



**TECHNICAL REPORT
ON
STUDENT INDUSTRIAL WORK EXPERIENCE
SCHEME (SIWES)**

HELD AT

**TRAVELLER SUIT NO.9 RESERVATION ROAD
GRA, ILORIN**

BY

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ND/23/MKT/PT/0181**

SUBMITTED TO

**THE DEPARTMENT OF MARKETING,
INSTITUTE OF FINANCE AND MANAGEMENT STUDIES (IFMS)**

KWARA STATE POLYTECHNIC, ILORIN

**IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD
OF NATIONAL DIPLOMA IN MARKETING**

MARCH, 2025

CERTIFICATION

This is to certify that the bearer has successfully completed the Student Industrial Work Experience (SIWES).

Department Cordinator

Date

SIWES Director

Date

DEDICATION

This report is dedicated to the almighty God, the giver and sustainer of life, for His unconditional love and mercy granted to me throughout the period of my Industrial Training.

ACKNOWLEDGEMENTS

I give thanks to Almighty God, who gave me the gift of life, and made everything possible and kwara state polytechnic for the privilege of this siwes program

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1.1 INTRODUCTION

This program called (SIWES) student industrial work experience scheme is compulsory to all ND1 student who offer science course or any other practicable course. It enables student to have the experience of the aspect which have been taught in school. It is a program that takes up to four month in which student are expected to be able practices what they are taught.

1.2 AIMS AND OBJECTIVES OF SIWES

The student industrial work experience scheme (SIWES) can be define as a technical skills and acquisition of knowledge from the organization, industrial sector. It is also serving as the complement the learning which student have acquired in the classroom or theoretically.

The objective of the student industrial work experience scheme is as follow It enables the student to practically different test from what they learnt theoretically in the lecture room.

- It also enlighten student to various s division of industrial or organization of work in which the course of study can be radicalized.
- It relate the student to the labor market and how it being operated.
- To enable student to defend his or her self in anywhere he or she found itself.

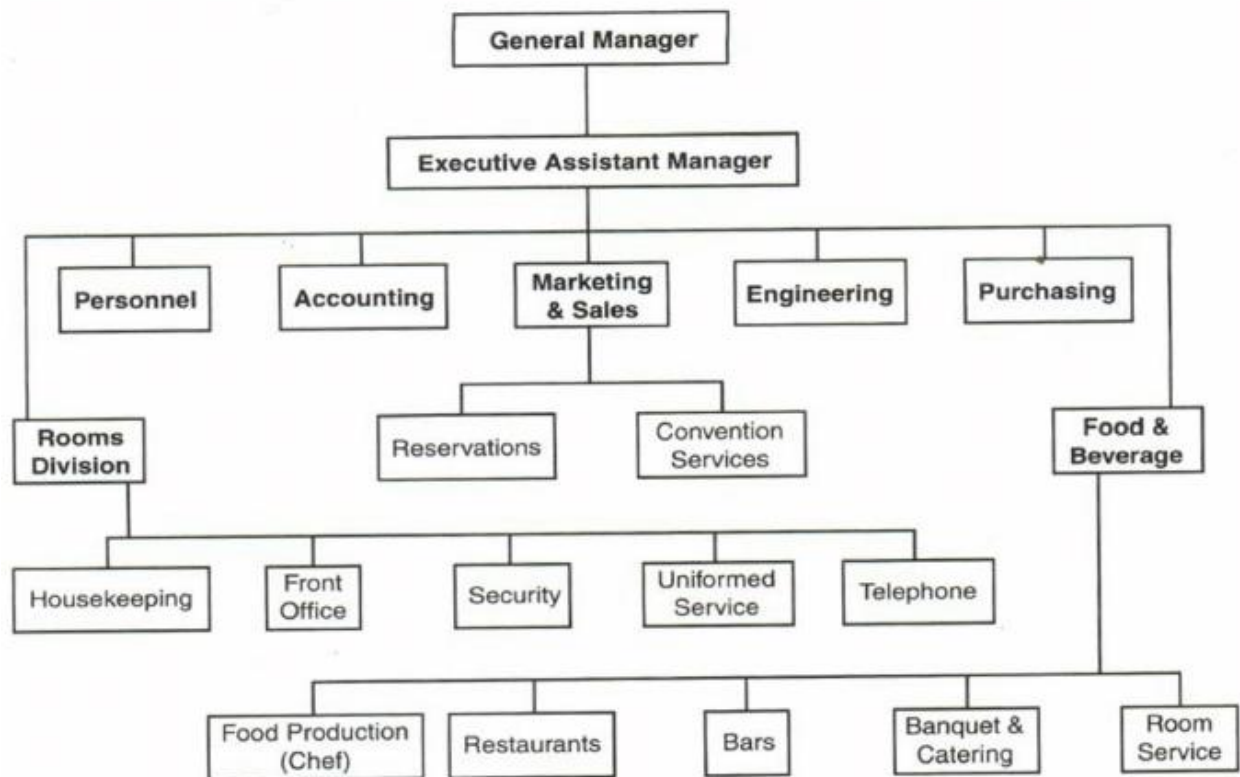
SECOND WEEK

2.1 HISTORICAL BACKGROUND OF THE ORGANIZATION

The name of the organization is traveller suit and It was directed by MR T JANI AYUBA

The aims and objective of the organization is to train both SIWES and its student and also individual in digital marketing in order for them to know much or deep about and they have taught in their various institutions.

2.2 ORGANIZATION CHART



THIRD WEEK

3.0 MAJOR ACTIVITIES OF THE ORGANIZATION

The major activity of the organization is operating accommodation services. The organization also accommodates SIWES students and individuals.

Other activities performed by the organization are:

1. The organization is based on accommodation services
2. The organization is based on restaurant
3. Food and beverage services

An organization based on accommodation services provides lodging and related amenities to travelers, tourists, and other guests. Here are some examples:

Types of Accommodation Organizations:

1. Hotels: Luxury, boutique, or budget-friendly hotels offering rooms, suites, and amenities.
2. Resorts: Vacation resorts providing accommodations, dining, and recreational activities.
3. Hostels: Budget-friendly, shared or dormitory-style accommodations for travelers.
4. Guesthouses : Small, family-run establishments offering rooms and breakfast.
5. Vacation Rentals: Private homes, apartments, or condos rented to travelers.
6. Bed and Breakfasts: Small, family-run establishments offering rooms and breakfast.
7. Motels: Budget-friendly, roadside accommodations with parking and basic amenities.

Services Offered:

1. Room Booking: Reservation and booking of rooms, suites, or other accommodations.
2. Front Desk Services: Check-in, check-out, and concierge services.
3. Housekeeping: Cleaning and maintenance of rooms and common areas.
4. Food and Beverage: Restaurants, bars, room service, and breakfast options.
5. Amenities: Swimming pools, fitness centers, spas, and other recreational facilities.
6. Event Planning: Coordination of meetings, weddings, and other events.
7. Tour and Activity Booking: Assistance with booking local tours, activities, and attractions.

Features:

1. Location: Convenient location, proximity to attractions, and accessibility.
2. Amenities: Quality and variety of amenities, such as Wi-Fi, parking, and fitness centers.
3. Customer Service: Friendly, helpful, and responsive staff.
4. Cleanliness and Maintenance: Clean, well-maintained rooms and common areas.
5. Value for Money: Competitive pricing and value for the services and amenities provided.

Target Market:

1. Leisure Travelers: Individuals and families on vacation or weekend getaways.
2. Business Travelers: Professionals attending conferences, meetings, or working remotely.
3. Groups and Events: Weddings, conferences, and other events requiring accommodations and services.

Marketing Strategies:

1. Online Booking Platforms: Listing on online travel agencies (OTAs) like Expedia, (link unavailable), or Airbnb.
2. Social Media: Promoting the organization on social media platforms, such as Facebook, Instagram, or Twitter.
3. Email Marketing: Sending newsletters, promotions, and offers to subscribers.
4. Local SEO: Optimizing the organization's website for local search engine results.
5. Partnerships and Collaborations: Partnering with local businesses, attractions, or event planners to offer packages and promotions.

An organization based on a restaurant provides food and beverage services to customers in a physical or online setting. Here are some key aspects:

Types of Restaurant Organizations:

1. Fine Dining: Upscale restaurants offering sophisticated cuisine and exceptional service.
2. Casual Dining: Mid-range restaurants providing a relaxed atmosphere and moderately priced menu.
3. Fast Food: Quick-service restaurants serving affordable, standardized menu items.
4. Food Trucks: Mobile restaurants offering specialized cuisine and flexibility.
5. Cafes: Informal establishments serving coffee, pastries, and light meals.

Services Offered:

1. Food Preparation: Preparation and serving of meals, snacks, and beverages.
2. Table Service: Wait staff taking orders, serving food, and providing customer service.
3. Takeout and Delivery: Packaging and delivering food for customers to consume off-premises.
4. Catering: Providing food and beverage services for events, parties, and meetings.
5. Online Ordering: Allowing customers to order and pay for food online.

Features:

1. Menu Variety: Offering a diverse range of cuisine, including vegetarian, vegan, gluten-free, and other options.
2. Quality of Ingredients: Sourcing high-quality, fresh ingredients to ensure flavorful and nutritious meals.
3. Ambiance: Creating a welcoming atmosphere, including decor, lighting, and music.
4. Customer Service: Providing attentive, friendly service to ensure a positive dining experience.
5. Hygiene and Safety: Maintaining high standards of cleanliness, food safety, and employee hygiene.

Target Market:

1. Foodies: Adventurous eaters seeking unique, high-quality dining experiences.
2. Families: Parents and children looking for convenient, affordable meal options.
3. Business Professionals: Individuals seeking convenient, upscale dining options for meetings and networking.
4. Health-Conscious Consumers: Individuals prioritizing nutritious, sustainable food options.

Marketing Strategies:

1. Social Media: Promoting the restaurant on platforms like Instagram, Facebook, and Twitter.
2. Online Directories: Listing the restaurant on review sites like Yelp, TripAdvisor, and Google My Business.
3. Email Marketing: Sending newsletters, promotions, and offers to subscribers.
4. Influencer Partnerships: Collaborating with local influencers, bloggers, or food critics to promote the restaurant.
5. Loyalty Programs: Implementing rewards programs to encourage repeat business and customer loyalty.

Food and beverages refer to the products and services related to the preparation, processing, packaging, and consumption of edible and drinkable items. Here are some key aspects:

Types of Food and Beverages:

1. Beverages: Soft drinks, juices, coffee, tea, milk, water, and alcoholic drinks.
2. Snacks: Chips, crackers, nuts, dried fruits, and other ready-to-eat items.
3. Meals: Breakfast, lunch, dinner, and desserts, including sandwiches, salads, soups, and entrees.
4. Desserts: Cakes, pastries, ice cream, chocolates, and other sweet treats.
5. Specialty Foods: Organic, gluten-free, vegan, vegetarian, and other specialty food products.

Food and Beverage Industries:

1. Agriculture: Farming, livestock, and aquaculture.
2. Food Processing: Manufacturing, packaging, and distribution of food products.
3. Food Service: Restaurants, cafes, catering, and other food service providers.
4. Beverage Manufacturing: Production and distribution of beverages.
5. Retail: Supermarkets, convenience stores, and other food and beverage retailers.

Trends in Food and Beverages:

1. Sustainability: Eco-friendly packaging, locally sourced ingredients, and reduced waste.
2. Health and Wellness: Organic, non-GMO, and functional foods.
3. Convenience: Online ordering, delivery, and meal kits.
4. Global Cuisine: International flavors and ingredients.
5. Food Technology: Plant-based meats, lab-grown foods, and other innovative products.

Key Players:

1. Food Manufacturers: Companies like Nestle, PepsiCo, and General Mills.
2. Restaurant Chains: Brands like McDonald's, Starbucks, and Subway.
3. Retailers: Supermarkets like Walmart, Kroger, and Whole Foods.
4. Food Delivery Services: Companies like Uber Eats, Grub Hub, and DoorDash.
5. Food Blogs and Influencers: Social media personalities and bloggers shaping food trends and opinion

FOURTH WEEK

4.1 STUDENT INVOLVEMENT AT VARIOUS SECTION/ UNIT

Here are the specific functions of various sections/units of an organization providing accommodation services:

1. Front Office/Reception:

- Handle guest check-in and check-out
- Manage room assignments and key cards
- Process payments and handle billing inquiries
- Answer phone calls and respond to guest queries
- Maintain accurate records of guest information and stays

2. Housekeeping:

- Clean and maintain guest rooms, corridors, and public areas
- Provide linen, towels, and amenities to guest rooms
- Restock and replenish guest room supplies
- Report maintenance issues and damages to rooms
- Ensure compliance with health and safety standards

3. Food and Beverage:

- Prepare and serve meals, snacks, and beverages to guests
- Manage restaurant, bar, and room service operations
- Plan and execute menus, specials, and promotions
- Maintain high standards of food quality, presentation, and safety
- Provide excellent customer service to guests

4. Maintenance/Engineering:

- Perform routine maintenance and repairs to rooms, public areas, and equipment

- Handle guest requests for maintenance and repairs
- Conduct regular inspections to identify potential issues
- Ensure compliance with health, safety, and environmental regulations
- Implement energy-saving initiatives and sustainability practices

5. Sales and Marketing:

- Develop and implement marketing strategies to attract guests
- Manage online presence, including website and social media
- Handle group bookings, events, and conferences
- Build relationships with travel agents, tour operators, and corporate clients
- Analyze market trends and competitor activity

6. Accounting/Finance:

- Manage financial transactions, including payments, invoicing, and billing
- Prepare and review financial reports, including budgets and forecasts
- Ensure compliance with financial regulations and laws
- Handle guest queries and disputes related to billing and payments
- Maintain accurate financial records and accounts

7. Human Resources:

- Recruit, train, and develop staff to ensure excellent customer service
- Manage employee relations, including performance management and conflict resolution
- Ensure compliance with employment laws and regulations
- Develop and implement staff welfare programs and benefits
- Maintain accurate personnel records and files

8. Security:

- Ensure the safety and security of guests, staff, and property
- Monitor CCTV cameras and respond to incidents

- Handle guest queries and concerns related to security
- Conduct regular security audits and risk assessments
- Implement security protocols and procedures to prevent incident

4.2 Interpersonal relationship with the organization

Interpersonal relationships within an organization providing accommodations are crucial for delivering excellent customer service, ensuring a positive guest experience, and maintaining a productive work environment. Here are some key aspects:

Types of Interpersonal Relationships:

1. **Guest-Staff Relationships:** Interactions between guests and staff, including front desk, housekeeping, food and beverage, and maintenance personnel.
2. **Staff-Staff Relationships:** Relationships among staff members, including communication, collaboration, and teamwork.
3. **Manager-Staff Relationships:** Interactions between managers and staff, including supervision, guidance, and support.

Importance of Interpersonal Relationships:

1. **Guest Satisfaction:** Positive relationships between guests and staff lead to increased guest satisfaction and loyalty.
2. **Staff Morale and Productivity:** Strong relationships among staff members and between managers and staff enhance morale, motivation, and productivity.
3. **Effective Communication:** Interpersonal relationships facilitate open, clear, and respectful communication, reducing misunderstandings and errors.
4. **Conflict Resolution:** Positive relationships help resolve conflicts and issues promptly, minimizing negative impacts on guests and staff.
5. **Teamwork and Collaboration:** Interpersonal relationships foster a collaborative environment, enabling staff to work together to achieve common goals.

Key Skills for Effective Interpersonal Relationships:

1. **Communication:** Verbal and non-verbal communication, active listening, and clear expression of thoughts and needs.
2. **Empathy:** Understanding and acknowledging others' perspectives, feelings, and needs.

3. Respect: Valuing diversity, promoting inclusivity, and treating others with dignity and respect.
4. Adaptability: Flexibility and willingness to adjust to changing situations, priorities, and guest needs.
5. Problem-Solving: Collaborative problem-solving, conflict resolution, and finding solutions that meet guests' and staff needs.

Strategies to Foster Positive Interpersonal Relationships:

1. Training and Development: Provide ongoing training and development opportunities to enhance communication, empathy, and conflict resolution skills.
2. Team-Building Activities: Organize regular team-building activities to promote collaboration, trust, and camaraderie among staff.
3. Open Communication Channels: Establish open, transparent communication channels to encourage feedback, suggestions, and concerns.
4. Recognition and Rewards: Recognize and reward staff for excellent service, teamwork, and contributions to a positive work environment.
5. Guest Feedback: Encourage guest feedback and use it to improve services, resolve issues, and enhance the overall guest experience.

FIFTH WEEK

5.1 communication in accommodation services

Effective communication is crucial in accommodation services to ensure a positive guest experience, resolve issues promptly, and maintain a productive work environment. Here are some key aspects:

Types of Communication:

1. Verbal Communication: Face-to-face interactions, phone calls, and voice messages.
2. Non-Verbal Communication: Body language, facial expressions, and tone of voice.
3. Written Communication: Emails, letters, and messages through online platforms.

Channels of Communication:

1. Front Desk/Reception: Primary point of contact for guests, handling inquiries, requests, and issues.
2. Housekeeping: Communication with guests regarding room cleaning, linen, and amenities.
3. Food and Beverage: Interaction with guests regarding menu options, dietary requirements, and service.

4. Maintenance/Engineering: Communication with guests regarding maintenance requests and issues.
5. Management: Interaction with guests regarding complaints, feedback, and concerns.

Importance of Effective Communication:

1. Guest Satisfaction: Clear communication ensures guests' needs are met, leading to increased satisfaction.
2. Issue Resolution: Prompt communication resolves issues quickly, minimizing negative impacts on guests.
3. Staff Productivity: Effective communication among staff enhances collaboration, reducing errors and improving efficiency.
4. Reputation Management: Positive communication with guests contributes to a positive online reputation.

Communication Skills:

1. Active Listening: Attentively listening to guests, understanding their needs, and responding appropriately.
2. Clear and Concise Language: Using simple, straightforward language to avoid misunderstandings.
3. Empathy and Understanding: Showing compassion and understanding when dealing with guest complaints or issues.
4. Positive Body Language: Maintaining a friendly, approachable demeanor through non-verbal cues.

Communication Challenges:

1. Language Barriers: Overcoming language differences to ensure effective communication.
2. Cultural Differences: Adapting to diverse cultural backgrounds and preferences.
3. Technical Issues: Managing communication disruptions due to technical problems.
4. Conflict Resolution: De-escalating conflicts and resolving issues in a professional manner.

Strategies to Improve Communication:

1. Staff Training: Providing ongoing training on communication skills, cultural awareness, and conflict resolution.
2. Guest Feedback: Encouraging guest feedback to identify areas for improvement.
3. Standardized Procedures: Establishing clear communication protocols and procedures.
4. Technology Integration: Leveraging technology, such as messaging apps and online platforms, to enhance communication.

6.1 communication in organization with individual and online customer

Effective communication is crucial in accommodation services to ensure a positive experience for individual and online customers. Here are some key aspects

Communication with Individual Customers:

1. Face-to-Face Interaction: Personalized communication with guests during check-in, check-out, and throughout their stay.
2. Phone Calls: Responding to guest inquiries, resolving issues, and providing information via phone.
3. Email: Communicating with guests through email, confirming reservations, and providing pre-arrival information.
4. Guest Feedback: Encouraging guests to provide feedback, responding promptly to concerns, and using feedback to improve services.

Communication with Online Customers:

1. Website: Providing clear, concise information on accommodation services, amenities, and policies.
2. Social Media: Engaging with customers on social media platforms, responding to inquiries, and sharing updates.
3. Online Booking Platforms: Managing online bookings, communicating with guests through platforms like (link unavailable), Expedia, and Airbnb.
4. Email Marketing: Sending targeted promotional emails, newsletters, and offers to subscribers.

Communication Channels:

1. Reception/ Front Desk: Primary point of contact for individual guests.
2. Customer Service Team: Handling online inquiries, resolving issues, and providing support.
3. Reservations Team: Managing online bookings, responding to inquiries, and confirming reservations.
4. Social Media Team: Engaging with online customers, responding to inquiries, and sharing updates.

Effective Communication Strategies:

1. Personalization: Tailoring communication to individual guests' preferences and needs.
2. Timeliness: Responding promptly to inquiries, resolving issues quickly.
3. Clear and Concise Language: Using simple, straightforward language to avoid misunderstandings.
4. Active Listening: Attentively listening to guests, understanding their needs, and responding appropriately.

Technology Integration:

1. Property Management Systems (PMS): Streamlining communication, managing bookings, and enhancing guest experience.
2. Customer Relationship Management (CRM) Systems: Analyzing guest data, personalizing communication, and improving customer loyalty.
3. Social Media Management Tools: Monitoring social media conversations, responding to inquiries, and scheduling updates.
4. Email Marketing Software: Creating and sending targeted promotional emails, newsletters, and offers.

6.2 Relevance experience gained to the student field study

Here are some experiences that i gain while studying accommodation services:

Practical Experiences:

1. Front Desk Operations: Handling guest check-in, check-out, and inquiries.
2. Housekeeping: Assisting with room cleaning, linen management, and maintenance.
3. Food and Beverage: Participating in food preparation, service, and management.
4. Event Planning: Assisting with planning, coordinating, and executing events.
5. Customer Service: Interacting with guests, handling complaints, and providing solutions.

Soft Skill Development:

1. Communication: Developing verbal and non-verbal communication skills.
2. Teamwork: Collaborating with colleagues to achieve common goals.
3. Problem-Solving: Resolving guest complaints and finding solutions to operational issues.
4. Time Management: Managing multiple tasks, prioritizing duties, and meeting deadlines.
5. Adaptability: Adapting to changing situations, guest needs, and operational requirements.

Industry Insights:

1. Accommodation Types: Understanding different types of accommodations, such as hotels, resorts, and bed-and-breakfasts.
2. Industry Trends: Analyzing current trends, challenges, and opportunities in the accommodation industry.
3. Operational Procedures: Learning about front office, housekeeping, food and beverage, and other operational procedures.
4. Guest Expectations: Understanding guest needs, preferences, and expectations.
5. Sustainability: Exploring sustainable practices in accommodation services, such as energy efficiency and waste management.

Technical Skill Development I gain :

1. Property Management Systems (PMS): Learning to use PMS software to manage room inventory, rates, and reservations.
2. Revenue Management: Understanding revenue management strategies, including pricing, yield management, and overbooking.
3. Marketing and Sales: Developing marketing and sales skills, including social media marketing and sales techniques.
4. Accounting and Finance: Learning about accounting and financial management in accommodation services.
5. Technology Integration: Exploring the use of technology in accommodation services, including online booking platforms and mobile apps.

Networking Opportunities:

1. Industry Events: Attending industry conferences, seminars, and workshops to network with professionals.
2. Guest Lectures: Participating in guest lectures and workshops to learn from industry experts.
3. Internships: Completing internships or work placements to gain practical experience and network with professionals.
4. Alumni Network: Connecting with alumni from the same institution or program to build relationships and seek advice.
5. Professional Associations: Joining professional associations, such as the International Association of Hospitality Management, to network with professionals and stay updated on industry trends.

Seven week

7 PERSONAL IMPERSSION ABOUT THE ORGANIZATION

Though the organization is a growing firm, yet it is of standard. It is standard enough to impact great and immeasurable knowledge to students who have chosen marketing as a field of study.

EIGHT WEEK

8 RECOMMENDATION

I like to use this medium to explore the federal Government at all stage to take this SIWES program more seriously seen by the students of applied science as a virtual improvement in future of technology in our nature.

Government should also ensure a proper supervision of SIWES student so that the purpose of the program will be achieved.