



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَلَايَا  
UNIVERSITI  
TEKNOLOGI  
MARA

CAWANGAN MELAKA KAMPUS BANDARAYA MELAKA

MGT 666



INDUSTRIAL TRAINING REPORT AT ACCURATE TRAVEL (KUALA LUMPUR)  
1<sup>ST</sup> MARCH 2023 – 15<sup>TH</sup> AUGUST 2023

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## **EXECUTIVE SUMMARY**

This report provides an overview of my internship experience at Accurate Travel Sdn Bhd, located in the sales and marketing office at Bukit Bintang, Kuala Lumpur. The report covers various aspects, including my student profile, the company profile for the Accurate Travel office in Kuala Lumpur, the list of products and services offered by Accurate Travel, training reflections from my internship experience, and a SWOT analysis that I conducted.

The student profile section includes my resume, highlighting my qualifications and relevant skills for the internship. It provides a comprehensive overview of my educational background and experiences that make me well-suited for the internship at Accurate Travel.

The company profile section focuses on Accurate Travel, providing details about the company's background, location, vision, mission, and the organizational structure specifically for the Accurate Travel office in Kuala Lumpur. This section gives insights into the company's values, goals, and the structure that supports its operations. The list of products and services offered by Accurate Travel outlines the wide range of options available to clients. It includes details about booking flights, accommodations, tours, and other services that Accurate Travel provides to ensure a seamless travel experience. The training reflection section captures my personal experiences and insights gained during the internship. It highlights the skills and knowledge I acquired, the tasks and responsibilities I undertook, and the overall impact of the internship on my professional growth.

Lastly, the SWOT analysis section presents an analysis of Accurate Travel's strengths, weaknesses, opportunities, and threats. It identifies internal factors that contribute to the company's success, areas that require improvement, potential growth opportunities, and external factors that may pose challenges. Overall, this report offers a comprehensive view of my internship experience at Accurate Travel. It provides valuable information about the company, its products and services, and my personal growth throughout the internship. The SWOT analysis helps identify areas of strength and improvement for Accurate Travel, paving the way for strategic decision-making and future development.

## TABLE OF CONTENTS

<b>Acknowledgement.....</b>	<b>1</b>
<b>1.0 Student's Profile.....</b>	<b>5</b>
<b>2.0 Company Profile.....</b>	<b>6</b>
2.1 Company background.....	6
2.2 Location.....	7
2.3 Vision and Mission.....	7
2.4 Organizational Structure.....	8
2.5 Product Structure.....	9
<b>3.0 Training Reflection.....</b>	<b>10</b>
<b>4.0 S.W.O.T Analysis.....</b>	<b>11</b>
<b>5.0 Discussion.....</b>	<b>12</b>
5.1 Strength.....	12-13
5.2 Weaknesses.....	14-15
5.3 Opportunities.....	16-17
5.4 Threat .....	18-19
<b>6.0 Recommendations.....</b>	<b>20-21</b>
<b>7.0 Conclusion.....</b>	<b>22-23</b>
<b>References.....</b>	<b>24-25</b>

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Lastly, a great acknowledgement for all my friends who have been helping me and give their support to me. Thank you, my friends, I will never forget your kindness.

## 1.0 STUDENT'S PROFILE



### NURUL ILLIYIN BINTI BAHARIZAN

I am a student majoring in International Bachelor of Business Administration (Honours), who needs to engage in industrial training from March to August 2023 in order to successfully complete my studies. I am a responsible person who will work hard on any matter or task assigned to me. If I am chosen for industrial training at your company, I am ready and willing to perform a variety of tasks while meeting the company's requirements.

#### Education Level

<b>Universiti Teknologi MARA (UiTM) (Bandaraya Melaka Campus) - Melaka, Malaysia</b> <i>Bachelor Degree in Business Administration (HONS.) International Business, 3.19/4.00</i>	Mar 2021 - Present
<b>Universiti Teknologi MARA (UiTM) (Alor Gajah Campus) - Melaka, Malaysia</b> <i>Diploma in Business Studies, 3.42/4.00</i>	Jun 2018 - Mar 2021
<b>Sekolah Menengah Kebangsaan Segambut Jaya - Wilayah Persekutuan, Kuala Lumpur</b> <i>SPM in 5A,3B,2C</i>	Mar 2016 - Dec 2017

#### Project & Volunteer Experience

<b>SAWADEEKA THE LAND OF SMILE: EXPLORING THE WONDERS OF HATYAI, THAILAND</b> - Perlis, Malaysia - Hatyai, Thailand <i>Exco</i>	Jan 2023 -
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A project that took 4 days and 3 nights, which took place in Perlis, Malaysia and Hatyai, Thailand. Everything from the establishment of the paper work and in making decisions related to this project is all under our own responsibility the students with the help of our lecturers.

- Responsible for creating illustration and design for banner and lanyard tag that will for the project
- Capture photos and record video throughout the project.

<b>AXB FUN DAY ESCAPE</b> - Melaka, Malaysia <i>Exco</i>	Nov 2019 -
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An event that is held at Sekolah Kebangsaan Kerubong, Melaka. This one day event is one of the platform for the UiTM students to show their creativity by creating a games that is suitable for the primary school students.

- Responsible for creating and managing publicity campaigns for project and taking photo and video that is essential for project.
- Creating poster and lanyard tag.

<b>ASTREC (MALAYSIA OUTDOOR CARNIVAL)</b> - Melaka, Malaysia <i>Crew</i>	Nov 2018 -
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ASTREC event which is an event under the ministry of youth and sports and the state of Melaka. This event took 3 days and was held at Redtma Ayer Keroh, Melaka.

- Manage the event and those contestants who participate in activities at the event.

#### Skills

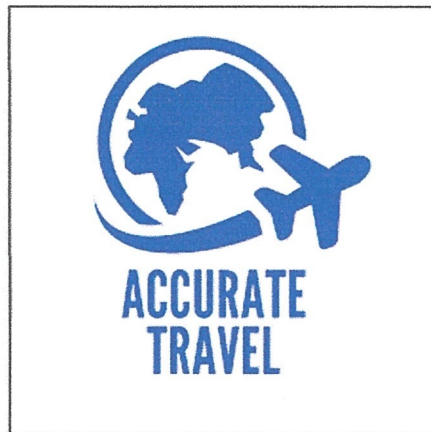
- **Soft Skills:** Time management skills with the ability to operate to tight deadlines, proactive and demonstrating initiative and enthusiasm
- **Soft Skills:** Have positive mentality and can-do attitude
- **Soft Skills:** Leader and team player with ability to priorities and multitask
- **Soft Skills:** Excellent communication, coordination and rapid learning skills
- **Hard Skills:** Have a basic knowledge in operating Microsoft Office, Excel and PowerPoint

#### Reference

- **Dr. Mohd Halim Mahphoth (Assistant Reactor)**  
Universiti Teknologi MARA (UiTM), Cawangan Melaka  
Kampus Bandaraya Melaka, 110 Off Jalan Hang Tuah  
75300, Melaka, Malaysia

## **2.0 COMPANY PROFILE**

### **2.1 COMPANY BACKGROUND**



Accurate Travel Sdn Bhd, established in 2014, is a reputable travel company known for its exceptional services. With its first store located in Masai, Johor, the company has been catering to the travel needs of customers in the region and beyond. Accurate Travel offers a wide range of services to ensure a seamless travel experience for its clients. In addition to its store in Masai, Accurate Travel has a sales and marketing office in Bukit Bintang, Kuala Lumpur. This strategic location in the heart of the city allows the company to cater to a broader customer base and provide convenient access to its services for both local and international travelers.

From the Bukit Bintang office, the dedicated team of experienced travel advisors at Accurate Travel assists customers with a wide range of travel arrangements. Whether it's booking flights, accommodations, organizing tours, or providing expert advice on travel destinations, the sales and marketing office in Kuala Lumpur serves as a hub for delivering personalized and professional services.

Accurate Travel takes pride in being a member of the Malaysian Association of Tour and Travel Agents (MATTA), adhering to industry standards and ensuring ethical practices in its operations. The company's commitment to excellence and customer satisfaction is reflected in its strong reputation as a trusted travel agency. With a focus on providing reliable and tailored services,

Accurate Travel strives to create memorable experiences for its clients. Whether it's for leisure trips, business travel, or any other travel needs, the company's presence in both Masai and Kuala Lumpur allows it to cater to a diverse clientele and meet the growing demands of the travel industry. As Accurate Travel continues to expand and serve customers with integrity and professionalism, it remains dedicated to exceeding expectations and delivering outstanding travel experiences.

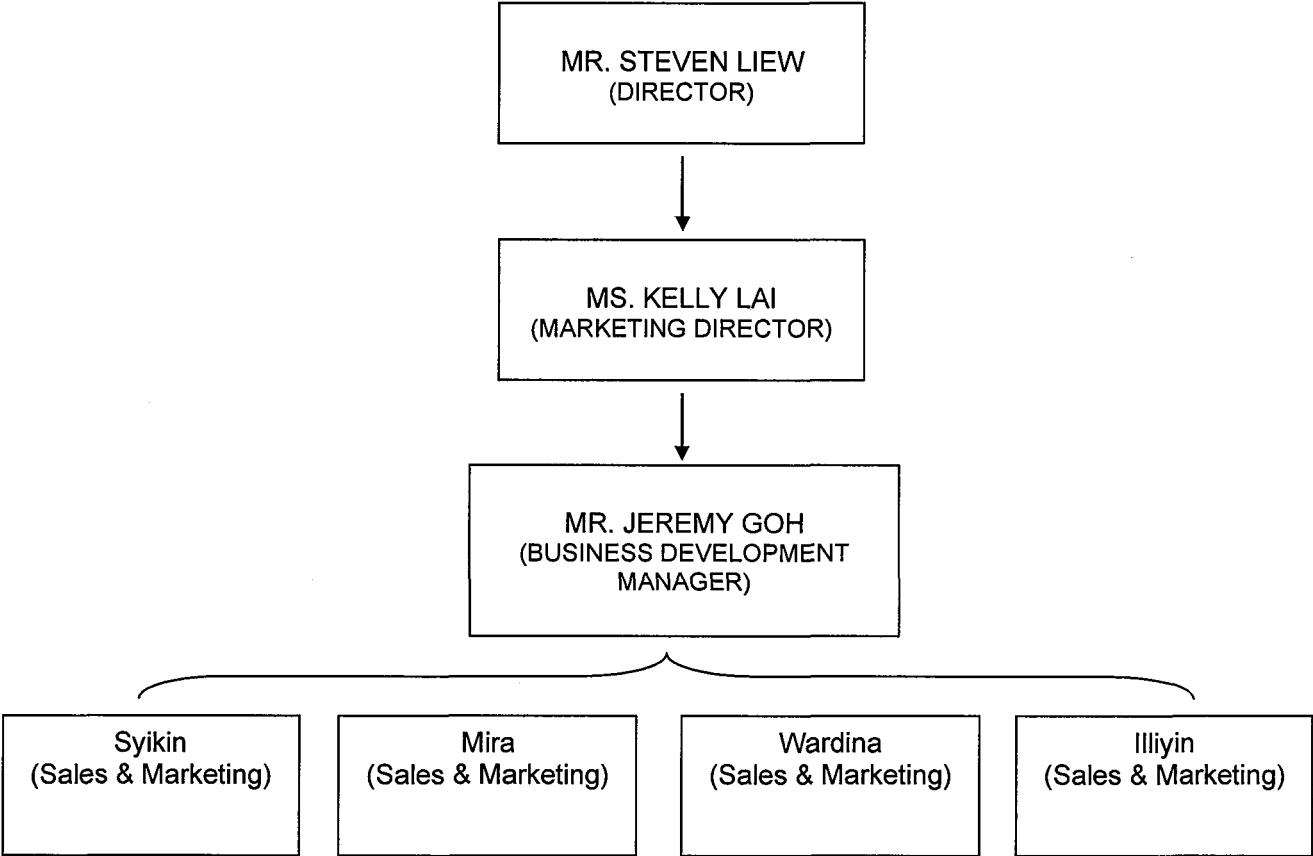
## **2.2 LOCATION**

The Accurate Travel Sales and Marketing office is located on the 32nd floor of Menara Keck Seng, situated on Jalan Bukit Bintang in the Bukit Bintang district of Kuala Lumpur, Malaysia. The office is specifically located in the postal code area 55100. Menara Keck Seng is a prominent commercial building in the heart of Kuala Lumpur's Golden Triangle, which is known for its vibrant shopping, dining, and entertainment scene. The Bukit Bintang area is a popular tourist destination and a major business hub in Kuala Lumpur. Hence it make easier to our client to meet and have any discussion about business.

## **2.3 VISION AND MISSION**

The vision of the company is “to be the leading travel agency in the Southeast Asian region in offering providing exceptional and personalized travel experiences to our clients”. Meanwhile the mission of the company is to create a memorable and unforgettable travel experience to people from all walks of life.

2.4 ORGANIZATIONAL STRUCTURE





## **2.5 PRODUCTS OR SERVICES**

- **Leisure Trip**

A leisure trip is undertaken with the primary goal of entertainment, holiday, recreation, relaxation, or pursuing personal hobbies. It involves traveling outside of one's regular environment. The expenses associated with the trip are typically covered by the individual taking the trip. Accurate travel leisure trip service specialized in assists individuals or groups in planning and organizing enjoyable and relaxing trips or vacations. These services cater to the needs and preferences of travelers seeking leisure, recreation, and rejuvenation. They aim to create memorable and stress-free travel experiences by offering various services and amenities.

- **Company Trip**

Company trip service is when travel agencies have the capability to facilitate outdoor recreational activities and offer services such as coordinating the transportation of luggage and medical supplies upon request. They can also provide information on public transport schedules, arrange car rentals, and offer currency exchange services. Accurate travel is also specialized in assisting planning and organizing trips or outings for company. These services are designed to provide a platform for team building, employee engagement, and relaxation outside of the office environment. Company trip services aim to create memorable experiences and foster a positive company culture.

### **3.0 TRAINING REFLECTIONS**

During my internship, which will take place from 1st March 2023 to 15th August 2023, I will be adhering to the office's working hours, which start at 9:00 a.m. and conclude at 6:00 p.m. I will be working five days a week, from Monday to Friday.

On my first day, I was assigned to the sales and marketing department. As part of my daily tasks, I am responsible for assisting with email follow-ups, addressing client inquiries, and creating itineraries and quotations. Occasionally, I am assigned specific tasks, such as designing educational brochures or booklets. Furthermore, I have been entrusted with making calls to schools or individuals as directed by my supervisor.

In terms of benefits, the company provides a monthly allowance for interns. Additionally, there is a reward system in place for excellent attendance records. If I am assigned to travel for work purposes, such as outstation trips, the company will cover all expenses related to transportation and accommodation. Moreover, I have the opportunity to gain valuable knowledge and technical skills throughout the internship.

As I continue to make phone calls, I have noticed a significant improvement in my communication skills, particularly in handling client interactions. I have also had the chance to collaborate with my colleagues, engaging in brainstorming sessions to develop creative ideas for the itineraries we are assigned to create.

Overall, my internship experience provides me with a structured work environment, specific responsibilities within the sales and marketing department, various benefits including allowances and rewards, and the opportunity to enhance my communication skills and collaborate with colleagues.

#### 4.0 SWOT ANALYSIS FOR SERVICE

<b>STRENGTH</b> <ul style="list-style-type: none"><li>• Unique and customizable</li><li>• Strong network and partnerships</li><li>• Wide selection</li></ul>	<b>WEAKNESSES</b> <ul style="list-style-type: none"><li>• Seasonal demand and limited availability</li><li>• Cost and price sensitivity</li></ul>
<b>OPPORTUNITY</b> <ul style="list-style-type: none"><li>• Expansion into new markets</li><li>• Niche market targeting</li></ul>	<b>THREAT</b> <ul style="list-style-type: none"><li>• External disruptions</li><li>• Online booking platforms and direct booking</li></ul>

## 5.0 DISCUSSION

### 5.1 STRENGTH

One of Accurate Travel's strengths lies in its **unique and customizable services**. Clients who seek our assistance may possess distinct preferences, interests, and requirements for their travel experiences. By providing customizable services, Accurate Travel can cater to the diverse needs of its customers. Whether it involves selecting specific destinations, activities, accommodations, or transportation options, customization ensures the fulfillment of each client's distinct preferences. For instance, in the case of our leisure trips, if clients wish to include an activity such as a dinner cruise, we accommodate this request. Although not originally part of our standard itineraries, our customizable approach enables us to incorporate such preferences and ensure that our services align with client demands. *This strength is important to us to maintain according to marketing agency Smart Insights, more than half (63%) of buyers will stop purchasing from companies that use poor customization approaches (Weerakoon, 2023).*

In addition, **having a good partnership and a strong network** is a significant strength for a travel agency business as it brings numerous advantages. *According to the surveyed managers, developing tourism products offered by Mazurkas Travel requires collaboration with a wide range of suppliers, including hotels, restaurants, transportation companies, tour leaders, guides, and other tourist facilities such as museums, galleries, craft centers, historic churches, and so on (Johann, 2014).* As for Accurate Travel it allows to access a wide range of suppliers, including hotels, airlines, transportation providers, tour operators, and other service providers, creating a diverse pool of options for clients. This extensive network enables the agency to offer tailored travel experiences, accommodating different budgets, preferences, and travel requirements. Accurate travel can source accommodations, transportation, and activities from various suppliers, ensuring a comprehensive selection for clients to choose from. Furthermore, a strong network of partnerships gives the agency a competitive advantage and differentiation in the market. The agency can highlight its access to unique offerings, exclusive experiences, and specialized services made possible through their partnerships. This sets them apart from competitors and attracts clients who value personalized, tailored, and distinctive travel experiences. The agency's reputation as a trusted partner with extensive connections further

strengthens its market position, attracting both new and repeat clients. In conclusion, having a good partnership and a strong network is a valuable strength for a travel agency business. It provides access to a wide range of suppliers and provides a competitive advantage in the market. Through these advantages, the agency can deliver exceptional travel experiences, build customer trust and loyalty, and establish a strong reputation in the industry.

Lastly, one of the key strengths of Accurate travel business is its **ability to offer a wide selection of options** to its customers. This means that the agency can cater to a diverse range of customer preferences and travel needs. Whether it's beach destinations, adventure travel, cultural experiences, or luxury vacations, the agency can provide choices that resonate with different customer segments. This versatility enables Accurate travel to attract and serve a larger customer base, accommodating various travel interests and ensuring customer satisfaction. Having a wide selection also allows the agency to tailor travel experiences to individual preferences. With a variety of destinations, accommodations, and activities to choose from, the agency can curate personalized itineraries based on individual desires, budgets, and time constraints. This ability to personalize travel plans enhances customer satisfaction and creates memorable experiences. By offering a comprehensive range of options, the agency can craft unique and personalized itineraries that align with clients' specific desires, making their trips more meaningful and enjoyable. In conclusion, having a wide selection of options is a strong advantage for a travel agency business. It enables the agency to meet diverse customer preferences. By offering a comprehensive range of choices, the agency can attract and retain customers, enhance customer satisfaction, and position themselves as a trusted and reliable provider of travel services. *The appeal of these locations varies due to their wide selection, offering substantial potential for tourist growth in nearly any country or region, provided they are marketed to the appropriate audience (Camilleri, 2017).*

## 5.2 WEAKNESSES

As for the weaknesses for services that are provided by Accurate travel is, the first would be **seasonal demand and limited availability**. Seasonal demand refers to fluctuations in customer interest and travel patterns throughout the year. *Alshuqaiqi and Omar (2019) state that the tourism industry is predominantly marked by seasonal shifts, resulting in periods of both intense travel and picnics, as well as periods of minimal activity. Seasonality significantly influences the tourism sector and is a defining characteristic. This phenomenon is challenging to eradicate or alter.* Certain destinations or types of travel experiences may be highly popular during specific seasons or holidays, while experiencing lower demand during other times. This presents a challenge for travel agencies as they need to manage their resources and operations to accommodate the peak demand periods while ensuring business sustainability during off-peak seasons. For example, during peak seasons, such as school holidays or festive periods, the demand for travel to popular destinations can skyrocket. This can lead to increased competition among travel agencies and higher prices for accommodation, flights, and tour packages. As a result, Accurate travel may need to allocate more resources to meet the higher demand, such as securing sufficient bookings, managing increased customer inquiries, and providing seamless travel experiences. Conversely, during off-peak seasons, the demand may significantly decrease, posing a challenge for the agency to maintain a steady flow of customers and generate sufficient revenue. Meanwhile, for the limited availability refers to situations where the availability of certain travel-related resources is scarce or restricted. This can include accommodation in popular destinations, flight availability during peak travel times, or limited access to specific attractions or activities. Limited availability can pose challenges for travel agencies in meeting customer demands and preferences, especially when trying to secure bookings or create customized itineraries. For example, Popular destinations or unique experiences may have limited availability due to factors such as limited capacity, high demand, or seasonal restrictions. This can create difficulties for Accurate travel in securing accommodation, especially during peak travel periods, or accessing exclusive attractions or events. Limited availability can also limit the options available to customers, potentially leading to dissatisfaction or the need to modify travel plans. Accurate travel need to carefully manage and communicate the availability of resources to customers, ensuring transparency and providing alternative options when

necessary. In summary, seasonal demand and limited availability can be considered weaknesses for a travel agency business. These factors create challenges in managing resources, meeting customer demands, and adapting to fluctuations in the travel industry.

The second weakness that I can see in the services that Accurate travel provides is their **cost and price sensitivity**. When planning a trip, customers often have budget constraints and are conscious of the overall cost of their travel experience. They look for affordable options that provide value for money. This cost sensitivity can pose a challenge for Accurate travel, as they need to strike a balance between offering competitive prices and maintaining profitability. If the agency is unable to provide competitive pricing or fails to offer cost-effective packages, customers may seek alternatives or book directly, potentially leading to a loss of business. In a highly competitive travel market, customers have access to a wealth of information and options through online platforms. They can compare prices across different travel agencies and booking websites, seeking the best deals and discounts. As a result, Accurate Travel need to carefully manage their pricing strategies, ensuring that their offerings are priced competitively to attract customers while still generating a profit. Failure to do so may result in customers perceiving the agency's prices as too high, leading to reduced demand and potential loss of business to competitors. In summary, cost and price sensitivity can be seen as weaknesses for Accurate travel business. The cost-conscious nature of customers, coupled with their price sensitivity can pose challenges for travel agencies in maintaining profitability, attracting customers, and competing effectively in the market. In the end, *In the world of tourism, where people react differently to prices and are sensitive to costs in many ways, the role of price becomes very complicated. Its impact is not clear-cut. This means we can't simply say that, in all cases, demand for tourism services and activities behaves like regular products, where higher prices lead to fewer purchases. Also, it's not always true that higher prices make a destination less appealing to everyone (Masiero & Nicolau, 2012).*

### 5.3 OPPORTUNITIES

For the opportunities that I can see in Accurate travel is the **expansion into new markets** for their services. *Entering untapped international markets can facilitate business expansion by broadening its customer reach and consequently driving revenue growth and overall prosperity. The reason behind this is that by venturing into novel markets, a business can tap into a wider pool of potential customers keen on its offerings. This, in turn, can augment the business's market scope, potentially translating into heightened sales and revenue figures (Mani, 2023).* By entering new markets, Accurate travel can tap into a larger customer base and reach a wider audience. Different markets may have unique preferences, travel behaviors, and demands, allowing the agency to cater to a diverse range of customers. This expansion enables the agency to attract new customers who may have different travel interests, budgets, or geographic locations, thus expanding their potential market reach. For example, a travel agency that traditionally focuses on domestic travel can explore international markets, targeting customers who are interested in traveling abroad. By offering customized packages, local language support, and knowledge of specific destinations, the agency can capture the attention of international travelers seeking expert guidance and convenience. This expansion into new markets provides access to a larger pool of potential customers, increasing the agency's growth prospects. In summary, expansion into new markets presents significant opportunities for travel agencies. It allows them to reach new customers to maximize their profit in business.

The second opportunity that can be spotted in this business is **niche marketing targeting**. *Tourists intrigued by niche tourism can be defined as individuals who possess highly particularized personal interests, requirements, aspirations, and preferences. They seek to fulfill these by engaging in specific experiences or activities during their visit to a particular destination (Nevin, 2017).* By targeting a specific niche market, such as adventure travel, luxury vacations, or eco-tourism, Accurate travel can develop specialized expertise and in-depth knowledge about the unique needs and preferences of that market segment. This allows the Accurate travel to offer tailored services, personalized itineraries, and insider recommendations that cater specifically to the interests and desires of niche customers. For example, a travel agency that specializes in organizing wildlife safaris in Africa can acquire extensive knowledge



about different national parks, wildlife behaviors, and conservation efforts. This expertise allows them to curate exceptional safari experiences, recommend the best time to visit for optimal wildlife sightings, and provide insights into responsible tourism practices. By positioning themselves as experts in the niche market, the agency can attract customers who are passionate about wildlife and seek authentic experiences. In summary, targeting a niche market provides significant opportunities for Accurate travel. It allows them to develop specialized expertise by understanding the unique needs and preferences of niche customers, travel agencies can deliver tailored services, create exceptional experiences, and establish themselves as leaders within their specific market segment.

## 5.4 THREATS

Every business has threats that may affect their business. Based on my observations, **external disruptions** are one of the threats that can affect Accurate travel business. External disruptions such as natural disasters, pandemics, or political unrest can significantly impact the travel agency business by disrupting travel plans and leading to cancellations or reduced demand. *The tourism sector is influenced by a range of external occurrences, including extreme events within the surroundings (Sadikhova, 2021)* For example, natural disasters such as hurricanes, earthquakes, or floods can cause travel disruptions by damaging infrastructure, airports, or tourist destinations. In such situations, travel plans may need to be altered or canceled altogether. Natural calamities and risks notably influence the tourism output of any tourist spot. This can result in a significant number of booking cancellations and refunds, leading to financial losses for Accurate travel. Additionally, the negative media coverage and safety concerns associated with natural disasters can deter travelers from visiting affected areas, resulting in reduced demand for travel agency services. In summary, external disruptions such as natural disasters, pandemics, and political unrest pose significant threats to the travel agency business. These disruptions can lead to cancellations, reduced demand, and financial instability.

Next is, **online booking platforms and direct bookings** can pose threats to Accurate travel business by changing the dynamics of the industry and bypassing the traditional role of travel agencies. *Presently, online content stands as the foremost wellspring of travel details, surpassing all conventional media and marketing methods. Travel enterprises engage with customers via online marketing, social media, travel applications, search features, and reservation platforms (Sofronov, 2018).* The rise of online travel agencies (OTAs) and other online booking platforms has made it easier for travelers to independently research, compare, and book travel arrangements. These platforms provide a wide range of options, competitive prices, and user-friendly interfaces, attracting a growing number of customers who prefer the convenience and control of self-service booking. This shift towards online platforms can reduce the reliance on travel agencies as intermediaries, leading to a decline in their customer base and revenue streams. In addition, Suppliers in the travel industry, such as hotels, airlines, and car rental companies, have increasingly invested in direct booking channels to maximize their profits and

establish a direct relationship with customers. They offer incentives, loyalty programs, and exclusive deals to encourage travelers to bypass travel agencies and book directly. This trend of direct bookings can undermine the traditional role of travel agencies as intermediaries, potentially impacting their revenue and relevance. For example, a potential customer named Mira is planning a luxury vacation to a tropical destination. She visits an online booking platform that offers a wide selection of resorts, flights, and activities. The platform provides detailed descriptions, customer reviews, and competitive prices. She can compare different options, view real-time availability, and make her bookings directly through the platform. She enjoys the convenience and feels confident in her choices, eliminating the need for assistance from the travel agency. In summary, online booking platforms and direct bookings pose threats to the travel agency business the convenience and transparency offered by online platforms, coupled with the direct booking strategies of suppliers, have altered the dynamics of the industry.

## 6.0 RECOMMENDATION

For recommendations, I can recommend a few ways to lessen or reduce the threats that Accurate travel have been facing off. The first threat is external disruptors. To lessen the threats posed by external disruptors in the travel agency business, several strategies can be implemented. First, diversifying the destination portfolio is key. Instead of relying heavily on a few popular destinations, expanding the range of destinations offered helps mitigate the impact of external disruptions in one specific location. This allows Accurate travel to redirect efforts and resources to alternative destinations that are not affected by the disruption. Second, implementing flexible booking and cancellation policies is crucial. By offering customers options to reschedule, change destinations, or receive refunds in the event of external disruptions, the agency can build trust and confidence. These policies demonstrate the agency's commitment to customer satisfaction, even in unpredictable circumstances. Staying informed and adaptive is crucial. Continuous monitoring of global trends, travel advisories, and industry developments allows the agency to proactively adapt strategies and offerings. This knowledge helps align the agency with evolving customer needs and mitigate potential disruptions. In conclusion, they can navigate through challenging times, provide valuable services, and ensure customer satisfaction even in the face of unforeseen disruptions.

Secondly, to lessen the threats posed by online booking platforms and direct bookings to a Accurate travel business, several strategies can be implemented. First, enhancing the agency's online presence is essential. By optimizing the agency's website and utilizing digital marketing strategies, Accurate travel can showcase its unique value propositions, such as personalized services and expert advice, attracting customers who value the human touch. Emphasizing the human element and personalized service is crucial. Highlighting the expertise and knowledge of travel advisors who can provide tailored recommendations and create customized itineraries sets the agency apart from online platforms. Positioning the agency as a trusted advisor who offers personalized attention throughout the travel planning process helps build customer trust and loyalty. Developing specialized offerings is another strategy. Identifying niche markets or specific travel segments that are underserved by online platforms and creating specialized

offerings catered to their interests can attract customers looking for unique experiences. By providing specialized services that cannot be easily replicated online, the agency can carve out its own market niche. Providing added value is key to competing with online platforms. Offering additional benefits and services like airport transfers, concierge services, or exclusive partnerships enhances the overall travel experience. By going beyond basic bookings and delivering exceptional customer service, the agency can differentiate itself and create a loyal customer base. Building strong customer relationships is paramount. Focusing on personalized customer service, follow-ups, and loyalty programs helps nurture long-term relationships and encourages repeat business. By cultivating customer loyalty and retention, the agency can reduce the temptation for customers to turn to online platforms for future bookings. Collaborating with online platforms can be advantageous. Exploring partnerships or collaborations with online booking platforms can leverage their reach and technology while still providing the personalized service and expertise of the agency. This mutually beneficial relationship allows the agency to tap into the platform's customer base while offering unique value-added services. Continuously innovating is vital to staying competitive. Staying up to date with industry trends and embracing digital tools and platforms that enhance operations, customer experience, and marketing efforts is crucial. By adapting to changing customer preferences and leveraging technology, the agency can position itself as a forward-thinking and competitive player in the industry. It can be concluded that Accurate travel can differentiate themselves, provide personalized services, and build strong customer relationships that make customers choose their services over the convenience of online platforms.

In the end, by implementing these strategies, Accurate travel can lessen the threats posed by external disruptors and lessen the threats posed by online booking platforms and direct bookings.

## 7.0 CONCLUSIONS

In conclusion, my internship at Accurate Travel Sdn Bhd, located in the sales and marketing office at Bukit Bintang, Kuala Lumpur, has been a valuable experience for my bachelor's degree in international business studies. Throughout the internship, I was able to apply my theoretical knowledge in a real-world business setting, specifically within the travel industry.

The SWOT analysis helped me assess Accurate Travel's strengths, weaknesses, opportunities, and threats from an international business perspective. I identified the company's strong customer relationships, wide network of suppliers, and established brand as its key strengths. However, there were weaknesses such as limited presence in emerging markets and threats such as intense competition and external factors like natural disasters and political unrest.

Based on the SWOT analysis, I provided recommendations to address the identified threats. These recommendations included diversifying destination options, implementing flexible booking and cancellation policies, building strong partnerships with local suppliers and travel insurance providers, and utilizing digital technologies to enhance online presence and customer experience. These strategies aim to strengthen the company's position in the face of challenges and take advantage of opportunities in the global travel industry.

As a student, this internship has deepened my understanding of conducting business in a globalized industry. I gained practical skills in areas such as cross-cultural communication, market analysis, strategic planning, and risk management. These experiences have prepared me to navigate the complexities of international business.

Moreover, this internship has reinforced my passion for the travel industry and sparked a greater interest in global markets. It provided me with firsthand exposure to the challenges and opportunities faced by businesses in a rapidly changing and competitive environment.

Overall, this internship has been a valuable experience for my bachelor's degree in international business studies. It allowed me to apply my academic knowledge, develop practical skills, and

gain a deeper understanding of international business within the travel industry. I am confident that the insights and recommendations from this internship will serve as a strong foundation for my future career in international business.

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