

Internship Report On Community-Based Tourism Marketing Practices: A Case Study on Otithi

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Community-Based Tourism Marketing Practices: A Case Study on Otithi

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This report is submitted to the school of Business and Economics (SoBE), United International University (UIU) as a partial requirement for the degree fulfilment of Bachelor of Business Administration (BBA).

Letter of Transmittal

November 20, 2025

Dr. Md. Kaium Hossain

Associate Professor,

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Subject: Submission of internship report titled “Community-Based Tourism Marketing Practices: A Case Study on Otithi”.

Dear Sir,

It is with my full respect and pleasure that I present my report entitled “Community-Based Tourism Marketing Practices: A Case Study on Otithi”, on the partial fulfillment of the BBA program requirement under your supervision. It was an excellent field experience, and I tried my best to achieve academic demands.

I have tried my best to make this report and to make it as lucid and extensive as possible within the confines. I am sure, it will help get the job done.

I will always be willing to provide clarifications regarding this report, if necessary.

Sincerely,

Foysal Bin Kawser

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Declaration of the Student

I do hereby declare that the internship report titled “Community-Based Tourism Marketing Practices: A Case Study on Otithi” has been prepared by me as part of my academic requirement for the completion of the Bachelor of Business Administration (BBA) degree at the School of Business and Economics (SoBE), United International University (UIU).

I also declare that this report has not been submitted for any other degree at UIU or at any other institution, either in part or in whole.

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Acknowledgement

First and foremost, I would like to thank the Almighty for providing me with the strength to finish this internship report. I want to thank my parents, who have always supported me, from the bottom of their heart. I am happy to report that I had the good fortune to get enough help, assistance and guidance from Dr. Md Kaium Hossain, Associate Professor at the School of Business and Economics (SoBE); I extend my heartfelt gratitude to him for providing me with valuable guidance that enabled me to complete the report correctly.

Finally, I would like to convey my gratitude to the Otithi, BRAC management for the opportunity to complete my internship there.

Executive Summary

This report centers on my academic internship experience, exploring the marketing practices and strategies at **Otithi**, a community-based tourism (CBT) initiative of BRAC. Otithi promotes sustainable, meaningful travel experiences across Bangladesh. CBT emphasizes the active involvement of local people and preserves their stories, culture, and heritage. Otithi's main target is to empower those local communities through community-based tourism. The objectives of this report are to understand Otithi's marketing practices, analyse its strategies, and examine community-based tourism, identifying the key challenges and strengths of the industry. This report uses a descriptive research methodology, focusing primarily on secondary data from Otithi's website and social media. The main findings of the report are that Otithi combines storytelling, influencer marketing, digital marketing, and event participation to build a strong, meaningful, and responsible tourism brand in Bangladesh. The report recommends that Otithi invest more in awareness-building campaigns and event activations. So, people could learn more about Otithi and its goals and objectives. Otithi has successfully established a solid base in CBT marketing, raising customer awareness, expanding its destinations, and developing a stronger digital and traditional presence that could further enhance it, positioning it to play a leading role in reshaping the country's tourism landscape.

Key Words: Community-based tourism (CBT); Marketing Practices; Digital Marketing; Otithi; BRAC; Tourism industry.

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CHAPTER 1: INTRODUCTION

1.1 Background of the Report

Marketing has become one of the most productive methods of influencing the others, creating loyalty, and building trust in the contemporary world. Today, it is just as significant to sell an experience, a story, and emotions that can be related to by a person as it is to sell products. The given change is even more prominent in the industry of tourism because the product in question is not the material item but the impressions, experiences and emotions that can be taken along by the visitor. Modern tourists are finding more than sightseeing, they are seeking out relationships, meaning and genuineness. This is why marketing is a very important aspect in the way the travel firms advertise and appeal to the tourists.

Community Based Tourism (CBT) is a new phenomenon in the entire world that does not emphasize on anything other than culture, locals and sustainability. It gives the community a chance to perform their own heritage, be hosts and make a living, and the travelers have a chance to learn or have a glimpse of the real traditions. CBT marketing is nothing like the conventional tourism. It is centered on culture, community and connection. This requires extensive narration and real communication in order to ensure that tourists derive the key value in what is in most cases very simple and yet highly significant.

BRAC started Otithi so that they could bring this to life in Bangladesh. In Otithi, a traveler can explore various indigenous communities, off-the-road places, tea gardens, villages, forests, rivers, and historic points of interest and interact face-to-face with their inhabitants. Otithi creates a space between the communities and the traveler unlike most other tourism enterprises which simply provide the destinations. It embraces the visitors to exchange, educate, and bond in numerous aspects that is mutually valuable. In this case marketing is not a glossy advertisement but the presentation of authentic stories, emphasizing the values, and glorifying responsible travelling.

This report is based on three months of internship experience at Otithi under BRAC's Social Innovation Lab. During the time of my internship, I was able to work very closely with the marketing, sales, products and partnerships team, contribute to social media campaigns, support product research, and take part in tourism related events. These

experiences gave me both skills, practical skills and a deeper understanding of how community-based tourism is being promoted here in Bangladesh. The report also combines the academic concepts with personal learning and aims to show how Otithi uses marketing to position itself in the tourism sector, create awareness, and strengthen community-based travel practices.

1.2 Objectives of the Report

Broad objective

- To know the marketing practices of Otithi

Specific objectives

- To know about Community-Based Tourism (CBT) marketing practices of Otithi
- To know the organizational activities of Otithi
- To know the SWOT of Otithi and tourism industry
- To make some recommendation on Otithi

1.3 Rationale of the Report

For a Marketing major student, it is very important to see how marketing and promotions actually work in real life practice. While textbooks only provide theories, model, and framework, internship allow students to apply these ideas in real life situations. Working with Otithi, BRAC gave me the prospect to understand how an emerging tourism brand develop and implement marketing strategies in the competitive travel and hospitality sector of Bangladesh. Unlike fast-moving consumer goods (FMCG), where products are tangible and measureable, marketing in community-based tourism has to rely on storytelling, cultural representation, and most importantly the experience design. This made the internship a significant ground to explores how concepts of creative branding and promotion are adapted to an industry where emotions and experiences are both the key products.

During my internship, I directly assisted with several high-impact initiatives. I was part of the launch of new destinations like Sreemangal under Otithi, where I observe how research, content creation, and campaign planning come together to introduce hidden and unique locations to the market. I personally participated in Asian Tourism Fair 2025, during which Otithi presented its services to thousands of attendees. This experience helped me to realize how the on-ground marketing activation is actualized, how the consumer interest is being created in real time, and how the leads are captured to be converted or made into leads in future.

I also had to design and support campaigns on these new destinations and this demanded a lot of coordination with the creative agencies. The experience of working with agencies teams provided me with pragmatic as well as real life knowledge on how brand identity, content design and messaging of the campaign would be developed in collaboration. Starting with writing briefs till examining the creative work, I had the chance to follow the entire cycle of a campaign creation, which has directed me to the correlation between academic knowledge and the level of accomplishment of a campaign.

This report is a compilation of such learnings, and acquired by experience as well as participations. It cogitates the issues of marketing community-based tourism in Bangladesh and how Otithi leveraged its marketing strategies that made them a brand that links travelers with communities in a significant and sustainable manner.

1.4 Scope and Limitations of the Report

Scope: The main concern of this report is marketing and promotional activities of Otithi, BRAC in the community based tourism sector. The focus of the analysis is the way in which Otithi position their destinations, how they communicate with the potential travelers and how they activate campaigns in order to reach their real audiences. It does not hide the entire operation and financial side of Otithi since it is not in the view of the current internship and report.

The key scope areas include:

- Activities done in the marketing process at the 12 th Asian Tourism fair 2025.
- New destinations coming out Campaign and promotional activities.
- Cooperation and coordination with creative agencies when it comes to campaign development.
- Reflections on personal experience of social media content, event preparation, and campaigns monitoring on social media.

Limitations

This report is acknowledging valuable insights of the marketing practices of Otithi. It is also important that we also acknowledge certain limitations that could influence the analysing of the report. The key limitations areas include:

- The organisation was not very open and allowed deep access to internal marketing data, performance analytics, and financial reports because of organisational confidentiality.
- My internship experience and available secondary sources were the sole basis of the findings; no individual primary surveys or large-scale studies were performed on the subject in this case.
- The campaigns presented by Otithi and their performance as compared to other tourism companies are not measured in terms of long-term financial effectiveness in this report.

Irrespective of all these constraints, this report offers valuable information on the way the community-based tourism is being advertised here in Bangladesh and what outstanding measures have been adopted by the Otithi in integrating the storytelling, community involvement and marketing concepts.

1.5 Definition of Key Terms

- **Community-Based Tourism (CBT):** It is a kind of tourism in which the local or indigenous communities welcome the visitors to explore their heritage, culture, traditions, and surroundings. CBT is based on the empowerment of communities, heritage conservation and provision of genuine experiences to the tourists.
- **Marketing Strategy:** The global, long-term strategy that will elaborate on how a business would achieve its marketing goals and objectives. In the case of Otithi, the marketing strategy will be promoting community-based tourism as a responsible and significant method of traveling in Bangladesh.
- **Marketing Practices:** Arranged plans, activities and strategies to market experiences of Otithi, attract tourists and create confidence in the name of the brand in the minds of the customers. This was done through storytelling, representation of culture and destination-oriented campaigns in CBT.
- **Brand Activation:** A marketing cycle that aims at creating consumer interests and interaction with the brand by direct interactions. In the case of Otithi, it involves tourism fair booths, community displays and cultural events that make the experiences come alive.
- **Strategic Promotional Planning:** A marketing cycle that aims at creating consumer interests and interaction with the brand by direct interactions. In the case of Otithi, it involves tourism fair booths, community displays and cultural events that make the experiences come alive.
- **Brand Communication:** How a brand spreads its values, promises, and message to its audience. In the case of Otithi, brand communication focuses on cultural sustenance, sustainability and meaningful relationship with the communities people.
- **Above-the-Line (ATL):** Conventional promotion technique which entails mass media including newspaper, online news portal, TV, radio and digital media.
- **Below-the-Line (BTL):** Precise advertisement strategy such as tourism fair, experiences such as Dhaka flow, posters, booklets and community-based activities that closely interact with travelers.

CHAPTER 2: COMPANY AND INDUSTRY PROFILE

2.1 Company Analysis

2.1.1 Overview and History

Otithi is one of the BRAC community based tourism programs that cement the travelers with the people, culture and natural landscape of Bangladesh. It was formed with the idea that tourism might not just be going to the familiar places of interest. Rather, it may be exploration in which the tourists become engaged in the communities, get educated on the traditions, and have an experience of the way their life truly is. The three major pillars addressed by this initiatives include community, cultural preservation, and natural beauty. Otithi uses these pillars in an attempt to revolutionize the tourism sector in Bangladesh by encouraging meaningful, sustainable and beneficial tourism to the visitors and hosts.

The concept of Otithi is created due to the long history of BRAC working with communities throughout the entire nation. Empowering people on the fundamentals has always been a part of the BRAC vision and tourism was another mechanism to bring the vision closer. Making the opportunities available to host travellers and share their stories, as well as demonstrating capabilities, Otithi made sure that the tourism directly results in livelihoods. Meanwhile, it has provided travellers with an opportunity to explore Bangladesh in a personal and in-life way.

At Rajshahi, Madhupur and Sreemangal, Otithi began its adventure by creating experiences. Then every single place was selected by Otithi because of its rich culture, colorful people, and its natural beauty. In Rajshahi, there are mango orchards, pottery villages and Santal communities that the traveller can visit. Guests are able to spend the night in the mud houses of the Mandi community in Madhupur and including walks in the forest, weaving and bamboo making classes. Sreemangal travelled using tea communities, Manipuri weaving, and trails in the Forest of Lawachara National park. These early destinations made the identity of Otithi that CBT could unlock the doors of stories, traditions and heritages that the mainstream tourism in Bangladesh tends to conceal.

Otithi has continued to expand its horizons over time by finding new destinations and reinforcement of arrangements. It has attended the Asian Tourism fairs, partnered with numerous creative agencies and partnered with corporate partners to advertise its

service and customization services. Through this, Otithi has managed to position itself as more than a travel agency. It has turned into a trend to make the tourism in Bangladesh more integral, more accountable, and more motivating to the local and tourists.

2.1.2 Trend and Growth

Otithi has been expanding continuously because more tourists in Bangladesh seek authentic and impactful tourism experiences. Rather than do the luxurious sightseeing, it emphasizes on culture, community, and normal everyday life. This strategy has been fitting with the increasing demand of travellers seeking meaningful connection, local cuisines and authentic stories of the travelling locations.

Otithi growth is evident in the new destinations that are growing, such as Rajshahi, Madhupur and Sreemangal to the new travel destinations in North Bengal, Jessore and Cox's Bazar. It has also achieved this through participation in various events such as the Asian Tourism Fair 2025, which has enabled it to gain exposure and gain interest of individuals as well as corporate partners.

Otithi has distinguished itself as a brand within the tourism sector in Bangladesh with the active media purchases, creative campaigns, and agency partnerships. Its growth is not only measured according to the number of additional trips and guests but also on the benefits that the communities are getting.

2.1.3 Product / Customer mix of Otithi

Product

The main business of the group is the collection of community-based tourism packages in Bangladesh, offered by Otithi. Every package is packaged around a specific destination and brings out the local community, culture, and heritage of a specific region. As an example, the guests would be able to visit mango orchards, Santal cultural experiences, and pottery villages in Rajshahi. In Madhupur, the tourists could reserve accommodations in mud houses with the Mandi community and participate in weaving, workshops on bamboo making and forest tours. In Sreemangal, one is centered on tea community, Manipuri weaving, as well as nature trails in

Lawachara forest. In addition to all that, Otithi still travels to new destinations in historical North Bengal, flower gardens, and beach destinations such as Cox's Bazar. What makes these packages special is that they are not only constructed as trips, but as experiences that would help make people feel a part of the community through their daily lives.



Customer Mix

Otithi primarily targets travellers who appreciate comfort, cultural richness of Bangladesh and premium experiences that are genuine. The main target group are families with higher social status (in the majority, cases) who prefer safe, high-end, and meaningful experiences where all the arrangements are made attentively and thoughtfully. The other segment of importance is the aged travelers who want guided, organized and comfortable trips without facing any challenges in exploring nature and culture. Young professionals are also a relevant constituent of the customer mix since they demand new experiences, which will unite leisure with learning and storytelling. Placed on the border of authenticity and comfort, Otithi is a reflector of the character of luxury product offering some well-managed, community-oriented trips that are exclusive and memorable.

2.1.4 Activities of Otithi

Otithi is a community-based tourism platform, and it belongs to BRAC Social Innovation Lab. The operations of Otithi are focused on planning, designing, coordinating, and marketing traveling experiences that bring guests nearer to local communities and cultures of Bangladesh. Otithi collaborates with local people, who

were the hosts, and develop packages that enable guests to learn about the real practices, cuisine, craft, and natural sceneries.

At Otithi, there are a number of activities that are interrelated in their day-to-day operations. On the one hand, the team collaborates with numerous communities to empower them as hosts by organizing training, and agreements and developing the skills to host the guests with confidence and the latter receives the benefit of tourism. Otithi on the other hand deals with marketing and sales, including the development of promotional activities, receiving of guest requests, booking and the logistics of the trips. It also collaborate closely with creative agencies, call centers and event organizers to make sure that marketing communications and guest services are delivered smoothly.

In its case, Otithi has intensified its community involvement to become a guest experience management. This involves the choice of itineraries, guides provided by the local communities, the organization of transport and accommodation, and safety provision are all under a single roof. The brand will also be involved in tourism fairs, exhibitions, and partnership meetings to promote its products. In these operations, Otithi has established itself as a reliable tourism brand that does not only deliver significant experiences to tourists, but also empowers communities and involves them in all the processes of the tours.

2.1.5 SWOT Analysis of Otithi

Strengths

- Excellent support by BRAC, one of the biggest and most reliable organizations in Bangladesh which brings credibility and stability to the brand among the customers in their minds.
- Unique positioning as a community-based tourism space that is oriented towards authenticity, cultural conservation and sustainability.
- Properly managed packages in areas such as Rajshahi, Madhupur and Sreemangal that provides a mix of interaction with communities and natural landscape.
- Huge emphasis on safety, and guides training which makes it attractive to its customers.
- Expanding the reach using social media campaigns and influencer partnerships and attending national tourism fairs.

Weaknesses

- The ignorance of the community-based tourism by the population of Bangladesh, which makes it more difficult to appeal to a mass audience.
- The perception of the product as a rather high-end product can lower the appeal to middle-income travelers.
- It was a new brand over well-established tour operators and resorts and the limitation in the recognition beyond some circles.
- Depending on few destinations, seasonal fluctuations (such as mango season in Rajshahi) is a hard task.

Opportunities

- Increasing demand for CBT travel experiences, especially among young professionals and upper-class families.

- Broadening into new places such as Cox's Bazar, Jessore, and North Bengal heritage trails, which can expand offerings and reduce seasonality.
- Partnerships with multiple corporations like GP, Unilever, Nestle, English Medium schools, and development organizations for curated trips, retreats, and educational tourism.
- Surging interest from international expat and Bangladeshi diaspora who search for cultural connection and authentic local experiences of Bangladesh.
- Possibility to build strong brand identity as a trailblazer of community-based tourism in Bangladesh.

Threats

- Competition from conventional tourism operators, resorts, and travel agencies that could copy familiar community-based elements without the exact values.
- Extrinsic challenges such as political unrest like July uprising, natural disasters, or health crises like Covid 19 that can directly affect tourism flow.
- Risk of communities being excessively exposed to other people, which could harm cultural integrity or guest experience.
- Variations in travel demand due to economic downturns or rising costs that may limit permissive spending on luxury travel experiences.

2.2 Industry Analysis

The tourism industry in Bangladesh is part of the more extensive service sector, and it is gradually becoming a significant source of progress, employment, and foreign exchange. In 2024, Bangladesh it was recorded about 655,000 foreign tourist check-ins, showing a humble recovery from the Covid 19 pandemic period. The total tourism earnings (international receipts) had reached USD 391 million in 2019 before the pandemic, but it has dropped to USD 218 million in 2020.

Tourism provides around 3% of Bangladesh's GDP, which is comparatively low compared to the global standard of about 10%. In terms of employment, the sector supports a notably share of jobs across transport, hospitality, tour operations, and local services.

Within this tourism industry, a growing trend is the growth of community-based tourism (CBT) and a very niche tourism such as eco-tourism, heritage trails, and cultural immersion trips. Out of changing preferences of the travelers, good connection, and online advertisement, CBT gives an opportunity to include the less known destinations in Bangladesh into the tourism map. Otithi specializes in community-oriented experiences, and acts on this specifically targeted space. As the entire industry grows and the domestic travel grows exponentially, there is an opportunity that Otithi expands its presence, creates awareness and secures significant share of travel needs in Bangladesh.

2.2.1 Industry SWOT Analysis

Focussed on external industry level factors influencing the tourism industry in this case with Bangladesh.

Strengths

- The Bangladesh is rich in historical, natural and cultural places to visit including Sundarban, Cox Bazar, Kuakata, Sreemangal, and Paharpur which form a good tourism potential.
- Growing the domestic tourism industry with the presence of more than 10 million local and foreign tourists visiting the regional locations every year.
- With better structure and strategic plan, raising government focus on tourism based on the Bangladesh Tourism Master Plan 2041.
- Increasing online visibility and booking system that facilitated the travel planning process of both domestic and international tourists.
- New opportunities are presented in developing niche segments such as the eco-tourism, community-based tourism (CBT) and adventure tourism.

Weaknesses

- Little external knowledge and weak international brand image of Bangladesh as a tourism destination.

- The lack of tourism facilities in inaccessible spots such as transport, sanitation and accommodation.
- Few competent of labor and standardized education on hospitality and guiding services.
- There is weather dependence whereby the movement of tourism increases during winter and festivals but reduces during summer or monsoon season.
- Poor coordination of operations among the operators, community, and government agencies caused unbalanced development.

Barriers to Entry

- Significant investment would be required on safe framework, education and sustainable facilities in emerging destinations.
- Complex licensing and administrative procedures by the authorities such as the Bangladesh Tourism Board (BTB) and local government.
- The use of regular conveyance access to local and heritage sites based on the quality of roads.
- Difficulty in being standard and consistent in community-based tourism business.
- High digital marketing and story-telling capacity is necessary to counter a competitive based operator.

Threat of Substitutes

- Internal travelers often alternate short-distance tourism with city leisure activities such as restaurants, resorts, and hotels.
- International travelers could choose neighboring countries like Nepal, India, or Sri Lanka, which has stronger tourism branding.
- Progress of digital tourism experiences reducing short-term travel intentions among urban youth.

- Economic crises reduce disposable income, leading to downsizing on non-essential leisure travel.

CHAPTER 3: METHODOLOGY

3.1 Methodology

A research methodology explains the procedures that are used to identify and analyse the information regarding a research topic. It is a process that the researcher designs their study and working materials so that they can achieve their objectives through their research. It includes everything of a research such as data collection methods, data analysis methods, research design, and the overall framework of the research paper. A very good research methodology helps other researchers ensure that the findings of the report are reliable and valid.

3.2 Research Design

Research design can be of three major types:

Exploratory: It is this kind of research that is being applied in instances where the actual problem is not precisely obvious. It would be beneficial to investigate concepts and compile evidence to cognize a scenario in a more improved manner. Exploratory research can often be built on the basis of secondary data, interview, and observation which give guidance to the further investigation.

Descriptive: The type of research being applied is descriptive research in an attempt to explain and elaborate the nature of a given event, organisation, and process. It answers questions such as being able to answer where, who, what, when and how. Case studies, remarks, and secondary data help in representing a detailed and precise insight in descriptive research.

Causal: Correlation relationships between the variables are being established through causal research. It is usually achieved by means of experiments in order to conclude on how a factor varies resulting in the variation of another.

This research is descriptive in nature. It focuses on how Otithi carries its marketing activities, and the general communication approaches. This is aimed at assessing the way that Otithi markets CBT in Bangladesh and how these practices are aligned to the current marketing theories, as per the real-life experiences and perceptions in the course of the internship.

3.3 Data Collection

As a means to develop this report, it was of utmost importance to get relevant and correct information regarding the marketing practices of Otithi. As this report is dedicated to the promotion of CBT, the majority of the information was gathered using reliable **secondary sources** that are directly related to Otithi and the entire tourism industry in Bangladesh.

This report was compiled by using the following sources of data:

- **Otithi Website:** Otithi background, destination and package information.
- **Social Media Pages:** Facebook, Instagram, Tik- Tok, Linkedin, and YouTube accounts of Otithi on which posts, campaigns, and promotional materials are regularly published.
- **Internal Internship Experience:** Reports and observations that I had made during my internship working on marketing campaigns, destination launches and events such as the 12th Asian Tourism Fair 2025.
- **Articles and Reports:** Spreads reports, blogs and media coverage pertaining to CBT and activities of Otithi.
- **Public Sources:** News websites and travel magazines that focus on the trends of traveling in Bangladesh and responsible tourism efforts.

The report is founded on secondary data which are mainly collected through the official sources of the country, BRAC documents, and other secondary sources related to tourism in Bangladesh. Since it is an internship report, it might also be based on my own findings and experience throughout the course of the tenure of conducting my work with Otithi, BRAC.

The results may be both the theoretical approach to the marketing and the real experience I have acquired in the course of the engagement in events like the destination launches, the campaign planning, and at the events like the Asian Tourism Fair 2025.

CHAPTER 4: ANALYSIS AND FINDINGS

4.1 Otithi's Target Market

Market is a venue that brings together both the buyers and the sellers to trade in their goods and services. It does not necessarily have to be a physical location; it might also be in front of a computer or on the Internet or other means of communication. A market in tourism industry refers to a segment of individuals interested in travelling as well as those who are ready to pay on travelling activities to various sites.

In the case of Otithi, there are travelers in the market, who desire meaningful, memorable and authentic experiences in Bangladesh. These tourists are not only seeking luxury or comfort but also tales, heritage, culture and association with the communities. Otithi mostly targets the local tourist market that comprises of families, young professionals and elderly tourists across all parts of the cities in Bangladesh such as Dhaka, Chattogram and Sylhet.

The international tourists and the Bangladeshi diaspora are also evolving interests in exploring and discovering the country based on the community-based tourism. Collectively these individuals make up the target market people of Otithi that have a desire to travel with responsible, meaningful and sustainable travel and desire to explore Bangladesh in a more subjective and sustainable manner.

Otithi's Marketing Concept: Otithi operates in the tourism and hospitality sector in Bangladesh, but only on experience-oriented and community-based travelling. Otithi builds the tours that are integrating the tourists with local residents, heritage, traditions, and nature instead of providing the regular sightseeing tours. Its marketing idea is still being established on the concept of enhancing responsible and meaningful tourism where the tourists get to experience something genuine, and the communities direct benefit through each visit.

The major market that will be targeted by the Otithi is the group of high class families, elderly travelers, and young professionals who largely favor comfortable, secure, meaningful, and sustainable journeys. These tourists usually originate in such big cities as Dhaka and Chattogram and demand a very qualityful service and the presence of cultural background. Otithi acts as a high-quality travel brand where luxury entangles with authenticity in order to bewitch individuals who desires to explore

Bangladesh in a different way by telling a story, connecting with people, and connecting to the heritage.

In addition to domestic travelers, Otithi is also appealing to international tourists and other Bangladeshi diaspora both of whom are willing to experience the countryside of this country and see its various heritage and traditions. Otithi reaches its audience using digital marketing, social media campaigns and attending other events and tourism fairs. Through combining the use of modern marketing tools, community and corporate associations, Otithi has created a niche in the emerging tourism market in Bangladesh.

4.2 Segmentation, Targeting, Positioning (STP)

Otithi, a BRAC project is an efficient implementation of STP model. Being one of the pioneering companies offering CBT business in Bangladesh, it has enormous variety of packages or itineraries to meet the demands of the consumers. Otithi employs all the three stages of STP in a systematic manner in order to provide various types of customers.

Segmentation: Market segmentation refers to a situation where you create smaller groups of all your target markets or target consumers depending on their personality, interests, demographics, characteristics, or behaviors. This assists any organisation or company to know its customers such as what they want or require. And it also assists in the design of the product or experience that might be identified to correspond to what the consumer desire. The income, age, lifestyle, geography, lifecycle, or travel preferences of the consumers could be used as the market segmentation.

Otithi only uses the segmentation based on the demographic, psychographic as well as the behavioral aspects of consumers. In terms of demography, it will target the urban dwellers with the middle-income to upper-income populations who will find it easy to afford premium and comfortable traveling experiences with Otithi. Psychographically, it aims at capturing individuals who have an appreciation to the actual culture of Bangladesh, narration, and real-life events as opposed to the normal sight seeing and photography. Behaviorally, it is a draw to those consumers who favor simply structured, secure, and a complete guided trips which can provide leisure and

learning or action. Otithi also considers geographic segmentation considering mostly travelers of metropolitan cities of Dhaka, Chattogram and Sylhet as they are more likely to make a short trip between their hectic schedules.

Targeting: Targeting applies to the choice of what segment or group of consumers the company or organisation would like to serve. It is simply useful to concentrate the marketing message on the audience with the highest potential. Otithi appeals only to an extremely narrow audience as opposed to the mass marketing approach due to the fact that Otithi is not targeting the entire market. Otithi has the upper-middle class, upper-class families, aged travelers, and professionals who are aspiring to meaningful, sustainable, and well-managed travel experiences as its primary target consumers. These audiences mostly focus on comfortability, safety, and rather exclusive activities which blend culture, heritage, history and relaxation.

Another market that Otithi aims is corporate organizations that are seeking team-building trips or events and international tourists seeking an introduction of responsible and meaningful tourism to Bangladesh. By targeting these particular groups of customers, Otithi would be able to provide a high quality experience that only gets personalized to the expectations of the customers without impacting the sustainability and communal presence of Otithi.

Positioning: Positioning is the way that a brand or even a company would want to be remembered in the minds of the consumers. It literally states the identity of the brand or the company and what makes it stand out of all other brands that are already present in the market. Positioning ensures that its customers know of the value or importance of a brand and it assists consumers to know why they should buy this brand when there other brands on the market perhaps at a low cost.

Otithi will position itself as a luxury local tourism brand that is full of authenticity of Otithi yet has been combined with comfort. It gives tourists an opportunity to explore Bangladesh in a sustainable and meaningful manner by means of its history, people, culture, and landscapes. As opposed to the usual tour operators or agencies in the market, which only concentrate on destinations, storytelling, exchange of culture as well as responsible sustainable travel are being highlighted by Otithi. This positioning is what will make Otithi a brand among the others in the market that connects the

travelers to the pure heart of Bangladesh that makes journeys that are transforming the guests and empowering the communities.

4.3 Marketing Mix

The marketing mix alludes to the set of operations and strategies a company or organisation uses to promote its brand and product or service in the market. It is usually known as the **7Ps of Marketing** Product, Price, Place, Promotion, People, Process, and Physical Evidence. Collectively, these components help a brand create value for its consumers, communicate effectively, and achieve its marketing goals. For Otithi, the marketing mix primarily focuses on offering meaningful and sustainable travel experiences, reaching the accurate audience, maintaining impartial pricing, and promoting community-based tourism in a responsible way to the people.

4.3.1 Product

In marketing, the product is what a company offers to meet the needs of its consumers. For Otithi, the “product” is not a physical item but a set of meticulously designed **community-based tourism packages** that allow travelers or customers to experience authentic Bangladesh through its history, people, culture, heritage, and nature.

Otithi at the moment offers several curated travel packages that is available on its official website, each representing a different destination, history and cultural story:

- **Rajshahi Mango Orchard Tour (2D/1N)** : Here guests will have the whole experience of a mango orchard, guests can pick the mangoes from the mango trees, and experience the different cuisine of Rajshahi city.
- **Explore Rajshahi (3D/2N)** : Here guests will feel and listen to the echoes of centuries of history and vibrant culture of Rajshahi city, discover the artistry of the potter’s village and also experience the rhythm of the Santal village.
- **Rajshahi Weekend Getaway (2D/1N)** : Here guests will ride by boat to riverside chars, will have a picnic on sandy shores while they will join the local kite festival.
- **Madhupur Home Stay (2D/1N)** : Here guests will have the chance to stay in a mud house in the Garo community at Tangail, Madhupur.

- **Sreemangal Immersive Experiences (3D/2N):** Here guests will explore the richer and quieter side of Sreemangal, hidden lakes and a cultural performance of the tea community people.
- **Sreemangal Quick Escape (2D/1N):** Here guests will have the chance to explore the weaving Monipuri community and scenic tea garden trek along with other activities.
- **Sreemangal Premium Couple Package (2D/1N):** This package is luxury and curated for couples only.
- **North Bengal Heritage Trail (Upcoming):** Here guests will learn the history and culture of the whole northern sides of Bangladesh.

Each product is designed to offer convenience, authenticity, and cultural depth while assuring local communities directly benefit from this tourism.

Sreemangal Immersive Experiences (3D/2N)
Weekend trips: Thursday, Friday and Saturday
Weekday trips: Monday, Tuesday and Wednesday

Day 1

- Arrival in Sreemangal
- Trek through tea gardens
- Hilltop picnic by the lake
- Community-led cultural performance

Day 2

- Spiced trail to Khusha Pond
- Mother Maria Church
- Walk through rubber garden
- Scenic golf field visit
- Devaswami Cemetery
- Monipuri weaving experience

Day 3

- Lushchura nature walk
- Tea Museum visit
- Community-led cultural performance
- Departure from Sreemangal

PACKAGE STARTS FROM

Group tour	Twin sharing
₹14,000/pax	₹17,500/pax

WHAT'S INCLUDED

- Accommodation
- Breakfast
- Guided tours
- Entry fees
- Internal transportation

WHAT'S EXCLUDED

- Commuting in and out of Sreemangal (We can assist you with booking)

Accommodation partners

To book, call +8809610800700 or WhatsApp at +8801332550542

Sreemangal Premium Couple Package (2D/1N)
A BRAC Initiative

TRIP HIGHLIGHTS

- Trek through tea gardens
- Hilltop picnic by the lake
- Community-led cultural performance
- Monipuri weaving experience
- Movie night - on the house

PACKAGE PRICE

₹15,500/pax

WHAT'S INCLUDED

- Accommodation
- Breakfast
- Guided tours
- Entry fees
- Internal transportation

WHAT'S EXCLUDED

- Commuting in and out of Sreemangal (We can assist you with booking)

To book, call +8809610800700 or WhatsApp at +8801332550542

Sreemangal Quick Escape (2D/1N)
Weekend: Friday and Saturday
Weekday: Sunday-Monday & Wednesday-Thursday

Day 1

- Arrival in Sreemangal
- Trek through tea gardens
- Hilltop picnic by the lake
- Community-led cultural performance
- Monipuri weaving experience

Day 2

- Lushchura nature walk
- Tea Museum visit
- Departure from Sreemangal

PACKAGE STARTS FROM

Group tour	Twin sharing
₹8,500/pax	₹10,900/pax

WHAT'S INCLUDED

- Accommodation
- Breakfast
- Guided tours
- Entry fees
- Internal transportation

WHAT'S EXCLUDED

- Commuting in and out of Sreemangal (We can assist you with booking)

Accommodation partners

To book, call +8809610800700 or WhatsApp at +8801332550542

RAJSHAHI SIGNATURE CULTURAL TOUR (3D/2N)
Weekend trips: Thursday, Friday and Saturday
Weekday trips: Monday, Tuesday and Wednesday

DAY 1

- Varendra research museum tour
- Explore Varanasi heritage
- Relish in local cuisine

DAY 2

- Venture into Puthi Rajbari
- Explore Rajshahi University
- Rathna boat ride
- Trevel the city of lights

DAY 3

- Cultural heritage tour
- Pratibha meeting
- Experience Rajshahi silk making

WHAT'S INCLUDED

- All meals
- Internal transportation
- Entry fees
- Accommodation
- Tour guide

WHAT'S EXCLUDED

- Commuting in and out of Rajshahi (We can assist you with booking)

AVAILABILITY

All year round

PACKAGE PRICE

Group Tour	Twin sharing
₹15,000/pax	₹23,000/pax

To book, call +8809610800700 or WhatsApp at +8801332550542

Group price is applicable for 6 or more people. Terms and conditions apply

Traverse Madhupur Homestay
A BRAC Initiative

Package Includes:

- Stay in a unique mud house
- Dedicated tour guides
- Activities and workshops
- All meals

2D/1N

Single occupancy:	₹9,500/pax
Double occupancy:	₹8,000/pax
Group occupancy (6 persons):	₹5,500/pax*

Trip Highlights:

- Stay in a mud house
- Trek through the forest
- Meditation in nature
- Discover Mandi cooking
- Visit community workshop
- Experience a serene evening

To book, call +8809610800700 or WhatsApp at +8801332550542

*Terms and conditions apply

4.3.2 Price

Price refers to the amount of money that the consumers are willing to pay in order to acquire a commodity or service. Otithi adopts the strategy of value-based pricing whereby prices are based on the travel facilities such as accommodation and food alone but also the cultural and community knowledge to be gained after each trip.

Its packages or itineraries are sold as high-end experiences to guarantee the quality journeys, security of the accommodation and unilateral compensation to the community members. The prices change according to the destinations, time of the trip, and the size of the guests. The Madhupur Home Stay and the Rajshahi Mango Orchard Tours are just an example of tours, which have the prices adjusted to accommodate the tour-guide services, good meals, community related engagements, as well as intercity transport. The sustainability and solace of affordability of Otithi correspondence is maintained by being outspoken and inclusive in its pricing strategy.

4.3.3 Place

Place means how the product or service reaches the customer or where it can be accessed. Since Otithi does operate in the tourism and service industry in Bangladesh, its primary distribution channels are **direct communication platforms and online**.

All tour related bookings and questions are managed through the **official website of Otithi (otithi.brac.net)**, social media like Facebook, Instagram pages, and a devoted **call center team** that supports guests with tour information, availability of accommodations, and cooperation. Furthermore, Otithi escalates its reach by participating in **tourism fairs and many events** in Bangladesh, such as the Asian Tourism Fair 2025, where guests could learn about those destinations that are currently offered by Otithi, interact with tour-guides, and book tours directly.

Such marketing mix of online and face-to-face communication allows Otithi to have a good relationship with customers but ensures the approachability of the local and international travelers.

4.3.4 Promotion

Promotion is a compilation of all activities that are employed to create awareness and attract potential customers. Otithi uses an integration of digital marketing, social media communications narration, collaborations with influencers, and events to promote its model of community-based tourism.

Its social media (Facebook, Instagram, LinkedIn and YouTube) focus on real-life stories of people in the community, feedback of guests, and a glimpse of the destinations in the form of photoshoots and videos. The narrative style develops emotional attachment and encourages responsible tourism. Otithi also works with influencers or content creators and photographers to show destinations such as Rajshahi, Madhupur and Sreemangal in their photos, reels, travel videos and short documentaries.

Attending the events like the Asian Tourism Fair 2025 and Bangladesh Tourism Carnival will also assist Otithi to access new customers or leads and enhance brand observability. The combination of posts on the Internet and on-ground story telling initiative makes its promotional strategy more factual, genuine, and more inclusive-based and interaction-based.

4.3.5 People

People in marketing mix refers to all the stakeholders or individuals involved in the service delivery process, it could be customers, partners, employees, customer service representatives or any other individuals who are directly or indirectly involved with the service process.

In Otithi's situation people are the main backbone of company. As Otithi is a service provider company. Local hosts and guides who are continuously being with Otithi's guest, who bring our heritage, history and culture to live through amazing storytelling. The team member of Otithi, who basically manage everything on behind.

4.3.6 Process

Process in marketing mix refers to the procedures, structures, and flow of activities in which the service is provided to the consumers. A structured and well-designed process ensure the efficiency, smooth experience to the consumers.

Otithi maintains a smooth process for booking the trip, handling all the queries via WhatsApp, Facebook, Instagram and Otithi's own website. Otithi also have feedback mechanism. Otithi collects insights from their consumers to improve its experience better and smoother. It ensures that customers feel valued, informed and accompanied throughout the whole tour.

4.3.7 Physical Evidence

Physical evidence in marketing mix refers to the tangible elements that customer can see or touch on their own. It helps consumers to evaluate the service during the consumption, before consumption or after consumption. This is include physical outlet, product that are using during the service or the product itself, packaging, printed materials, or any sensory cues that fortifying brand's identity.

For Otithi, it is social media visuals, photos or videos of the products like the natural beauty of Sreemangal, Madhupur's homestay's calmness, experiencing the local cultural performances, local cuisine and interactions with the local people. Also the brochures, leaflets, displays, stall design when Otithi does events like Asian Tourism Fair, and Dhaka Flow Fest. All of these elements ensures the authenticity and professionalism between consumers.

4.4 Findings

After analysing and reviewing the marketing practices and strategies of Otithi, I have discovered the following points:

- Otithi operates in Bangladesh domestic tourism market, mostly dealing with community based tourism and experience based tourism.

- It also deploys efficient market segmentation targeting families of upper classes, senior tourists, and young adults who aim at meaningful and comfortable travels.
- The packages are all aimed at presenting the local culture, association with the community, and natural beauty, which will provide the authenticity and ease.
- Otithi will be a high-quality community-based tourism brand that will offer luxury travel amenities alongside the cultural experience.
- Pricing is value-based and therefore communities get fair payment without compromising the quality of the services.
- Digital campaigns and storytelling on the social media and event execution like the Asian Tourism Fair 2025 are the main platforms that promote the services of the brand.
- Partnerships with influencers, photographers, and creative agencies contribute to improving visual narrations and reaching the audience.
- Reservations and requests are processed over the official site and social media as well as a special call center dedicated to the needs of the guests.
- Publicity and advertising on ground, brochures and tourism fairs boost the publicity of Otithi.
- The marketing strategy will guarantee the community, cultural, and responsible travel brand communication.
- In general, the marketing efforts adopted by Otithi have contributed to the development of a unique brand image and increased awareness in the tourism industry of Bangladesh.

CHAPTER 5: INTERNSHIP EXPERIENCE

5.1 Position, Duties and Responsibilities

In my internship at the Otithi, BRAC, I was employed in a cross-functional team such Partnership, Marketing, and Sales Team where I was engaged in various aspects of marketing performance, destination or product research, campaign planning, and communication with customers. The position also required a combination of innovation or creativity, coordination, and strategic or systematic knowledge concerning community-based tourism model. This internship allowed me to have a glimpse of all the features of how Otithi thinks, plans, promotes, and runs its tourism centric endeavors.

1. Research and Destination Development

I was also involved in one of my major duties of coordinating research on new destinations like Sylhet and Jessore in terms of how Otithi could scale up and begin operations in the new destinations and the other regions as well. I visited the local attractions, the ease of access, the possibilities of accommodating the guests and the possible partners of the community that is the key feature of Otithi. The study was also entangled in the process of discovering the genuine local experiences, food, and local activities that could easily accommodate the demands of the local community of the tourism that was supposed to be community-based, as the case of Otithi was. In the process, I have been able to learn how appropriate destination selection, narrative, and community involvement are influencing the future packages of Otithi.

2. Marketing and Social Media Management

I was actively involved in supporting the digital marketing plan, operations and social media management of Otithi. I was to do the writing and scheduling of posts, align the

content with the creative agencies of Otithi, and ensure that every campaign had the right tone and message of the brand. I also helped in the planning and implementation of social media promotions on destinations such as Rajshahi, Madhupur and Sreemangal with the sole focus on genuine imagery and narratives. The community engagement activities in which I was also associated included Otithi social media channels in which I responded to comments, messages, and questions of the guests to ensure that the communication with the followers remained positive.

3. Event Coordination and Marketing Activation

I was able to assist in organizing and carrying out marketing activation events, particularly the 12 th Asian tourism fair 2025 at ICCB, which is one of the largest tourism fairs in Bangladesh. My role involved creating marketing contents, assisting in the set up of the booth, coordinating with the organisers of the event, and handling the interaction of guests at the fair. I directly communicated with guests and clarified the packages offered by Otithi, taking leads and disseminating all the feedback with the team. This experience helped me realize how the process of event activation actually reinforces the brand awareness and establishes a face-to-face contact with the potential guests.



4. Sales and Client Communication

I was involved in direct contact with the guests and potential customers as a part of the client or customer management procedure. This involved responding to questions, describing the various tour packages of Botithi and arranging in finalizing the bookings. I remained professional when dealing with clients using the services of Otithi to ensure that they felt informed and rested in their travelling decisions. The experience has helped me establish skills in interpersonal communication and much deeper knowledge of customer or client service in the tourism sector.

5. Product Design and Development

I had been closely involved in product or package designing process of new travel products or packages. This involved assisting in designing itineraries of the packages, writing descriptive material of the website, social media as well as making sure that every journey reflected the real values of community, culture and history of Otithi. I also helped in visual storytelling by attending photoshoots and video shoots of various destinations on behalf of Otithi. The entire process has made me understand the way creative assets are created and applied to marketing and how every single detail of visuals and words contribute to shaping the identity of a certain destination at Otithi.

6. Coordination with Agencies and Partners

In the course of my internship, I was required to channel regular communications with the creative and media agencies of Otithi associated to content approvals, campaign planning and promotional materials on behalf of Otithi. I helped in writing briefs in social media content, examined creative drafts submitted by the agencies, and ensured the coordination between the internal staff and the external vendors was timely. Also, I organized collaboration programs by assisting in monitoring conversations with the prospective partners, including corporate clients, influencers, and tourism networks.

7. Administrative and Cross-Team Support

I also provided administrative support to the company where necessary in addition to the marketing and sales activities. This involved keeping trip feedback and records,

reporting preparation, internal communication, and support to schedule internal and external meetings. I had collaborated with team members in various areas such as marketing, sales, partnerships, and operations and this has enabled me to know how the various departments worked together to give the guest a single experience.

8. On-Ground Operations and Field Experience

In addition to the office work, I was also linked to the operations aspect of the operations of Otithi. In each of the shoots or activation event, I helped in the coordination of the field logistics, helped the production team, and made sure that the event was performed smoothly. These observations provided me with a much more intimate understanding of how on-field coordination, collaboration with the community and the guest experience were all combined to make a successful trip at Otithi.



5.2 Evaluation

During the entire term of my internship, I have gained an understanding of the ways in which community-based tourism (CBT) is not the same as other forms of traditional tourism and the importance of marketing in linking travelers and local histories and tales. I have observed personally how a new brand such as Otithi can maintain its social impact and business objectives, ensuring that every trip will be meaningful and sustainable to both guests and the people of the community. These were my duties that enabled me to acquire some of the key professional skills in marketing, sales, communication, teamwork, and brand strategy making.

5.3 Skills Applied

During my time of internship under the Otithi, BRAC, I had time to implement, and reinforce broad spectrum of professional and innovative or creative skills that served to support the marketing, research and operational objectives of the Otithi, BRAC. The basic skills I used and trained throughout my internship program, as well as the unique examples of my work are:

- **Research and Design analysis**

I also conducted a thorough research on some of the new areas like Cox's Bazar, Sylhet, Jessore and North Bengal. This entailed the identification of the possible communities around the entire nation, accessibility analyses, and local histories and heritage. I have also been taught how to evaluate the suitability of a place following the CBT model by Otithi and how to represent the course of action in going to the place.

- **Marketing and Campaign planning**

I have taken part in the marketing campaign development of the introduction of new destinations. This included the creation of creative briefs, campaign schedules, and visuals and communication correspondence with the brand identity of Otithi. I have also coordinated closely with the team and the agencies to ensure campaign uniformity in all the platforms.

- **Social Media Content Planning and Management**

I have also handled the daily social media tasks such as creating captions, planning images, and posting on Facebook, Instagram, and LinkedIn. I have also assisted in the development of campaigns that presented real life stories about the destination such as Rajshahi, Madhupur, and Sreemangal. In this way, I have acquired skills on how to apply storytelling to engage audiences and encourage responsible and meaningful travel.

- **Marketing Activation and Event Coordination**

I have been personally involved in planning and practical implementation of the 12th Asian Tourism Fair 2025, which is one of the biggest tourism events in this country. My roles included event preparation, guest interaction, lead management, and selling Otithi to the prospective travel lovers. This experience enhanced my skills in coordination, communication, and communicating with the population.

- **Client communication and sales handling**

I have dealt directly with real guests and prospective customers by using whatsapp, calls and messages. I have contributed to the information about tours, clarified all the package variants, and assisted with the entire process of booking. This has enabled me to build a strong customer service and communication capacity that aided me to understand their preferences better.

- **Product development and design**

I have assisted the team in the planning and designing of new tourism packages and experiences. This involved the creation of itineraries, content writing and also that every trip has included the values of the community, culture and heritage of the place that are part of the core values of Otithi. I have also understood how a combination of product design and storytelling can make the brand very strong.

- **Agency and Vendor coordination**

My collaboration with the creative agencies of Otithi has been to handle social media contents, approved designs, and give feedback on current campaigns. I have also assisted in drafting innovative briefs, keeping internal and external partners in touch with each other, and ensuring the content is delivered in time.

- **Brand communication**

I have ensured that any communication be it posts, or event materials had the correct tone of the brand and core values of Otithi. I have also been made aware of how consistency of tone and message develops trust and identification particularly in the case of a brand such as Otithi that is a balance between business and social impact.

- **Administrative and reporting skill**

I have drafted monthly campaign performance report, customer interaction report and event review report. I also have assisted in internal scheduling and coordination activities and this has enabled me to acquire organisational and multi tasking skills.

In all these duties, I was able to put academic knowledge into actual life scenarios and could obtain practical knowledge about community-based tourism in marketing. My experience on the foundation of Otithi recommended me to develop professionally, enhance my communication and analytical abilities and have a first-hand experience in the area of running campaigns, partnerships, and consumer relations all in the name of supporting a brand that promotes sustainable and responsible tourism in Bangladesh.

CHAPTER 6: CONCLUSION AND KEY FACTS

This chapter emphasizes the key takeaways, conclusions and recommendations from my internship journey at Otithi BRAC, relating to the effectiveness of their marketing practices, personal learnings and recommendations for the future in order to elevate their marketing practices.

6.1 RECOMMENDATIONS

Based on my experience at Otithi, BRAC, and the understanding that I gained of its marketing strategies, I would like to propose the following recommendations that will help strengthen Otithi's marketing and brand positioning in the future:

- **Conduct regular market research**

Otithi should carry out continuous research on guests preferences, unfolding destinations, and changing the trends within Bangladesh. This will help Otithi to identify new communities and experiences that could be developed into unique packages.

- **Strengthen Awareness about Community-Based Tourism (CBT):**

Because CBT is a relatively new concept among most of the Bangladeshis, Otithi must be targeted to do campaigns on what exactly CBT is and how it can be beneficial to travelers as well as community peoples. It might be brief videos, narrative posts and influencer partnership that will assist in streamline the concept to the general audience at Bangladesh.

- **Develop new destination packages**

Expand to other destinations (such as Bandarban, Khulna and West Bengal) as per the research results. The launch of seasonal offerings like winter trails, river tours or traditional food based tours might bring the repeat clientele and the diversification of food-based products of Otithi.

- **Enhance Digital Marketing Efforts**

Increase the exposure via specific online advertisements, search engine optimization (SEO), and one-on-one reliable narratives on the social media platforms. It would be

possible to work with travel bloggers or influencers and digital creators in order to target more audiences.

- **Encourage User-Generated Content (UGC):**

To encourage guests to give testimonies about their experiences at Otithi, develop some campaigns at the social media level. Authentic experience and trust are central components of the marketing of experiential tourism provided by the real experience of guests.

6.2 CONCLUSION

My internship experience at Otithi, BRAC has been a very valuable experience of understanding that has enabled me to know how marketing is practiced in the tourism industry. The experience of being employed in an organization such as Otithi which combines both community development and business goals provided me with an incomparable opportunity to learn how marketing can be more than a promotion and cause lasting and valuable social changes.

During my time with the marketing and partnerships team, I was competent to understand how historical narrative, destination inquiry and digital promotions combine to create the image of a brand such as Otithi. I have also been involved in the opening of new destinations, event activation, and campaigning using social media platforms that showed the life and culture of the people of the community. All these experiences led me to the acquisition of my communication, coordination, and strategic planning skills.

I have also seen how community-based tourism may be critical in empowering rural and indigenous communities and also providing the travelers or visitors with authentic and meaningful experiences. The practical experience, including communication with the customers, coordination with various agencies, suppliers and assisting the work on the ground, helped me understand that every small task is a part of the bigger brand picture.

In general, this internship experience helped me to balance the gap between my academic knowledge and the real life practice. It has reinforced my knowledge in marketing principles and principles, teamwork, and execution of a project within a real organization. Above all, it gave me confidence, real-life experience, and a better understanding of sustainable tourism and the strength of impactful storytelling to form perceptions and connections.

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Appendix

Internship Completion Certificate



October 26, 2025

To Whom It May Concern

This is to clarify that **Foysal Bin Kawser**, S/O Kawser Alam, Student of United International University, bearing ID: 111 211 006; has completed an internship program at BRAC under Otithi program. Marketing (Partnership & Loyalty) Department of Otithi, BRAC from June 15, 2025 to September 14, 2025 under the supervision of Manager, Partnership and Loyalty, Otithi, BRAC.

I wish Mr. Foysal Bin Kawser will success in his future endeavors and hope he has benefited from his experience as an intern at Otithi, BRAC.

For BRAC,

A handwritten signature in black ink, appearing to read "Fahim", written over a horizontal line.

(Fahim Rahman)

Manager, Partnership and Loyalty
Otithi, BRAC