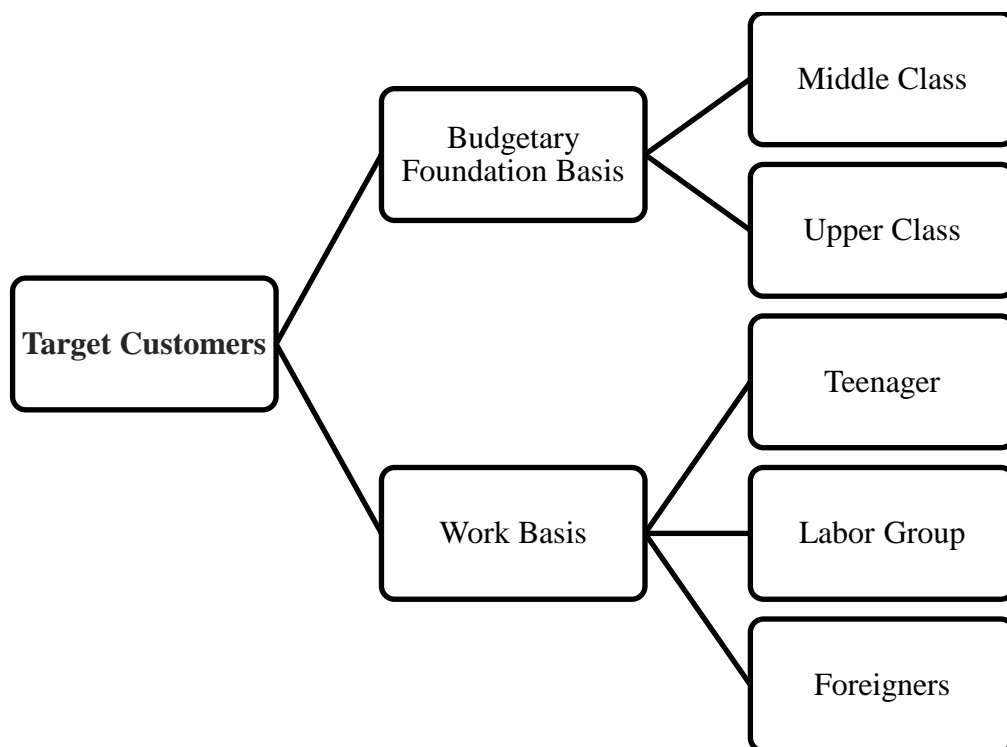


Figure4.1: Target Customers of Sunshine Air Travel



e) Customers Characteristics and Needs about Travel and Tourism

Customers are the foundation of every successful company. Sunshine Travel Air would cease to exist if there were no paying customers. Therefore, Sunshine Travel Air must place a premium on consumer preferences and habits. As a result of extensive market research, Sunshine Travel Air has identified the traits and requirements of its clientele. Like:

- Customers sought out Sunshine Travel Air to purchase plane tickets and vacation packages.
- Customers expect immediate access to seat reservations.
- Even on vacation, customers expect prompt confirmation of their hotel or flight reservations.
- The customer is looking for discounted, high-quality vacation packages and airline tickets.
- Customers are looking for travel agencies that go above and beyond to meet their needs. For such needs, you may count on Sunshine Travel Air.
- As a final point, consumers were dissatisfied with the network's branch availability.

After launching Sunshine Travel Air, they want to do their utmost to offer air ticketing and tour package services in order to fulfill the aforementioned categories of requirements and prerequisites.

f) Positioning

It is Sunshine Travel Air's goal to become Bangladesh's preferred travel service provider by providing an unmatched level of personalized attention to each and every one of its clients. To do this, we will provide reasonably priced, high-end transportation and helpful tips on local attractions. These trips will be fun and rewarding since they are designed with the specific needs of each participant or group in mind. One of Sunshine Travel Air's main selling points will be the company's dedication to its customers and the dedication of its team to those customers. They want to directly and indirectly capture a sizable share of the market (both domestically and internationally) with our competitive prices and enjoyable trips. That is why we will ensure that all of our marketing efforts are geared on achieving our desired position in the market.



4.2 Environmental and Internal Analysis of Sunshine Air Travel

Travel Agency Companies, they used PEST (Political, Economic, Social, and Technological) analysis throughout their time in their travel and tourism business. PEST and SWOT analysis were taken into account during the Sunshine Travel Air' internal review.

4.2.1 PEST (Political, Economic, Social and Technological)

a) Political Issues

The political environment consists of factors like the regulatory framework and the functioning of the legal system, both of which may have an effect on the company. Both the absence of rivalry and the relative lack of political concerns in Dhaka are beneficial to the tourist industry. The travel agencies are subject to regulations governing things like employment, pollution, and taxes.

b) Economic Factors

If the country's economy improves, the gross domestic product (GDP) improves, and this is excellent news for businesses since their customers will have more disposable income to spend on things like vacations. According to the results of my poll, most individuals tend to make larger purchases and take more trips abroad at the start of each month. When the rate of inflation rises, so does the price of tickets and other goods and services, and vice versa.

c) Social Factors

Society may be broken down into many social classes, including the wealthy, the middle-class, the lower-class, and the working-class. Every nation has its own set of cultural norms, values, beliefs, and religions, all of which may have an impact on any given business.

d) Social Factors

As of right now, technology is becoming better, which means that soon, reservation and ticketing systems will use modern technology that is both effective and efficient, and they will give efficient service. For example, ABACUS and AMADUES airlines have each established their own ticket selling software. Because of advances in technology, there are now new methods of marketing, such as the use of the internet and telemarketing, and businesses are able to promote their wares at a much more rapid rate. Collecting customer



data, conducting daily transactions, predicting the future, and making decisions are all made easier with the use of computer-based MIS (management information system) consumer data.

4.2.2 SWOT Analysis

Every business has certain qualities that make it successful, as well as areas in which it may improve. Therefore, the following is the SWOT analysis for Sunshine Air Travel in travel and tourism business of Bangladesh:

a) Strengths

- **Multiple types of customers served:** A more varied customer base will result in a lower degree of reliance on any one sector of the economy.
- **Teams that possess a diverse set of skills:** The business development and marketing teams has the intention of enlisting the assistance of workers who are suitably skilled and experienced in order to collaborate on the formulation of business strategy and long-term goals.
- **Promotion on a massive scale:** The Company will launch a full-scale campaign of advertising and promotion to increase brand recognition and familiarity with its services and offerings. Therefore, one of our pillars will be a vigorous and targeted advertising effort with well-defined objectives and methods.

b) Weakness

- Having a poor reputation in relation to the other companies in the industry. This is because we are very new to the industry overall at this point. Nevertheless, this will be dealt with in the manner that is outlined in the marketing portion of this strategy.
- The organization is facing difficulty as a result of the implementation of new organizational processes and the addition of individuals who have not before collaborated with one another.
- A more modest financial basis in comparison to those of the industry's big competitors.
- Inability to identify clear strategic alliances



c) Opportunities

- The current push by the government to encourage involvement by indigenous businesses in travel agency and tourism gives an opportunity that they should make the most of.
- The rapid expansion of the travel agency and tourist industries represents a chance that we can seize. This is reinforced by ongoing efforts to attract tourists to the area on the part of the government and the Regional Tourism Organization of Bangladesh.
- At the moment, there are just a handful of reputable travel firms and tourism companies that can transport visitors to various points of interest.
- Global tourism patterns show that modern vacationers seek for activities outside the typical "sun and sea" getaways.

d) Threats

Increases in competition might be brought about by the current tourist industry boom. A result of this might be greater rivalry from a wide range of existing markets, including as:

- Established travel agencies, hotels, and lodges may consider vertically integrating transportation by developing new lines and adding new services for their customers.
- Enhanced advertising campaigns from well-known brands that try to arrange trips like the ones we envision.
- The current level of rivalry.
- New travel agencies are up in response to robust national economic and touristic expansion.

4.2.3 Competitive Analysis

Presently, Sunshine Travel Air has few comparable rivals. However, this trend may not last for long because of the rapid evolution and expanding market that the tourist business offers. As a result, they'll need to not only cement their place in the market, but also set themselves apart from the competition. While sunlight has a few rivals, they are more global in scope:

a) Nature of Competition:

Hotels and travel firms that provide customers with access to day trips are the primary rivals. They're providing this service to get an edge over other businesses. However, we don't plan on directly competing with them, but rather forming beneficial working connections in the form of strategic partnerships so that we can provide the service for their clients and free



them up to focus on what they do best while still satisfying their consumers. In this respect, Sunshine will have a leg up on the competition thanks to their expertise in the field, which will allow them to guarantee the happiness of their customers at all times, and their willingness to adapt to their needs. Ultimately, the success or failure of every enterprise hinges on how well it competes with its rivals. The corporate world is filled with rivals. There is a lot of competition for Sunshine Travel Air in the travel agency industry. The number of competitors with significant characteristics is small. A few examples might be:

- Quality Vacation Packages
- Friendly Service
- Convenient Location
- Modern Amenities

Therefore, Sunshine Travel Air wants to be able to give all different kinds of products, which are extremely significant in the market, and believes that by doing so, they will be able to win out its rivals.

b) Primary Competition:

The level of competition in today's market is high and only increasing. The most formidable rivals of Sunshine Travel Air in Bangladesh include DANA AVIATIONS, VISION TOURS & TRAVELS, SAMEER TRAVELS, and TRAVEL ONLINE, etc.

Hotels, motels, and travel companies who already have a clientele base might potentially see this as a chance to expand their offerings. Customers who have dealt with a company before are more likely to return, since doing business with them has likely resulted in the development of a positive connection. This might be difficult for Sunshine, since they need to promote their products and services extensively.

c) Competition and Buying Patterns:

At the customer level, confidence in the quality and dependability of the organization is crucial to the choice to use its services. The quality of the provided services and tourist destinations would be crucial in this industry. This is especially true when examining the many motivations that drive people to travel. Since clients of Sunshine's Travel Air may choose to visit various locations and at different times, the cost of their services necessarily varies with the distance covered. Customers in Sunshine's Travel Air division generally do side-by-side company comparisons, narrowing their options down to two or more viable



providers. However, they often rely on word-of-mouth referrals from hotels, travel agencies, government organizations, vehicle rental firms, and other similar businesses.

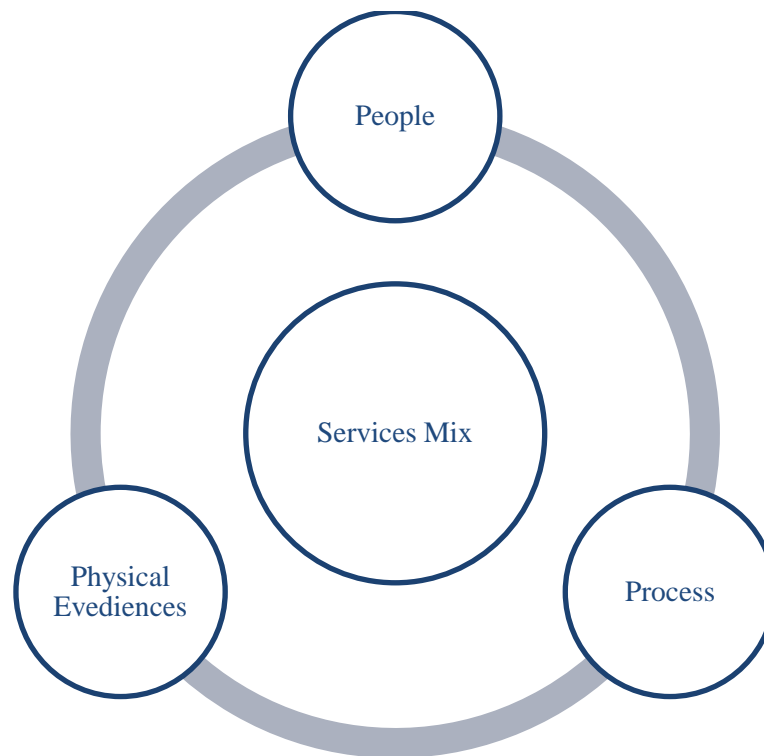


| AN ANALYSIS OF THE PRIMARY AND SECONDARY COMPETITORS OF SUNSHINE TRAVEL AIR INTL | | |
|--|--|---|
| Primary Players | Weakness | Strength |
| Vision Tours & Travels | High Price, less scope for local people | Variety masters for upper class people |
| Dana aviations | Low in investment in Ads Less Variations' of packages | Quality |
| Travel Online | Low in investment in ADs | Variety |
| Unepax | Inexpensive | Quality |
| Sameer Travels | Expensive | Variety |
| Secondary Players | Weakness | Strength |
| Any Kind of travels operators. | <ul style="list-style-type: none"> Highly Expensive (Concentrate more on upper class) | <p>Excellent ambience.</p> <p>Customize preparations.</p> <p>Fast services.</p> |
| Tours Operators | <ul style="list-style-type: none"> Comparatively expensive. Low in investment in Ads. Delivery of services not satisfactory | Variety of packages masters for tour operators. |

Table4.2: Primary and Secondary Competitors of Sunshine Air Travel



4.3 Analysis of Service Mix Strategy of Sunshine Air Travel



a) People:

When it comes to Sunshine Air Travel's workload, job design isn't particularly difficult. The recruiting procedure cannot start unless further conditions are satisfied. Royal Air Travel's top priority in terms of customer service is the quality of the company's interactions with its customers. Due to the nature of the business, which revolves on the acquisition of travel package orders from clients, there must be open and constant lines of communication between the two parties. This is why Management made sure all the new employees had the proper training. A total of five full days of training are offered. They spend three days learning the ins and outs of the ABACUS Air ticket selling program, and the remaining two days learning how to take tests and improve their interpersonal and communication skills, which will help them, better serve their customers.

b) Process:

Sunshine Air Travel has an extremely well-thought-out system design. At Sunshine Air Travel, everyone knows their place, and everyone knows their place in the organizational chart. The organization also employs a tried and proven set of processes that it has formalized



with the help of a variety of technology tools that enhance the management of client information and ticket stock.

c) Physical Evidences

Sunshine Air Travel has an atmosphere that is comfortable enough for catching up with old friends. The trip experience provided by Sunshine Travel Air is quite pleasant, and the airline maintains a high level of atmosphere quality in all of its physical locations. As a consequence of this, Sunshine Air Travel is always searching for new ways to enhance its services in response to customer feedback and emerging technology.

4.3.1 Service Differentiate

a) Ordering Ease

The process of making a reservation is started as soon as a customer enters the sales office, and an assistant hands them a brochure at that moment. All of the reservation staff have strong English language skills and are able to handle orders for tour packages from any consumer.

b) Service Delivery

The unique way in which Sunshine Travel Air delivers vacation packages to customers is an experience in itself. The workplace is well decorated, and everyone working there wears interesting clothing. Managers wore unique garb. Everything at the Boucher sales counter makes sense, too. In and of itself, this is already outstanding. Requests for in-house service are fulfilled within 15–20 minutes, while takeout orders arrive within 30 minutes. The firm has also taken precautions to ensure the safety of the Air Ticket by packing it in protective coverings (also known as a jacket). Coupons for further savings are also provided.

4.3.2 Product Differentiation

The sort of service that is offered by Sunshine Travel Air, which makes certain that each trip taken by a client is an experience they will never forget.

a) Tour Packages Features

There are a lot of interesting things about the tours offered by Sunshine Travel Air, which are why so many people choose to book with them. The tours item packages set themselves apart from the competition by providing a unique experience; hence the product is categorized as non-durable items. Individuals may always be enticed with a little more.



b) Mass Customization

One of the most significant benefits of using Sunshine Travel Air is the ability to personalize one's own tour packages. This provides the consumer with a sense of diversity, and as a result, they are able to appreciate all that Sunshine Travel Air has to offer.

The most distinctive characteristic is the presence of a "tour 4 all" plan, which enables customers to choose among four distinct categories of lowest trip package combinations. This is a novel approach to selling, since many customers shop in groups where someone else in the group has already done business with you.

c) Conformance Quality

The compliance quality of the package offered by Sunshine Travel Air is quite excellent. Each and every one of the tour items that were created are exactly the same and live up to the expectations that were set out.

4.3.3 Using ANSOFF Matrix for Developing Service Quality

| | EXISTING CUSTOMERS | NEW CUSTOMERS |
|-------------------|--|-----------------------|
| EXISTING SERVICES | Consolidation/ Market Share Building | Market Development |
| NEW SERVICES | Service Development | Diversification |



Since its inception, Sunshine Travel Air has enjoyed unparalleled market dominance. Their marketing focus has always been on establishing a precedent of excellence. Including a variety of activities and attractions in each tour package is still one of their primary goals. They typically make adjustments to their product or service. So, Sunshine Travel Air is now providing a new service to the same consumer. As a result, they are focused on Service Development. For this reason, Sunshine Travel Air is continually brainstorming new methods to transform a standard Travel into something so novel that it fools consumers into thinking it's brand new.



4.4 Analysis of Customers' Satisfaction on the Service Quality of Sunshine Air Travel

| Scale | 5 | 4 | 3 | 2 | 1 |
|--|--------------------|-----------|---------|--------------|-----------------------|
| | Strongly Satisfied | Satisfied | Neutral | Dissatisfied | Strongly Dissatisfied |
| Customers' Satisfaction on the Service Quality of Sunshine Air Travel | | | | | |
| Tangibility | | | | | |
| 1. Employees' Appearance | 5 | 4 | 3 | 2 | 1 |
| 2. Environment is comfortable | 5 | 4 | 3 | 2 | 1 |
| 3. Environment is attractive | 5 | 4 | 3 | 2 | 1 |
| 4. Features of tour Packages | 5 | 4 | 3 | 2 | 1 |
| 5. Freshness | 5 | 4 | 3 | 2 | 1 |
| 6. Benefits | 5 | 4 | 3 | 2 | 1 |
| 7. Variations of Packages | 5 | 4 | 3 | 2 | 1 |
| Reliability | | | | | |
| 1. Perform the services right and accurately | 5 | 4 | 3 | 2 | 1 |
| 2. Provide services on time | 5 | 4 | 3 | 2 | 1 |
| 3. Correct the mistakes and errors | 5 | 4 | 3 | 2 | 1 |
| 4. Timely e-mail Delivery | 5 | 4 | 3 | 2 | 1 |
| 5. Hospitality | 5 | 4 | 3 | 2 | 1 |
| Responsiveness | | | | | |
| 1. Employees' behavior, when busy | 5 | 4 | 3 | 2 | 1 |
| 2. Approach to higher Management | 5 | 4 | 3 | 2 | 1 |
| 3. Employees' guidance to customers | 5 | 4 | 3 | 2 | 1 |
| 4. Response to customer | 5 | 4 | 3 | 2 | 1 |
| 5. Waiting time. | 5 | 4 | 3 | 2 | 1 |
| 6. Providence of special services | 5 | 4 | 3 | 2 | 1 |
| 7. Privacy | 5 | 4 | 3 | 2 | 1 |
| 8. Time for take away. | 5 | 4 | 3 | 2 | 1 |
| Assurance | | | | | |
| 1. Employee Behavior | 5 | 4 | 3 | 2 | 1 |
| 2. Knowledgeable Employees | 5 | 4 | 3 | 2 | 1 |
| 3. Courtious | 5 | 4 | 3 | 2 | 1 |
| 4. Attitude | 5 | 4 | 3 | 2 | 1 |
| Empathy | | | | | |
| 1. Sincerity | 5 | 4 | 3 | 2 | 1 |



| | | | | | |
|-------------------------------------|---|---|---|---|---|
| 2. Solve the problems | 5 | 4 | 3 | 2 | 1 |
| 3. Kind behavior of employees | 5 | 4 | 3 | 2 | 1 |
| 4. Unique Service specially for you | 5 | 4 | 3 | 2 | 1 |

Table4.3: Analysis of Customers’ Satisfaction on Service Quality of Sunshine Air Travel

As a result, based on the analysis of the data shown above, Sunshine Travel Air comes in at number 4 on the scale of 5:

- Tangibility – 4.2 (30 /7)
- Reliability – 4.2 (21/5)
- Responsiveness – 3.5 (28/8)
- Assurance – 4.75 (19/4)
- Empathy – 4.5 (18/4)

The fact that they have a total Service quality score of 4.23 out of a possible 5 ($4.2 + 4.2 + 3.5 + 4.75 + 4.5 / 5$) indicates that their customers are happy with the product. Nevertheless, it should help them become more responsive, as this will make it easier for them to satisfy the customer. They are working to further develop and improve upon their quality management system.

This was the questionnaire that we used to obtain the data that was above. Only 15 customers' data have been used to calculate the average. Nevertheless, information was gathered from twenty different clients. However, we have decided to only use the data from 15 of our customers because some of our customers were in a rush when they filled out the questionnaire and marked most 1 or most 5.



4.5 Findings of the Study

With the outcomes of this study in hand, Sunshine Travel Air will be better able to make decisions about its marketing strategy and the introduction of new tour offerings or the opening of new destinations for improving customers' satisfaction. It will also help them identify serious problems in the way they manage and advertise their tourist business.

This study will be helpful to marketing practitioners as well as researchers in further evaluating the acceptability and reliability of the marketing strategy analysis for increasing customers' satisfaction. The results surrounding Sunshine Travel Air's marketing strategy will assist future researchers to evaluate which sectors are appropriate for the use of such analysis and which industries are not appropriate for such application based on the findings.

4.5.1 Findings from Interpretation Data

- According to the data that was gathered, 68 % of respondents preferred Sunshine Travel Air above alternative options. Because of this, Sunshine Travel Air has been quite successful in the tourist business.
- 37% of respondents have a very strong agreement with this statement, and 42% have an agreement with it. Sunshine Travel Air is delivering excellent travel related services.
- 41% of respondents favor Sunshine Travel Air because of the quality of their services, 25% like the company in terms of the offering of their services, and 20% choose the company because of its price.
- Tour packages are something that 31% of people agree with, while 23% are in favor of them wholeheartedly. It indicates that 54% of people are content.
- 12% of Sunshine Travel Air's customers have a very strong agreement with the offered tour variety packages, while 58% have an agreement with it. Seventy percent of people recognized the quality of the services.
- 74% of respondents agree that the conduct of reservation agents is satisfactory.
- Only 5% of respondents are in agreement that the order of services is delivered on time, 35% of respondents stated that the time slightly exceeds up to 10 minutes, and 60% of respondents indicated that it takes 30-40 minutes.
- 41% of respondents strongly agreed that Sunshine Travel Air's ticket costs are competitive when compared to those of other airlines, while 39% just agreed and the remainder respondents disagreed.



- 35% of respondents strongly agree, and 52% of respondents agree, that the ambiance.

4.5.2 Findings from Customers' Feedback about their Satisfactions

The primary data was collected from the Uttara region, and this data may vary depending on the basis of some factors of customers' satisfaction on travel and tourism activities.

1. Frequency of Traveling:

| Customer No. | Everyday | Weekly Once | Weekly Twice | Monthly Once |
|--------------|----------|-------------|--------------|--------------|
| 1 | | | | 1 |
| 2 | | | 1 | |
| 3 | | | | 1 |
| 4 | | | | 1 |
| 5 | | 1 | | |
| 6 | | | | 1 |
| 7 | | | | 1 |
| 8 | | 1 | | |
| 9 | | | | 1 |
| 10 | | | | 1 |
| 11 | | 1 | | |
| 12 | | | | 1 |
| 13 | 1 | | | |
| 14 | | | | |
| 15 | | | | 1 |

Table4.4: Frequency Travel of Customers

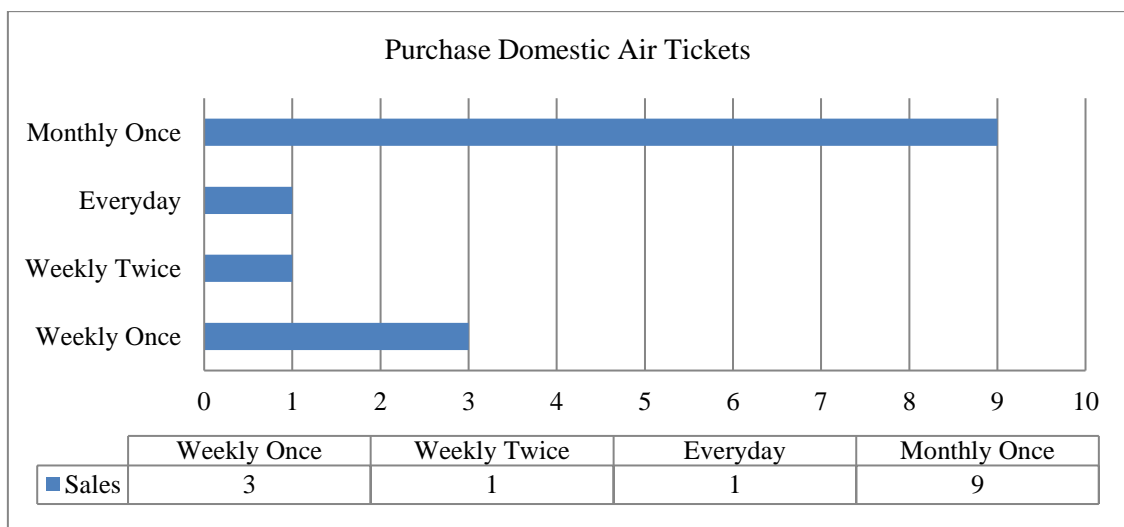


Figure4.2: Ratio of Purchasing Domestic Air Tickets



2. Preference of Tourism Services from Travel Agencies:

| Customer No. | Dana Aviatiions | Travel Online | Sunshine Air Travel Int. | Others |
|--------------|-----------------|---------------|--------------------------|--------|
| 1 | 1 | | | |
| 2 | | 1 | | |
| 3 | | | | |
| 4 | | | | 1 |
| 5 | 1 | | | |
| 6 | | | 1 | |
| 7 | | 1 | | |
| 8 | | | 1 | |
| 9 | | 1 | | 1 |
| 10 | | | | |
| 11 | | | 1 | |
| 12 | | | 1 | |
| 13 | | 1 | | |
| 14 | 1 | | 1 | |
| 15 | | | 1 | |

Sunshine Travel Air International

Table4.5: Analysis of Customers' Preference of Tourism Services from Travel Agencies

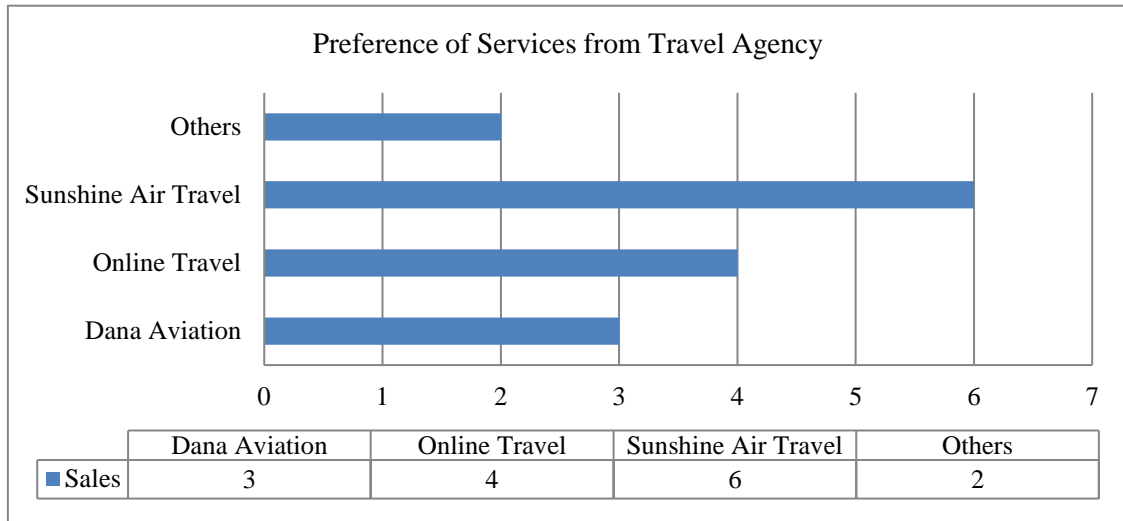


Figure4.3: Ratio of Customers' Preference of Tourism Services from Travel Agencies

In terms of customers who have traveled out, 46% of those customers favor and satisfied on the services provided by Sunshine Travel Air.



3. Frequency of Purchasing Air Tickets:

| Customer No. | Very Rarely | Monthly Twice | Weekly Once | Monthly Once |
|--------------|-------------|---------------|-------------|--------------|
| 1 | 1 | | | |
| 2 | | | 1 | |
| 3 | 1 | | | |
| 4 | | 1 | | |
| 5 | | | 1 | |
| 6 | | | | 1 |
| 7 | | 1 | | |
| 8 | | | 1 | |
| 9 | 1 | | | |
| 10 | | | | 1 |
| 11 | | | | 1 |
| 12 | | | | 1 |
| 13 | | | | 1 |
| 14 | | | | 1 |
| 15 | | 1 | | |

Table4.6: Frequency of Purchasing Air Tickets

Based on the analysis of the data, it can be deduced that only 20% of consumers fly very regularly. In the same vein, just 20% of customers travel on a very infrequent basis.



4. Preference of Platforms for Purchasing Air Tickets:

| Customer No. | Travel Online | | Sunshine Air Travel | |
|--------------|-------------------|---------------|---------------------|---------------|
| | Air Lines Counter | Travel Agency | Air Lines Counter | Travel Agency |
| 1 | 1 | | 1 | |
| 2 | | 1 | | 1 |
| 3 | 1 | | | 1 |
| 4 | | 1 | | 1 |
| 5 | 1 | | | 1 |
| 6 | 1 | | | 1 |
| 7 | 1 | | | 1 |
| 8 | 1 | | | 1 |
| 9 | | 1 | 1 | |
| 10 | 1 | | | 1 |
| 11 | 1 | | | 1 |
| 12 | | 1 | | 1 |
| 13 | 1 | | 1 | |
| 14 | 1 | | | 1 |
| 15 | 1 | | | 1 |

Sunshine Travel Air International

Table4.7: Preference Platforms for Purchasing Air Tickets

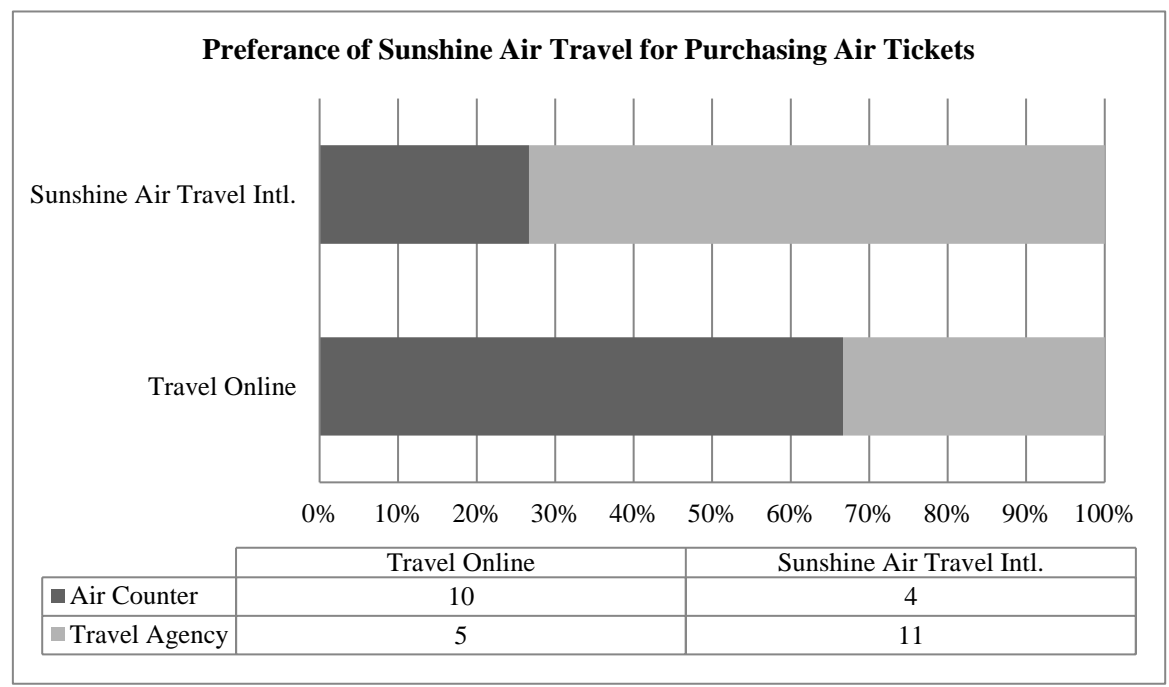


Figure4.4: Preference Sunshine Air Travel for Purchasing Air Tickets



68% of their consumers would want to have Travel Online outlets, while just 32% of their customers would prefer to have it at the airlines Counter. While just 15% of Sunshine's customers prefer to buy their tickets at the airline's counter, 85% of their customers prefer to buy their tickets at one of the company's shops.

5. Preferred Brand of Travel Agency:

| Customer No. | Travel Online | Sunshine Air Travel Intl. |
|--------------|---------------|---------------------------|
| 1 | | 1 |
| 2 | 1 | |
| 3 | | 1 |
| 4 | 1 | |
| 5 | | 1 |
| 6 | 1 | |
| 7 | | 1 |
| 8 | 1 | |
| 9 | 1 | |
| 10 | | 1 |
| 11 | | 1 |
| 12 | | 1 |
| 13 | | 1 |
| 14 | | 1 |
| 15 | | 1 |

Sunshine Travel Air International

Table4.8: Preferred Brand Agency for Travel Purpose

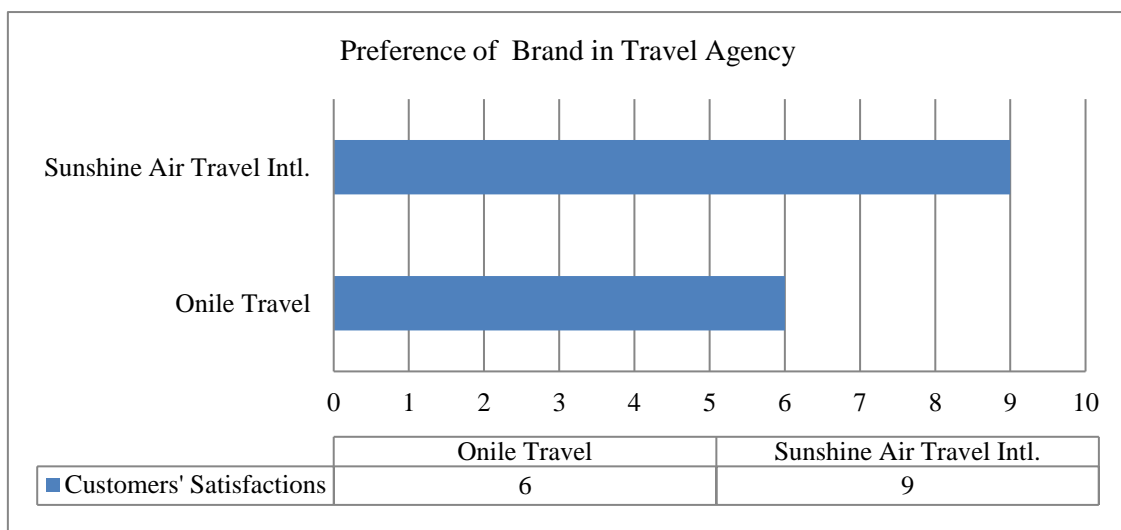


Figure4.5: Ratio of Choosing Sunshine as a Brand



Travel Online is preferred by 32% of customers purchasing airline tickets, while 68% of customers choose Sunshine Travel Air.



CHAPTER 05

**RECOMMENDATIONS
AND CONCLUSION**



5.1 Recommendations

As a result of the findings and suggestions in this section, the sunshine will be better prepared to meet the present problem which is related to the improving customer satisfaction. The following is a list of some suggestions related to this study:

- For Sunshine Travel Air to be able to boost their income and obtain a competitive edge, they will need to present a diverse selection of package holidays.
- I have noticed that there is not enough parking spaces available for consumers to use at the NayaPaltan Branch, in contrast to what other businesses provide. Therefore, by setting up such a physical evidence or facility, companies may attract a greater number of clients.
- The management should speed up the process of providing services.
- This study ensures a higher level of responsibility and profitability by introducing improved HRM practices as well as improved managing and oversight of tour packages before embarking on an endeavor to become a well-known organization.
- Formulation of decisions pertaining to the future new products and branches, as well as proper execution of such decisions. The formulation and suitable application of standard marketing policies in order to raise the likelihood of Sunshine Travel Air achieving better results as well as increasing customers' satisfaction from their operations.
- Similar to the Balanced Scorecard, another standardized, multi-factor analytical scale is used to evaluate performance. This will help them make better decisions when they choose performance evaluation methods for measuring customers' satisfaction. Also, Sunshine Travel Air will be able to consider its options for growing and diversifying due to this.
- They need to establishing and implementing standards for the firms' respective digital marketing efforts like YouTube, content and face book marketing by using short videos and sharing the happy moments of their clients.
- They should determine the viability of expanding into new markets and the potential for success via a comprehensive market share research.
- It is possible that the creation of an expert system or a Decision Support System (DSS) to assess and evaluate productivity would prove to be highly beneficial to the



company in its present condition and measuring customers' satisfaction and improving it.

5.2 Conclusion

Sunshine Travel Air does not have a lot of wiggle space when it comes to fulfilling its objectives, which are tied to raising the level of satisfaction experienced by its consumers. The duration of the time period is about one year. As a direct consequence of this, Sunshine Travel Air makes use of a wide array of strategies in its quest to achieve its objectives. Given how successful the strategies are and how easily they can be adapted to changing market conditions and goals, it seems reasonable to believe that they should be given more attention.

Based on the research, this has been determined that Sunshine Travel Air is the best travel package supplier. Sunshine Travel Air's service packages are both reasonably priced and well stocked with high-quality amenities. The majority of customers are satisfied with the product's quality, service, and fare rates. Although it seems that consumers are dissatisfied with the length of time it takes to get their trip packages, the staff's overall demeanor is rather polite, kind, and persuasive. The lighting, music, seating arrangement, and calm atmosphere are some of the reasons why passengers like flying with Sunshine Travel Air.

The purpose of this study was to gain a better understanding of Sunshine Travel Air's marketing strategies and operations for increasing customers' satisfaction, so that we might better understand how the company runs its business and why a strong marketing strategy is crucial to its success and the success of the tourism and travel agency industry as a whole. I believe it might serve as a model for any tour operator or travel business. The above suggests that Sunshine Travel Air has a sound business plan that has paved the way for the fuller coordination of all of the company's operations. Simply put, Sunshine Travel Air stands to earn greatly from a well-executed plan. All the evaluations, problems, and suggestions in this research are based on my analysis, and it serves as partial completion of course requirements. All of my observations are made from my perspective, therefore the data cannot be utilized for policy making; nonetheless, a corporation is free to evaluate the research from scratch if it so chooses. The market has recently become quite competitive. Business is a key to financial independence and a happy life for anybody. When it comes to making money, Sunshine Travel Air is in the tourist industry. I'm certain that if they focus on delivering excellent service via their travel business, they will be successful.





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Appendix A

Survey Questionnaire for General Customers

Questionnaires – Internship Project

| | | | | |
|-------------|----------------|--------------|-----------------|----------------|
| Name: | | | | |
| Gender | | | | |
| Age: | Below 20 years | 21-30 years | 31-40 years | Above 40 years |
| Occupation: | Student | Business Man | Service Holders | Others |

1. How often you travel on domestically or internationally?
 - Weekly Once
 - Weekly Twice
 - Everyday
 - Monthly Once
2. Indicate the degree to which you are satisfied with Sunshine Travel Air based on the following?

| Parameter | Excellent | Good | Average | Poor |
|---------------------------|-----------|------|---------|------|
| Quality of Packages | | | | |
| Fare | | | | |
| Ambiance | | | | |
| Service | | | | |
| Service Delivery Time | | | | |
| Professionalism of Staffs | | | | |

3. What forms of media do you use in order to get information on Sunshine Travel Air?
 - Digital Platforms
 - Social Media
 - TV
 - Newspaper



- Billboard
 - Other and specify it _____
4. Evaluate Sunshine Travel Air in comparison to the following travel agencies and give each one a score out of 10.

| Travel Agencies | Quality | Price | Physical Evidence (Decoration) | Ambience | Services |
|------------------------|---------|-------|--------------------------------|----------|----------|
| Sunshine Travel Air | | | | | |
| Dana Aviation | | | | | |
| Travel Online | | | | | |
| Unepax | | | | | |
| Vision Tours & Travels | | | | | |

5. Which of the following airlines do you feel most comfortable traveling with?
- Novo Airways;
 - Biman Bangladesh Airways;
 - US Bangla Airways;
 - Other Airlines.
6. Which of the following airlines do you feel most comfortable traveling with?
- Novo Airways;
 - Biman Bangladesh Airways;
 - US Bangla Airways;
 - Other Airlines.
7. What do you prefer Vacation Package Destination?
- Travel Online
 - Sunshine Air Travel Intl.
 - Other and specify it _____
8. What is the most brand-liked travel agency name?
- Travel Online
 - Sunshine Air Travel Intl.
 - Other and specify it _____
9. What is the most brand-liked travel agency name?
- Travel Online



- Sunshine Air Travel Intl.
- Other and specify it_____

10. What are some improvements that, in your opinion, Sunshine Travel Air could make for increasing customers' Satisfaction?



Appendix B

Descriptions of Tour Packages at Sunshine Air Travel International

Sunshine Travel Air
I n t e r n a t i o n a l

| Sunshine Travel Air Services |
|--|
| <ul style="list-style-type: none">• Online Air Ticketing• Family Tour• Educational Tour• Corporate Tour• Group Tour• Business Tour• Eco Tourism• River Cruise• School / College Picnic• Hotel booking• Visa Processing• Travel Consulting |

The services provided by Sunshine Travel Air include package trips to a variety of exciting and attractive locations across Bangladesh (Dhaka, Cox's Bazar, Bandarban, Chittagong, St. Martin, Rangamati, Sundarban, Sreemongal, Sylhet, Kuakata, etc.) and abroad (Nepal, India, Bhutan, Maldives, Srilanka, Malaysia, Thailand, Singapore, Egypt, Indonesia etc.). These trips also include logistical support for individual travel.

Tour Package inside Bangladesh

The country of Bangladesh offers a wide variety of year-round tourist itineraries, including both standard and customized options. Sunshine Travel Air is a reputable tour operator in Bangladesh, offering a wide variety of tailor-made trips, such as the luxurious Bangladesh



Tour, the City Sightseeing Tour, the River Cruising Tour, the Archaeological Sites & Cultural Tour, the Adventure & Wildlife Tour, and many more.

Bangladesh is a nation in south Asia, situated north of the Bay of Bengal. The population is at 124 million, and the land area is 147,570 square kilometers. India and Myanmar are its land-based neighbors to the north and west, respectively. Each of Bangladesh's six administrative regions is named after its major city. This includes:

*Dhaka Division * Chittagong Division * Khulna Division

*Sylhet Division * Rajshahi Division & * Barisal Division

Tour Package from Sunshine Air Travel International

When it comes to tours, Sunshine Travel Air does it everything, from the standard to the extraordinary. A person may also combine many tour packages to make your trip last longer and be more comfortable. Similarly, our standard trip packages may be divided up as needed for a more leisurely vacation.

Tour Package 01

“World Heritage Site, Historical & Archaeological Tour Bangladesh”

The archaeology and history lovers were in mind when this tour package was prepared; in addition to providing information about the Paharpur Buddhist Monastery and a great deal more, it was created just for them.

- Tour Destination: Dhaka - Dinajpur - Bogra - Rajshahi - Dhaka



The length of the tour is 08 days.



Tour Package 02

“Sightseeing Tour in Dhaka, the Capital City of Bangladesh”

Dhaka is a city of contrasts between old and modern, and by purchasing this trip package, they are giving customers the opportunity to see the city's most popular sights, as well as many more.

- Tour Destination: Dhaka



The length of the tour is 01day

Tour Package 03

“Travel to the Sundarbans, the natural environment of the Royal Bengal Tiger”

Explore the natural marvel of the Sundarban, which is also the biggest mangrove forest in the world and the habitat of the Royal Bengal Tiger. This is a Tour Package of World Heritage Sites that Includes Many Other Attractions.

- Tour Destination: Dhaka to Sundarban to Dhaka



The length of the tour is 04 Days

Tour Package 04

“Journey to the Rangamati and Bandarban Hill Paths”

Explore Rangamati and Bandarban with this travel package that focuses on the area's hills, lakes, and diverse cultural traditions. This is a wonderful tourism area that has had the least amount of impact on the natural environment.

- Tour Destination: Dhaka to Rangamati to Bandarban to Dhaka



The length of the tour is 04 Days



Tour Package 05

“Beach Holiday Packages: Visit Cox's Bazar and Saint Martin's Island in Bangladesh”

St. Martin's Island is Bangladesh's most beautiful Coral Island, and Cox's Bazar is home to the longest natural sandy sea beach in the world. Take pleasure in the sea and sunshine and...



- Tour Destination: Dhaka to Cox’s Bazar to Saint Martin’s to Dhaka

The length of the tour is 04 Days

And so many.....

Sunshine Travel Air
I n t e r n a t i o n a l

Services Included in Tour Package

- Booked Air Conditioning Vehicles for This Tour (Car, Bus & Airways).
- All tolls, and entry fees as per the above schedule
- Fresh Waters.
- All applicable taxes and service fees.
- Trained Guides.
- Accommodations based on a double occupancy.
- Breakfast, Lunch, Snacks and Dinner.
- All in-forest events must be carried out as scheduled.
- A tiny rural boat for exploring narrow waterways.
- Payment of forest fees to the forest department, together with approval and an armed forest guard.

Services Excluded in Tour Package

- Food and Beverages.
- Expendables and other things not already specified on above list.
- Anything else that may occur that is not included in the trip itinerary.



Features of Cruise

- Downstairs seating and dining area
- The captain's bridge has all the essentials up top.
- Upstairs bathroom has an elevated toilet, a wash basin, and a hand shower.
- The kitchen is fully stocked and conveniently located downstairs.
- There is a plug-in electrical socket for charging cell phones and other devices.
- Life Jacket Always On Hand
- Life Boya is in stock.
- Fire Extinguisher on Hand
- It comes with a first aid kit

Tour Packages outside Bangladesh

The following activities are included in the Tour Package Abroad:

Tour Package 01 “Bangkok”

3 Days Bangkok - Dhaka

- Take breakfast and Check out from hotel at 1200hrs, free time up to evening. Depart for Dhaka at 0030hrs
- Arrive at Dhaka at 0215hrs
- Back to your sweet home & end the trip.



Package Include:

- Return Air Tickets of Bangkok Air
- nights twin accommodation at Novotel Lotus 3* or Regency Park 3*, Bangkok
- Breakfast at hotel
- Hotel Airport hotel transfer
- 01 half day grand palace tour, Bangkok
- Take care by experience guide

And so many.....