

## **Internship Report**

**On:**

**Marketing Strategies for Promoting Heritage and Resort Tourism in Bangladesh: A  
Study on EQUA HERITAGE HOTEL AND RESORT, Saidpur, Nilphamari.**



**This report is submitted to the School of Business and Economics, United International University as a partial requirement for the degree fulfillment of Bachelor of Business Administration.**

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**Marketing Strategies for Promoting Heritage and Resort Tourism in Bangladesh: A study on EQUA HERITAGE HOTEL AND RESORT, Saidpur, Nilphamari.**



**Course Code: INT 4399**

**Submitted To:**

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**Date of Submission: 28 March, 2026**

## Letter of Transmittal

28 March, 2026

Md. Shariful Alam

Professor

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**Subject: Submission of Internship Report on Marketing Strategies for Promoting Heritage and Resort Tourism in Bangladesh: A study on EQUA HERITAGE HOTEL AND RESORT, Saidpur, Nilphamari.**

Dear Sir,

With all due respect, I am noting to you that, with the help of Almighty Allah and your guidance, I have completed the report required by the requirements of the INT 4399 course.

I would like to express my gratitude to you for giving me the chance to get acquainted with the organization well as the formal academic report. Both of these things have been very helpful to me. The goal of my work was to ensure that it was easy to grasp.

I have the utmost confidence that this report will not only meet but also exceed the needs and expectations that you have. If you could give the report your thoughtful evaluation and acceptance, I would be very grateful to you.

Sincerely Yours

Md. Asif Manzur

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## Declaration of the Student

28 March, 2026

Md. Shariful Alam

Professor

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I am Md. Asif Monzur a student of Bachelor of Business Administration United International University; hereby declare that the Internship Report titled Marketing Strategies for Promoting Heritage and Resort Tourism in Bangladesh A study on EQUA HERITAGE HOTEL AND RESORT has been prepared by me under the appropriate guidance of Dr. Md. Shariful Alam, professor, School of Business & Economics (SoBE) United International University (UIU). I, hereby, declare that this report has not been previously submitted for any degree.

Sincerely yours

Md. Asif Monjur

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## Acknowledgement

This report was the result of many people's tireless efforts and support. I am grateful to each and every one of them for providing me with the support and direction that helped me to complete this report. At first, I want to thank the Almighty Allah, for providing me with the ability to carry out my obligations as an intern and complete this internship report on time.

I am grateful to my Faculty Advisor Dr. Shariful Alam, Professor, School of Business and Economics, United International University, for his persistent supervision during my organizational attachment term. As my organizational supervisor, I am thankful to Md. Masud Rana, General Manager in Marketing Department. It would have been extremely impossible to complete this report without their assistance.

I am grateful to the entire Eques heritage hotel and resort department for working tirelessly to make the internship program a success for myself. They were the ones who ensured that theoretical knowledge and first-hand corporate experience could be combined.

Last but not the least, I would like to convey my gratitude to Abul Hasan , Marketing Executive, And general manager eques heritage hotel and resort completing the report. In addition, I'd like to thank my eques heritage hotel resort peers, seniors, and coworkers for their sound advice, recommendations, inspiration, and support. I must mention the organization's wonderful working environment and collective dedication, which have enabled me to deal with a wide range of challenges.

## Executive Summary

This internship provided a valuable opportunity to apply academic knowledge in a practical work environment and gain hands-on experience within a professional setting. Over the course of the internship, I worked at eque heritage hotel and resort Marketing Department, where I was involved in a variety of tasks that contributed to both my personal development and the organization's ongoing projects. Throughout the internship period, I actively participated in key responsibilities project coordination, data analysis, client communication, fieldwork, administrative tasks, which enhanced my understanding of industry practices and operational processes. I gained practical skills in specific tools, software, or methods, improved my ability to collaborate within a team, and strengthened my communication, problem-solving, and time-management capabilities. The internship also provided insight into organizational culture, workplace ethics, and professional behavior. By working alongside experienced supervisors and colleagues, I was able to observe effective leadership styles, understand workflow management, and receive constructive feedback that supported my growth. Overall, the internship was a highly enriching experience that bridged the gap between theoretical learning and real-world application. It broadened my knowledge, enhanced my technical and interpersonal skills, and prepared me for future professional challenges. The experience has strengthened my interest in pursuing a career in Marketing Department and has significantly contributed to my readiness for professional work.

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## List of Abbreviation

### **General Business & Operations**

**GM:** General Manager

### **Human Resource Department**

#### **Human Resources**

**F&B:** Food and Beverage

**FO:** Front Office

**HK:** Housekeeping

**IT:** Information Technology

**M&S:** Marketing and Sales

**PR:** Public Relations

**KPI:** Key Performance Indicator

**SOP:** Standard Operating Procedure

### **Guest & Room-Related**

**GOP:** Guest on Premises

**VIP:** Very Important Person

**ETA:** Estimated Time of Arrival

**ETD:** Estimated Time of Departure

**ADR:** Average Daily Rate

**OCC:** Occupancy Rate

**RevPAR:** Revenue Per Available Room

### **Meeting & Events;**

**MICE:** Meetings, Incentives, Conferences, and Exhibitions

**BEO:** Banquet Event Order

### **Finance;**

**PO:** Purchase Order

**AR:** Accounts Receivable

**AP:** Accounts Payable

## **Chapter : 1**

### **Introduction**

#### **1.1 Introduction of the Report**

This report is an integral part of the Internship 123 course in the Twelve semester. This report was written with the goal of sharing the experiences I obtained during my Four-month internship at Eques Heritage Hotel and Resort. This section will cover the report's origins, objectives, background, Definition, scope and limitations.

#### **1.2 Objective of the Report**

The most crucial objective of the report Eques Heritage Hotel and Resort The marketing department objective is strategically positioning the resort as top tier destination attract and retain diverse range of guest and ultimately increase revenue and market share Primary objective Increase occupancy and Revenue Enhance Brand Awareness and Reputation Attract Target Segment key strategies Goal, Action,

#### **1.3 Motivation of the Report:**

##### **1. Optimize and Improve Marketing Efforts:**

Identify effective channels: The report would analyze which marketing channels (e.g., social media, online travel agencies like Traveloka and Hotels.com, its own website) are generating the most bookings and inquiries.

Target specific demographics: By understanding the current clientele (e.g., foreigners working in the nearby EPZ, domestic tourists seeking a peaceful retreat), the report could suggest strategies to attract new segments, such as families, business travelers, or eco-tourists.

Evaluate promotional activities: The report would assess the success of current promotions (e.g., discounts, packages) and recommend new ones to increase occupancy during off-peak seasons.

##### **2. Enhance Brand Positioning and Reputation**

Highlight unique selling points: Eques Heritage is positioned as a "heritage" hotel with a focus on nature and biodiversity. The report would seek to strengthen this brand identity by promoting its bio-world, gardens, and tranquil environment.

Manage online reputation: It would analyze guest reviews and feedback on platforms like Hotels.com and Booking.com to identify areas for improvement and leverage positive testimonials for marketing.

and seasons to ensure the hotel is maximizing its revenue Differentiate from competitors: By understanding the competitive landscape of hotels and resorts in the Saidpur/Nilphamari area, the report would identify ways to stand out, whether through superior service, unique amenities, or special events.

### **3. Drive Revenue Growth:**

Increase occupancy rates: A primary motivation is to fill more rooms throughout the year. The report would recommend strategies to attract guests during periods of low demand.

Boost non-room revenue: It would explore ways to increase revenue from other services, such as the restaurant, swimming pool, and event/conference halls.

Optimize pricing strategy: The report would analyze pricing across different platforms e per available room (RevPAR).

### **4. Leverage the Growing Tourism Market in Bangladesh:**

Capitalize on domestic tourism: The report would acknowledge the increasing importance of domestic tourism in Bangladesh and recommend strategies to attract local tourists.

Position for international tourists: Given its proximity to the Saidpur airport, the report would highlight strategies to attract international visitors, including those on business trips to the nearby Uttara Export Processing Zone (EPZ).

Align with national tourism goals: The report could be motivated by the desire to align the hotel's strategy with broader national efforts to promote tourism, particularly in lesser-known regions of the country.

#### **1.4 Scope and limitations of the Report:**

A marketing strategy report for the Eques Heritage Hotel & Resort, with the goal of promoting tourism in Bangladesh, would typically cover the following areas:

**Situational Analysis:** An in-depth review of the current market, including the hotel's location in Saidpur, Nilphamari, its existing amenities (swimming pool, restaurant, garden, airport shuttle), and target audience. It would also analyze the broader tourism market in Bangladesh, including competitors, current trends, and the general state of the country's tourism infrastructure.

**Marketing Objectives:** Clearly defined goals for the marketing strategy. These could include increasing brand awareness, driving direct bookings, attracting specific market segments (e.g., families, business travelers, ecotourists), and contributing to the overall image of Bangladesh as a desirable tourist destination.

**Target Audience Identification:** A detailed breakdown of the target market, which might include international tourists (especially those from nearby regions or for business travel), domestic tourists seeking a peaceful retreat, and those interested in cultural or eco-tourism. The report would analyze their motivations, booking behaviors, and preferred communication channels.

#### Limitations of the Report

Any report on this topic would be subject to a number of limitations, including:

**Lack of Primary Data:** The report is based on publicly available information and general industry knowledge. It does not include primary research such as surveys of Eques Heritage's guests, interviews with its management, or direct competitor analysis. This limits the depth of insight into specific customer preferences and the hotel's internal operations.

**External Factors beyond Hotel Control:** The success of the marketing strategy is highly dependent on factors outside the hotel's control. These include:

**Political and Social Instability:** The report cannot account for political unrest, strikes, or safety concerns in Bangladesh, which can significantly deter both domestic and international tourists.

**Poor Infrastructure:** The country's transportation system (roads, highways, etc.) and other infrastructure may not be developed enough to support a large influx of tourists, regardless of the hotel's marketing efforts.

**Bangladesh's Brand Image:** The country's overall poor brand image as a tourist destination internationally is a significant challenge. This perception is influenced by issues such as safety, hygiene, and lack of a cohesive tourism policy. A single hotel's marketing cannot fully overcome this.

**Limited Government Support:** The tourism sector in Bangladesh often receives insufficient government funding and a lack of supportive policies, which hinders the industry's overall growth.

**Market Volatility:** The tourism industry is sensitive to global and regional economic downturns, health crises (like the COVID-19 pandemic), and other unforeseen events. The report's recommendations may become outdated or less effective in the face of such rapid changes.

**Financial Constraints:** The report assumes the hotel has a sufficient budget for the proposed marketing activities. In reality, financial limitations could restrict the implementation of a comprehensive strategy.

**Incomplete Information:** Information regarding Eques Heritage Hotel & Resort's specific operational details, such as its exact occupancy rates, financial performance, and specific marketing channels used, is not publicly available. The report relies on general information and consumer reviews from platforms like Booking.com and Hotels.com, which may not be a complete picture.

### **1.5 Definition of key terms: Marketing Strategy:**

A long-term plan to achieve a company's marketing goals. For a hotel, this involves defining the target audience, setting goals, and outlining the tactics and channels (e.g., social media, partnerships) to attract guests and increase bookings.

**Target Audience:** The specific group of people a marketing campaign is designed to reach. For a heritage hotel, this might include cultural tourists, high-income travelers, or history enthusiasts, both domestic and international.

**Brand Positioning:** How a hotel is perceived by its customers compared to its competitors. For a heritage resort like Eques, this means highlighting its unique historical significance, cultural experiences, and authentic Bangladeshi hospitality to differentiate it from other hotels.

**Unique Selling Proposition (USP):** The specific feature or benefit that makes a product or service stand out from the competition. In this context, a USP could be the resort's historical architecture, its integration of local traditions, or its location in a significant heritage site.

**Digital Marketing:** Marketing efforts that use digital channels such as search engines, social media, websites, and email. This is crucial for reaching a global audience and is essential for promoting tourism in today's market.

**Content Marketing:** Creating and sharing valuable content (e.g., blogs, videos, photos) to attract and engage a target audience. For a heritage hotel, this could involve creating videos about the history of the property, photo galleries of its cultural events, or articles about nearby attractions.

**Influencer Marketing:** Partnering with popular social media personalities or travel bloggers to promote the hotel to their followers. This can be very effective for showcasing authentic experiences and reaching niche markets.

**Partnership Marketing:** Collaborating with other businesses or organizations to promote a product or service. Examples include working with travel agencies, tourism boards, local tour operators, or airlines to create bundled packages and increase visibility.

**Customer Relationship Management (CRM):** A system or strategy for managing a company's interactions with current and potential customers. This helps a hotel personalize guest experiences, manage loyalty programs, and encourage repeat bookings.

### **Tourism & Heritage Terms**

**Tourism:** The business of attracting and accommodating tourists, including all activities related to their travel for pleasure or recreation. In this report, it specifically refers to both domestic and international visitors to Bangladesh.

**Heritage Tourism:** Travel directed toward experiencing the arts, history, and unique elements of a culture. This is the core market for a heritage hotel, as these travelers are specifically seeking an authentic and culturally rich experience.

**Cultural Preservation:** The act of protecting and maintaining historical buildings, traditions, and artifacts. A heritage hotel like Eques plays a direct role in this by conserving its historical property and promoting local culture.

**Domestic Tourism:** Travel within one's own country. For Bangladesh, this is a significant and growing market that a hotel's marketing strategy should address.

**Inbound Tourism:** Tourists arriving from other countries. Attracting international visitors is a key goal for the tourism industry in Bangladesh.

**Bangladesh Paryatan Corporation (BPC):** The official government body in Bangladesh responsible for promoting and developing the tourism industry. A hotel's marketing strategy should consider collaborating with the BPC to align with national tourism goals.

**Ecotourism:** Tourism directed toward natural environments, intended to support conservation efforts. While a heritage hotel focuses on culture, it may incorporate eco-friendly practices to appeal to a broader, sustainability-conscious audience.

## Chapter: 2

### Company and Industry Preview

#### 2.1 Overview and history:

Eques Heritage Hotel & Resort is a 3-star hotel located in Saidpur, in the Nilphamari district of Bangladesh. It is designed to be a peaceful and luxurious retreat that combines modern amenities with a natural, serene environment. The resort is known for its quiet and tranquil atmosphere, making it a popular getaway for both local and international travelers. It's especially convenient for those traveling by air, as it is situated very close to Saidpur Airport.

#### **Key Features and Amenities:**

**Accommodations:** The resort offers a variety of rooms and suites, including Deluxe and Family Suites. Many rooms have balconies with views of the garden, city, or pool. Rooms are equipped with air conditioning, comfortable bedding, and modern amenities like smart TVs and work desks.

**Recreation & Leisure:** Guests can relax by the outdoor swimming pool, which is surrounded by tropical plants, or stay active at the fitness center. The property also features a garden area and a children's playground.

**Dining:** The resort has a restaurant and a coffee shop/cafe, offering a mix of traditional Bengali cuisine and international dishes. A complimentary buffet breakfast is provided for registered room guests.

**Services:** The hotel offers a range of services to ensure a comfortable stay, including 24-hour reception, room service, laundry facilities, luggage storage, and tour assistance. They also provide a free airport transfer service and have a spacious, secure car park.

**Business Facilities:** A 24-hour business center is available for guests traveling for work.

**Ambiance:** The overall ambiance is described as enchanting, safe, and quiet, providing a relaxing experience away from the bustling city life.

#### **History of Eques Heritage Hotel & Resort:**

While specific founding dates are not widely available, a research paper from 2021 provides some historical context. The paper, titled "The Bio-world of the 'Eques Heritage Hotel & Resort' in Saidpur, Bangladesh," highlights that the resort was already an established three-starred hotel by that year. It also mentions that the resort was created with a strong emphasis

on biodiversity, with the owner, manager, and staff working together to cultivate a first-class biodiverse environment on the 1.7-acre property. The study recorded an impressive 146 plant species on the resort grounds, showcasing its commitment to an eco-friendly and natural setting. The paper also notes that the resort is a preferred accommodation for high-ranking officials and foreigners, including Chinese personnel working at the nearby Uttara Export Processing Zone (EPZ). The history of the resort is tied to its development as a unique destination that provides modern comfort while also prioritizing and showcasing the natural world.

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## 2.2 Trend and growth:

Based on available information, here are some key trends and aspects of Eques Heritage Hotel & Resort's growth:

**Positive Customer Feedback:** The resort receives positive reviews for its customer service, cleanliness, peaceful environment, and good food. Customers often describe it as a luxurious and wonderful place to stay in the region.

**Focus on Amenities:** Eques Heritage Hotel & Resort is equipped with a range of facilities to attract guests, including free Wi-Fi, a swimming pool, an airport shuttle service, and a restaurant. These amenities are in line with the expectations of modern travelers seeking a comfortable and convenient stay.

**Strategic Location:** The proximity to Saidpur Airport is a significant advantage, making it a convenient option for both domestic and international travelers visiting the Nilphamari or Rangpur districts.

**Targeting the Heritage Tourism Market:** While it is a modern resort, its name "Eques Heritage Hotel & Resort" suggests it is tapping into the growing global trend of heritage tourism. This market is driven by a desire for authentic, cultural, and historical experiences.

### Broader Heritage Hotel and Resort Industry Trends and Growth

Eques Heritage Hotel & Resort operates within the larger global heritage tourism market, which is experiencing significant growth. Here are some key trends driving this industry:

**Rapid Market Growth:** The heritage tourism market is projected for strong growth in the coming years. Multiple reports forecast a compound annual growth rate (CAGR) between 4.5% and 16% from 2025 to 2032. The market size is expected to reach hundreds of billions of USD, indicating a robust and expanding sector.

**Shift in Traveler Preferences:** Travelers are increasingly moving away from simple sightseeing towards more immersive and authentic cultural experiences. They seek to engage with local traditions, history, and the arts, driving demand for unique heritage properties and activities.

**Asia-Pacific as a Key Region:** The Asia-Pacific region is a major driver of heritage tourism growth. Countries like Bangladesh, with their rich history and archaeological sites, have significant potential to attract both domestic and international tourists.

**Influence of Digital Technology:** Technology is a major catalyst for growth. Online booking platforms, social media, and virtual/augmented reality (VR/AR) tools are used to promote heritage sites and enhance the visitor experience.

**Sustainable and Responsible Tourism:** There is a growing focus on sustainability and eco-friendly practices in the industry. As tourism to heritage sites increases, there's a critical need to balance economic growth with cultural preservation and environmental protection.

**Investment and Promotion:** Governments and organizations are investing in the restoration and promotion of heritage sites. This, combined with rising disposable incomes, especially in developing economies, is making heritage travel more accessible to a wider audience.

### 2.3 Customer mix:

Based on the available information, here's a breakdown of the customer mix for Eques Heritage Hotel & Resort:

#### **Primary Customer Segments:**

**Leisure Travelers:** The hotel's features, such as the outdoor pool, garden, family rooms, and recreational facilities, suggest it caters to individuals and families seeking a relaxing getaway. Guest reviews also mention it as a "peaceful getaway" and a good place for a "holiday."

**Business Travelers:** The hotel has a 24-hour business center and a conference hall, indicating it also serves a corporate clientele. The availability of a large event space makes it suitable for meetings, conferences, and corporate events.

**Event Planners:** The hotel specifically markets its "Eques Hall Room" for events like weddings, anniversaries, and other family gatherings, as well as professional conferences.

**Domestic and Local Tourists:** Reviews frequently mention the hotel's location in Saidpur, Nilphamari, and its popularity among people from the Rangpur district and beyond. One review state, "I want more places like this around Rangpur district," and other notes that it's "far away from the capital city Dhaka," suggesting it is a destination for domestic tourists.

**Travelers from Nearby Cities:** Its location near Saidpur Airport makes it a convenient option for people traveling by air to or from the region. One review highlights its "excellent location close to the airport."

**Key Customer Characteristics:**

**Mix of travelers:** The hotel caters to a variety of groups, including solo travelers, couples, and families.

**Budget:** It's described as an "affordable property," but also a "high class accommodation," suggesting it offers a balance of value and quality.

**Stay duration:** One source indicates that the average nightly stay is only one night, suggesting a mix of short-term stays, possibly for business or as a stopover.

## 2.4 Product/service mix:

Eques Heritage Hotel & Resort in Saidpur, Nilphamari, Bangladesh, offers a product and service mix that caters to both leisure and business travelers. The mix is centered on providing a comfortable and convenient stay with a range of amenities and services.

### Products (Accommodation)

The hotel's primary product is its range of accommodation options, which include various room types to suit different guest needs:

**Deluxe Rooms:** Single, Double, and Twin Deluxe rooms are available, often featuring balconies and views of the garden, pool, or city.

**Suites:** The hotel offers Deluxe Suites and Family Suites, which provide more space and additional amenities like a separate living area.

**Specialty Rooms:** They also have an "Eques Single Deluxe" and a "Couple Deluxe" room.

**Event Spaces:** The resort provides a Hall Room and a Mini Hall Room, available for half-day or full-day rentals, which are likely used for events, conferences, or meetings.

**Cabins:** A "Cabin" room type is also listed, which may be a more basic or unique accommodation option.

All rooms are generally equipped with air conditioning, a private bathroom, a TV, and free Wi-Fi.

## **Services (Amenities and Guest Services)**

The services offered by Eques Heritage Hotel & Resort are designed to enhance the guest experience and provide a hassle-free stay. These can be categorized into complimentary and paid services.

### **Complimentary Services:**

**Dining:** Complimentary breakfast is provided for all registered room guests.

**Connectivity:** Free Wi-Fi is available in all rooms and public areas.

**Transportation:** A free airport shuttle service is offered for both pickup and drop-off.

**Parking:** Guests can use the free on-site car parking.

**Front Desk:** A 24-hour front desk service is available for assistance.

**General Services:** This includes welcome drinks upon check-in, daily newspapers, and luggage storage.

**Recreation:** Guests can use the swimming pool for one hour daily.

### **Paid Services:**

**Transportation:** Car rental and air ticket booking services are available.

**Events & Business:** The hotel provides services for its Conference Hall and Business Center.

**Laundry:** Laundry service is offered to guests.

**Tours:** The resort can assist with tour services.

**Meals:** In addition to the complimentary breakfast, the resort has a restaurant and coffee shop where guests can purchase other meals.

### **Other Amenities & Facilities:**

Outdoor swimming pool with a view.

Garden and terrace for relaxation.

Restaurant and cafe.

Barbecue area.

Playground on-site for children.

A range of in-room amenities like toiletries, a work desk, and a safe deposit box.



## 2.5 Operation:

Eqes Heritage Hotel and Resort, located in Saidpur, Nilphamari, Bangladesh, operates as a three-star property focused on providing a blend of natural tranquility and modern amenities. Its operations cater to a variety of guests, including tourists, business travelers (especially those from the nearby Uttara Export Processing Zone), and individuals seeking a peaceful getaway.

### **Here are some key aspects of its operations:**

#### **Guest Services and Amenities:**

**Accommodation:** The resort has 22 to 31 rooms, including single, deluxe, twin, and family suites. Rooms are equipped with air conditioning, private bathrooms, balconies, free Wi-Fi, and modern amenities like a TV and work desk.

**Dining:** There are an on-site restaurant and a coffee shop/cafe. Complimentary buffet breakfast is provided for registered guests.

**Recreation and Leisure:** The resort features an outdoor swimming pool, a garden area, and a barbecue area. There is also a playground on-site for children.

**Business Facilities:** A 24-hour business center is available, along with a conference hall for events.

**Transportation:** The hotel offers a free airport shuttle service for guests, a significant convenience given its proximity to Saidpur Airport. On-site private parking is also available and free of charge.

**General Services:** Other services include a 24-hour front desk, room service, laundry service, luggage storage, and tour assistance. Welcome drinks and daily newspapers are also provided for guests.

#### **Operational Policies:**

**Check-in/Check-out:** Check-in and check-out times vary slightly depending on the booking platform, but generally, check-in starts in the morning (e.g., 9:00 AM) and check-out is around noon (e.g., 11:30 AM or 12:00 P

**Payment:** While some booking sites indicate that cash is the only accepted payment method, others state that credit cards and debit cards are accepted and cash is not. It's best to confirm this directly with the resort.

**Group and Pet Policies:** Different policies and additional fees may apply for group bookings of more than three rooms. Pets are not allowed.

**Age Restriction:** The minimum age for check-in is 18.

**Extra Beds:** Extra beds can be requested for an additional fee.

The resort's operational strategy appears to emphasize providing a comfortable and relaxing environment, leveraging its natural setting and proximity to the airport to attract a diverse clientele. It focuses on a wide range of services to cater to both leisure and business travelers, aiming to offer a "world class Eco Lifestyle" experience.

## 2.6 Swot Analysis:

A SWOT analysis of Eques Heritage Hotel and Resort can be created by examining its internal factors (Strengths and Weaknesses) and external factors (Opportunities and Threats). Based on publicly available information, here is a breakdown:

### Strengths

**Unique Selling Proposition (USP):** As a "heritage" hotel and resort, it offers a distinct charm and aesthetic that sets it apart from generic modern hotels. This can attract travelers seeking a unique and culturally rich experience.

**Prime Location:** The hotel's proximity to Saidpur Airport is a significant advantage, making it convenient for both domestic and international travelers. Its location in Saidpur, Nilphamari, also offers a peaceful, serene environment away from a major city.

**Positive Guest Feedback:** Online reviews highlight strong points like "excellent customer service," "cleanliness," a "peaceful, calm & quite environment," and "luxurious" accommodations. The quality of its service is a notable strength.

**Comprehensive Amenities:** The resort offers a range of facilities that cater to various guest needs, including a swimming pool, restaurant, free Wi-Fi free parking, a garden, and a business center. This makes it a suitable destination for both leisure and business travelers.

**Aesthetically Pleasing Environment:** The resort's design, with its gardens and scenic surroundings, is a key draw for guests. This contributes to a relaxing and aesthetically pleasing stay.\

### **Weaknesses**

**High Cost:** Some guest reviews mention the resort is "kind of costly," which could be a barrier for budget-conscious travelers and limit its market reach.

**Limited Online Presence:** While it has a website and is listed on booking platforms, its overall digital marketing efforts may be limited, potentially affecting its visibility and ability to reach a wider audience.

**Food Quality:** Some reviews indicate that the food quality is "okay type" and "needs to focus a bit on this section," suggesting an area for improvement.

**Limited Staffed Hours:** The front desk is noted to have limited hours, which could be an inconvenience for guests, particularly those arriving or departing outside of standard check-in/check-out times.

**Dependence on Local Tourism:** As a regional hotel, it may be heavily reliant on domestic tourism. This can make it vulnerable to fluctuations in the local economy and travel trends.

### **Opportunities**

**Increased Domestic Tourism:** The growing middle class in Bangladesh and a general trend toward domestic travel present a significant opportunity for the resort to attract more local tourists.

**Corporate and Event Bookings:** With facilities like a conversation hall and business center, the hotel can actively market itself for corporate events, conferences, and destination weddings, diversifying its revenue streams.

**Digital Marketing and Online Presence:** By investing in robust digital marketing, including social media campaigns and search engine optimization, the resort can increase its brand visibility, attract new guests, and manage its reputation more effectively.

**Partnerships and Collaborations:** The hotel could partner with local artisans, tour operators, and cultural organizations to offer unique, curated experiences (e.g., local food tours, craft workshops) that align with its "heritage" theme.

**Wellness and Eco-tourism:** Given its serene environment, the resort has an opportunity to tap into the growing wellness and eco-tourism markets by offering specific packages or services like yoga retreats or nature walks.

### **Threats**

**Competition:** The hotel faces competition from other local and international hotels and resorts in the region, as well as alternative accommodation platforms like Airbnb.

**Economic Conditions:** Economic downturns or inflation could reduce discretionary spending on travel, impacting the hotel's occupancy rates and profitability, especially given its relatively high cost.

**Geopolitical Instability:** The hotel's success is tied to the stability of the region. Political instability or social unrest could deter travelers and negatively affect business.

**Technology Displacement:** The slow adoption of technology in certain operational areas could put the hotel at a disadvantage compared to competitors that offer seamless digital experiences (e.g., contactless check-in, in-app services).

**Customer Expectations:** Evolving customer expectations, particularly among younger generations (Gen Z and Millennials), regarding sustainability, technology, and unique experiences, could pose a threat if the hotel does not adapt.

## Chapter : 3

### Industry Analysis

#### 3.1 Specification of the Industry:

Based on the available information, here is a specification of the Eques Heritage Hotel & Resort, which can be used to understand its place within the hospitality industry.

Industry Classification & Tier

Type of Property: Hotel and Resort

Star Rating: 3.5-star property

**Primary Market:** Leisure and business travelers, as it offers both recreational facilities and a business center.

**Geographic Location:** Saidpur, Nilphamari, Bangladesh. Its proximity to Saidpur Airport makes it particularly convenient for travelers.

#### Key Specifications and Services

##### 1. Accommodations:

Room Types: Offers a variety of rooms including:



1. Single Deluxe

2. Twin Deluxe

3. Deluxe Double Room with

4. Balcony

5. Deluxe Suite

6. Family Suite with Balcony

7. In-room Amenities:

8. Air conditioning

Free Wi-Fi

Private bathroom with a bathtub or shower

Balcony or terrace

Flat-screen TV and work desk

Premium bedding, down comforters, and a pillow menu

Free bottled water

Daily housekeeping

## 2. Guest Services & Facilities:

Reception: 24-hour front desk (though some sources mention limited hours, the hotel's website states 24-hour service).

### Dining:

Restaurant

Coffee shop/cafe

Complimentary buffet breakfast for registered guests

Room service

### Recreation & Leisure:

Outdoor swimming pool

Garden and terrace area

Playground on-site

Barbecue area

Water park (mentioned in one source, but not widely confirmed)

### Business & Events:

24-hour business center

Conference/Hall room for events

### Transportation:

Complimentary airport shuttle (pick-up and drop-off)

Free on-site private parking

Tour/ticket assistance

Car rental service (available on payment)

### Other Services:

Free Wi-Fi in all public areas and rooms

Laundry facilities/service (available on payment)

Luggage storage

Concierge services

### 3. Policies & Practices:

#### Check-in/Check-out:

Check-in: Varies, but generally between 9:00 AM and 12:00 PM, with some sources listing 11:00 AM to 8:00 PM. Contactless check-in may be available.

Check-out: Varies, but generally between 11:00 AM and 12:00 PM. Contactless check-out may be available.

Age Restriction: Minimum age for check-in is 18.

Pets: Pets are not allowed.

Payment: Accepts credit cards and debit cards; some sources also mention cash.

Children & Extra Beds: Children of all ages are welcome. Extra beds and rollaway beds are available upon request for an additional fee.

Smoking: Designated smoking areas are available.

Safety Features: Includes fire extinguishers, smoke detectors, a security system, a first-aid kit, and outdoor lighting.

### 3.2 Size, Trend and maturity of the industry:

A significant number of new resorts, particularly near the capital, have been built since 2000. While there are major international hotel chains, the MA Based on the information available, here is an overview of the Eques Heritage Hotel & Resort, along with the size, trends, and maturity of the broader hotel and resort industry in Bangladesh.

#### Eques Heritage Hotel & Resort

##### **Size:**

**Area:** The resort is situated on approximately 1.7 acres of land.

**Accommodation:** It has 75 rooms, which include various types like Deluxe, Single, Twin, and Family Suites.

**Facilities:** The resort features a food court, swimming pool, community center, and a garden that focuses on biodiversity conservation. It also offers a restaurant, free Wi-Fi, and free on-site parking.

Specific financial figures for Eques Heritage are not publicly available, but an Agoda listing from the past month indicates a typical room rate of around \$36.69 USD, which is lower than the city average of \$52.81 USD.

#### Hotel and Resort Industry in Bangladesh

The hotel and resort industry in Bangladesh is experiencing significant growth and is in a relatively early but developing stage.

### **Size and Growth:**

The overall hotel market in Bangladesh is projected to reach a revenue of US\$1.17 billion by 2024, with a forecasted growth rate of 5.14% from 2024 to 2028.

The resort industry specifically has a market size of around Tk3,000 crore (approximately US\$260 million).

The number of domestic tourists is increasing, with many opting for "day tours" to resorts located near major cities.

### **Trends:**

**Technological Integration:** The industry is adopting disruptive technologies. A significant majority of stakeholders (88.57%) are using the Internet of Things (IoT) for various purposes like security, marketing, and room control. Other technologies like Virtual Reality (VR), Augmented Reality (AR), and Artificial Intelligence (AI) are also being implemented.

**Focus on Domestic Tourism:** The growth in the industry is primarily driven by domestic tourism, an increasing middle class, and rising disposable income.

**Demand for Leisure:** As cities become more crowded, there is a growing demand for leisure spaces and natural retreats, leading to the development of resorts outside of the capital.

**Sustainability and Local Engagement:** Some resorts are focusing on creating an "eco lifestyle" and hiring local people, which has a positive impact on the community.

**Online Presence:** Online sales are set to surge, comprising a significant portion of total revenue, indicating a shift towards a more tech-savvy future for the industry.

### **Maturity of the Industry:**

The industry in Bangladesh is still in its early phases of development but is growing rapidly. Market also includes a large number of local players and a diverse range of accommodation types, from luxury to midscale and boutique hotels.

The government is supporting the sector, and the number of international tourist arrivals is also expected to increase, further contributing to the industry's growth.

### **3.3 External economic factor:**

Here are the key external economic factors for Eques Heritage Hotel & Resort:

### **1. Overall Economic Conditions (National and Local)**

**Economic Growth (GDP):** A strong and growing economy, both in Bangladesh and globally, generally leads to an increase in both leisure and business travel. People and businesses have more disposable income, making them more willing to spend on hotel stays, dining, and other leisure activities. Conversely, an economic downturn or recession can lead to a decrease in discretionary spending, causing a drop in hotel bookings and revenue.

**Inflation:** High inflation can increase the hotel's operational costs (e.g., food and beverage, utilities, labor). While a hotel may try to raise prices to offset these costs, this could make them less competitive and deter price-sensitive customers.

**Employment and Consumer Confidence:** When unemployment is low and consumer confidence is high, people are more likely to travel and spend money on hospitality services. A decline in consumer confidence can lead to a reduction in travel plans and a preference for more budget-friendly options.

### **2. Tourism and Travel Trends**

**Domestic and International Tourism:** As a heritage hotel in a location like Saidpur, Eques Heritage likely caters to both domestic and international travelers. Economic factors affecting these two groups can be different.

**Domestic Tourism:** The growth of the middle class in Bangladesh and rising disposable incomes can drive a significant increase in domestic tourism.

**International Tourism:** Factors like exchange rates, global economic conditions, and international travel trends (e.g., popularity of heritage tourism, eco-tourism) directly impact the number of foreign visitors.

**Business Travel:** The presence of the Uttara Export Processing Zone (EPZ) nearby suggests that Eques Heritage likely serves a segment of business travelers. The economic activity and growth within the EPZ, including the presence of foreign personnel (e.g., Chinese), would be a key driver for business-related stays. A slowdown in business activity in the EPZ could negatively affect this revenue stream.

### **3. Government and Monetary Policies**

**Monetary Policy (Interest Rates):** Changes in interest rates by the central bank can affect the cost of capital for a business. Higher interest rates could make it more expensive for the hotel to borrow money for expansions or renovations.

**Fiscal Policy (Taxes and Spending):**

**Taxation:** Government policies on corporate taxes and tourism-related taxes (e.g., value-added tax or VAT) can affect the hotel's profitability and pricing strategy.

**Government Spending:** Government investment in infrastructure, such as improvements to Saidpur Airport or local roads, can make the hotel more accessible and attractive to travelers, thus positively impacting its business.

#### **4. Supply and Competition**

**New Competitors:** The entry of new hotels or resorts in the region, especially those with similar offerings, can increase competition. This could lead to a downward pressure on room rates and require Eques Heritage to invest more in marketing and service differentiation to maintain its market share.

**Availability of Resources:** The cost and availability of essential resources like labor, energy, and water can be a significant economic factor. Fluctuations in these costs directly impact the hotel's operational expenses and profit margins.

#### **5. Other External Economic Factors**

**Exchange Rates:** As a destination that attracts foreign visitors, the value of the Bangladeshi Taka against other currencies (e.g., USD, EUR) can influence a foreigner's decision to travel. A favorable exchange rate makes a destination more affordable and can boost international bookings.

**Technological Advancements:** While not strictly economic, technology has major economic implications. The rise of Online Travel Agents (OTAs) like Agoda and Expedia has changed how hotels market their rooms and acquire customers. While these platforms can increase visibility, they often come with commissions that can reduce the hotel's profit margin. The adoption of new technologies like mobile check-ins and smart room controls is also an economic decision that can affect a hotel's competitiveness and operational efficiency.

### **3.4 Technological Factor:**

The technological factors affecting Eques Heritage Hotel & Resort:

#### **1. Digital Presence and Online Booking**

**Online Travel Agencies (OTAs):** The hotel has a significant online presence through major booking platforms like Booking.com, Agoda, and Trip.com. This is a crucial technological factor for attracting a global and local clientele. These platforms provide a booking engine, and the hotel's presence on them allows it to reach a wider audience, manage bookings, and display information about its facilities, room types, and pricing.

**Official Website:** The hotel has its own website, which serves as a central hub for information and may also offer a direct booking system. This allows the hotel to control its brand image and potentially avoid the commissions charged by OTAs.

**Digital Marketing & Reviews:** Customer reviews and ratings on these platforms are a key technological factor influencing the hotel's reputation and business. Positive reviews drive bookings, while negative ones can be a deterrent.

## **2. Guest-Facing Technology**

**In-room Amenities:** Guests expect a certain level of technology in their rooms. Eques Heritage Hotel & Resort provides a range of amenities that reflect this, including free Wi-Fi, flat-screen TVs, air conditioning, and a business center.

**Connectivity:** The availability of "free WIFI throughout the property" is a primary technological factor, as it is a standard expectation for modern travelers. The hotel also offers other services like car rental and airport shuttle, which are often booked and managed through online systems.

## **3. Internal Operations and Management**

**Property Management Systems (PMS):** While not explicitly mentioned, a hotel of this size and scope would rely on a Property Management System to handle various operations, including reservations, check-in/check-out, guest profiles, billing, and room assignments. This system is the backbone of the hotel's day-to-day technological infrastructure.

**Data Handling and Security:** The hotel handles sensitive guest data (personal information, payment details). Cybersecurity is a major technological factor for any hotel. This includes protecting against phishing, malware, and data breaches. Although specific security measures for Eques are not detailed, the general context of the hospitality industry suggests the need for robust security systems, multi-factor authentication, and regular staff training to prevent cyber threats.

## **4. Other Technological Considerations**

**Sustainability Technology:** The information does not specify, but hotels are increasingly adopting technology for sustainability, such as energy management systems for lighting and HVAC, water conservation systems, and smart building technology.

**Mobile Technology:** The hotel's online presence, particularly the mention of an Android app, suggests an awareness of mobile technology and its importance for customer engagement and booking.

### 3.5 Barriers to entry:

Based on the provided search results, here are the likely barriers to entry for a heritage hotel and resort like Eques Heritage Hotel and Resort:

#### 1. High Capital Investment and Financial Barriers

**Property Acquisition and Restoration:** Converting a historic building into a hotel or building a new one with a "heritage" theme requires a significant initial investment. The costs of acquiring land, construction, and especially restoring or simulating historical architectural features can be extremely high.

**Ongoing Costs:** Maintaining a heritage property, whether it's an original, simulated, or converted building, can be more expensive than a standard hotel due to the need for specialized upkeep and preservation.

#### 2. Regulatory and Legal Hurdles

**Heritage Preservation Laws:** Existing heritage sites are often protected by strict laws and regulations. New businesses may face complex and time-consuming processes to get licenses and permits, as well as being subject to strict building and renovation codes to preserve the historical integrity of the structure.

**Zoning and Land Use:** The location of such a property may have specific zoning restrictions that limit its use or the type of construction that can be done.

#### 3. Creating and Maintaining "Authenticity"

**Brand Identity and Uniqueness:** A key selling point for heritage hotels is their unique character and story. New entrants must create a compelling brand identity that stands out from competitors and resonates with customers seeking an "authentic" experience. This is a difficult and subjective barrier to overcome.

**Customer Expectations:** Heritage hotel guests often have high expectations for a unique and immersive experience. Meeting these expectations requires a commitment to historical accuracy, quality service, and unique amenities that go beyond a typical hotel stay.

#### 4. Market and Operational Challenges

**Building a Customer Base:** It can be difficult for a new heritage hotel to attract a loyal customer base in a competitive market. Established competitors may already have a strong brand reputation and a network of returning clients.

**Specialized Staff:** Heritage hotels require staff who are not just skilled in hospitality but also knowledgeable about the history and culture of the property. They often act as "stewards and storytellers," which requires a specific and sometimes hard-to-find skill set.

**Operational Complexity:** The daily operations of a heritage property can be more complex. Maintaining unique features, providing specialized services, and dealing with the constraints of an older or historically themed building can be a challenge.

While the search results provide information on Eques Heritage Hotel & Resort's services and amenities, they don't explicitly list its specific barriers to entry. However, by looking at the general barriers for heritage hotels and resorts, we can infer that Eques faced these common challenges when it was established.

#### 3.6 Supplier power:

I can provide a general analysis of supplier power in the hotel industry, which you can then apply to a specific hotel like Eques Heritage Hotel & Resort.

#### **Supplier Power in the Hotel Industry:**

Supplier power is one of the "five forces" in Michael Porter's framework for analyzing industry competition. It refers to the pressure that suppliers can exert on businesses by raising prices, lowering quality, or limiting the availability of their products or services.

For a hotel like Eques Heritage Hotel & Resort, suppliers include a wide range of businesses and individuals, such as:

**Food and Beverage Suppliers:** Providing ingredients for restaurants, bars, and in-room dining.

**Housekeeping and Cleaning Suppliers:** Providing linens, towels, toiletries, cleaning chemicals, and equipment.

**Technology Providers:** Offering property management systems (PMS), key card systems, Wi-Fi, and other IT infrastructure.

**Furniture, Fixtures, and Equipment (FF&E) Suppliers:** Providing beds, chairs, desks, TVs, and other in-room amenities.

**Utility Providers:** Supplying electricity, water, and gas.

**Labor:** Including skilled and unskilled employees.

**Real Estate Owners and Developers:** For properties that are leased rather than owned.

### **Factors that Influence Supplier Power**

The bargaining power of these suppliers depends on several factors:

**Number of Suppliers:** If there are many suppliers for a particular good or service, the hotel has more options and can more easily switch. This reduces supplier power.

**Uniqueness/Differentiation:** If a supplier provides a unique or highly differentiated product with no easy substitutes, their power is higher. For example, a hotel might need a specific brand of high-end toiletries to maintain its luxury image.

**Switching Costs:** If it is costly or time-consuming for the hotel to switch suppliers, the existing supplier has more power. This could include things like the cost of installing new technology, retraining staff, or breaking a long-term contract.

**Importance of the Supplier's Product:** If the hotel is highly dependent on a supplier's product for its core operations or quality of service, the supplier's power is higher. For instance, a reliable utility provider is essential for a hotel to operate.

**Threat of Forward Integration:** If the supplier could potentially enter the hotel industry itself, it gives them more leverage in negotiations. This is generally a low threat for most hotel suppliers, but a large real estate developer could theoretically build and operate their own hotel.

### **General Assessment for the Hotel Industry**

In the hotel industry, supplier power is often considered to be moderate to low. Here's why:

**Many Substitutes:** For many supplies (e.g., food, cleaning products, furniture), there are numerous alternative suppliers, which gives hotels leverage.

**High Switching Costs (for some suppliers):** While switching is easy for some things, it can be difficult for others, such as technology systems or skilled labor.

**Diversification:** Hotels often work with multiple suppliers to mitigate risks and ensure a consistent supply, further reducing the power of any single vendor.

**High Hotel Importance to Supplier:** For smaller, specialized suppliers, a large hotel or hotel chain can be a significant customer, which gives the hotel a stronger bargaining position.

### **Applying this to Eques Heritage Hotel & Resort**

To specifically analyze Eques Heritage, you would need to consider its particular context. While a general analysis is useful, a hotel's specific location, size, and business model can change the dynamics of supplier power. For example:

**Location:** As a resort in Saidpur, Bangladesh, Eques's suppliers might be more local or regional, which could impact their negotiating power compared to a large, international chain.

**Size:** As a smaller resort with 22 rooms, its buying power might be less than a large hotel, potentially giving some suppliers more leverage. However, it also has the flexibility to be more agile in its supplier relationships.

**Service:** Eques offers a range of services like a restaurant, business center, and pool. This means it has a diverse set of suppliers, and the power dynamic will vary for each type of supply.

### 3.7 Buyer power:

#### 1. General Characteristics of the Hotel Industry

**Numerous buyers, low individual impact:** The hotel industry typically has a large number of individual customers, each with a very small impact on the hotel's overall revenue. A single customer's decision to book or not book a room has a negligible effect on the resort's profitability. This generally gives hotels an advantage and keeps buyer power low.

**Low switching costs:** For most leisure travelers, the cost of switching from one hotel to another is relatively low. This is especially true with the proliferation of online travel agencies (OTAs) that make it easy to compare prices and amenities across different properties.

**Price transparency:** OTAs and hotel comparison websites have made pricing highly transparent, allowing buyers to easily find the best deals and putting pressure on hotels to keep their prices competitive.

**Differentiation:** Hotels, especially those in the luxury or "heritage" segment like Eques, can differentiate themselves through unique features, brand reputation, service quality, and a distinct atmosphere. This differentiation can reduce buyer power, as customers may be willing to pay a premium for a specific, non-substitutable experience.

#### 2. Specific Factors Influencing Buyer Power at Eques Heritage Hotel & Resort

Based on the available information, the buyer power for Eques Heritage Hotel & Resort can be analyzed by considering its unique attributes:

**Heritage and Ecotourism Focus:** Eques Heritage Hotel & Resort is noted for its "heritage" theme and "bio-world" (ecotourism) focus. This unique selling proposition attracts a specific type of traveler who is less likely to be purely price sensitive. For these customers, the "authenticity" and "perceived value" of the heritage experience may be more important than the price. This can reduce Buyer power

**Targeted Customers:** The resort's location near Saidpur Cantonment and the Uttara Export Processing Zone (EPZ) suggests that it caters to a mix of leisure travelers, military officials, and business travelers, including foreign personnel (specifically mentioned are Chinese personnel). These corporate and official guests may have higher bargaining power, especially for large-scale or long-term bookings.

**Online Presence:** The resort's rooms are listed on various booking platforms, which, while increasing its visibility, also contributes to the general trend of price transparency and low switching costs for buyers. This increases buyer power.

**Location and Substitutes:** The availability of other hotels and resorts in the Nilphamari district or surrounding areas in Bangladesh will influence buyer power. If there are many similar options, buyers will have more choices and therefore, more power. However, if Eques's heritage and ecotourism focus is truly unique in the local market, substitutes would be limited, which would decrease Buyer power.

### **3.8 Threat of substitutes:**

#### **Understanding the Threat of Substitutes**

In Porter's Five Forces model, a "substitute" is a product or service from a different industry that can satisfy the same customer need. The threat of substitutes is high when customers can easily find an alternative that provides similar value at a lower cost or with a better performance-to-price ratio.

Threats of Substitutes for Eques Heritage Hotel and Resort

Eques Heritage Hotel and Resort is a hotel and resort. The primary "need" it fulfills for customers is a place to stay for leisure or business, often with additional amenities and a specific experience (in this case, "heritage"). The threat of substitutes comes from alternatives that can fulfill that same need.

Here are the likely threats of substitutes for a hotel like Eques Heritage:

#### **1. Alternative Accommodation Options:**

**Vacation Rentals (e.g., Airbnb, Vrbo):** This is a major substitute for traditional hotels. Guests can rent entire homes, apartments, or private rooms, which often offer more space, privacy, and a more "local" experience. For a heritage hotel, the unique experience might be a differentiator, but a guest looking for a non-traditional stay could easily choose a vacation rental.

**Homestays and Guesthouses:** Similar to vacation rentals, these can be a direct substitute, especially for budget-conscious travelers or those seeking an authentic, local experience. They might lack the amenities of a full-service resort, but they can be a compelling alternative.

**Serviced Apartments:** For longer stays, serviced apartments offer a combination of hotel amenities (housekeeping, etc.) and the convenience of an apartment (kitchen, laundry facilities), making them a strong substitute for business travelers or long-term guests.

## **2. Non-Traditional Leisure Activities:**

**Day Trips or Shorter Stays:** Instead of booking an overnight stay at a resort, people might opt for day trips to local attractions, parks, or other destinations. If the primary draw of Eques Heritage is its natural setting or specific activities, a local park or an alternative leisure venue could serve as a substitute.

**Cruises and All-Inclusive Packages:** While a different type of vacation, these can be a substitute for a resort stay, especially for those looking for a single-price, all-inclusive experience that includes accommodation, food, and activities.

**Virtual and Remote Experiences:** The rise of video conferencing (e.g., Zoom) as a substitute for in-person meetings, as seen during the COVID-19 pandemic, is a significant threat to the business travel segment of the hotel industry. Companies can hold virtual conferences, eliminating the need for hotel bookings.

### **Factors Affecting the Threat Level**

The severity of the threat of substitutes for Eques Heritage Hotel and Resort depends on several factors:

**Switching Costs:** How easy is it for a customer to switch from a hotel to a substitute? For leisure travelers, switching costs are often low. They can simply book an Airbnb instead. For business travelers with corporate contracts or loyalty programs, switching costs can be higher, but this is less relevant for a hotel that might not be part of a large chain.

**Price-Performance Ratio:** If the substitutes offer a comparable or better experience at a lower price, the threat is high. For example, a family might find that a vacation rental is much cheaper for a week-long stay than two hotel rooms.

**Differentiation:** A hotel can mitigate the threat of substitutes by offering a unique, differentiated experience. If Eques Heritage's "heritage" aspect, its specific natural environment, and its unique amenities are compelling enough, customers may be less likely to choose a generic substitute.

**Buyer Propensity to Substitute:** Some customers are simply more open to trying new things. Younger generations, for example, are more likely to use services like Airbnb, which increases the overall threat of substitution.

### 3.9 Industry rivalry:

#### **Competitive Rivalry for Eques Heritage Hotel and Resort**

Based on the available information, the competitive rivalry for Eques Heritage Hotel and Resort can be analyzed by considering its specific market position within the broader hotel and resort industry in Bangladesh.

#### **1. General Industry Context:**

**Intense Rivalry:** The hotel and resort industry in Bangladesh is characterized by intense competition. There are numerous players, from international chains to local, independent properties.

**Segmented Market:** The market is segmented by price and service, including luxury, upscale, midscale, and economy hotels. Eques Heritage Hotel and Resort, being a 3-star property, competes primarily within the mid-to-upper-midscale segment.

**Domestic Focus:** The industry is heavily reliant on domestic tourism, with a significant portion of customers being Bangladeshi nationals, business travelers from within the country, and expatriates. This is a crucial factor, as Eques Heritage Hotel and Resort is located in Saidpur, catering to both local and regional tourists.

**Factors of Competition:** Hotels and resorts compete on various factors, including:

**Price:** Pricing wars can occur, especially during periods of low demand or high supply.

**Location:** Proximity to key attractions, airports, or business centers is a significant competitive advantage. Eques Heritage's location near Saidpur Airport is a key selling point.

**Services and Amenities:** The range and quality of services offered, such as pools, restaurants, spas, business centers, and recreational activities, are critical differentiators.

**Brand Reputation and Loyalty:** Brand recognition and customer loyalty play a role, although switching costs for customers are relatively low.

## **2. Direct Competitors of Eques Heritage Hotel and Resort:**

While Eques Heritage is the most-viewed hotel in the Saidpur area on some travel platforms, it faces direct competition from other hotels and resorts in the region. Based on the search results, some of its key competitors include:

**Hotel Air-Star:** This hotel appears on lists of "most viewed" properties alongside Eques Heritage, indicating it is a significant local competitor.

**Dream Plus Hotel & Resort:** Another property mentioned in the same lists, suggesting it competes directly for the same customer base.

**Hotel Premier Residential:** This is also listed as a competitor, likely offering a similar range of services and targeting a similar clientele.

**Other regional players:** The broader competitive set would include any other hotels or resorts in Saidpur and the surrounding Nilphamari district that offer comparable services and target similar market segments (e.g., family travelers, business visitors).

## **3. Porter's Five Forces Analysis (as it applies to Eques Heritage):**

While not a full analysis, a few points from a general Porter's Five Forces model for the hotel industry can be applied to Eques Heritage's situation:

**Intensity of Competitive Rivalry:** The rivalry is intense due to the number of competitors and the importance of factors like location and service quality. Eques Heritage leverages its proximity to the airport and its focus on luxury and customer service to stand out.

**Threat of New Entrants:** The threat of new entrants is moderate. While capital costs for a large-scale resort are high, the growing tourism sector in Bangladesh could attract new investors. However, factors like regulations and securing prime locations can be a barrier.

**Bargaining Power of Customers:** Customer power is moderate to high. Customers have a lot of choice and can easily switch between hotels. Online travel agencies (OTAs) and review sites have increased customer transparency and power. Eques Heritage must maintain high service standards and potentially offer loyalty programs or special deals to retain customers.

**Threat of Substitute Products:** The threat of substitutes is low. While alternative accommodation types like guesthouses or homestays exist, they typically do not offer the same level of luxury or amenities as a hotel or resort, especially for corporate or high-end leisure travelers.

#### **4. Eques Heritage's Competitive Strategy:**

Based on the available information, Eques Heritage Hotel and Resort appears to compete on the following fronts:

**Service Quality:** Reviews highlight "best customer service" and a "peaceful, calm & quite environment," suggesting a focus on creating a high-quality guest experience.

**Location:** Its proximity to Saidpur Airport is a significant competitive advantage, especially for business travelers or tourists arriving by air.

**Amenities:** Offering facilities like a swimming pool, restaurant, and gardens helps it compete with other properties and appeal to both families and individuals seeking leisure.

**Target Market:** The resort targets "high class accommodation" seekers and offers facilities suitable for family trips and corporate events, positioning itself as a premium option in its local market.

## Chapter : 4

### Internship Experience:

#### 4.1 Position, duties and responsibility:

This chapter focuses on my duties and responsibility during my 4 months internship period at the Marketing department Eques heritage hotel and resort. Here I've tried to highlight the details of my work process, the training sessions that I've attended, department details & and use their computer software use to book room and create others activity and worked with, interaction with the company's employees, and job roles & assigned tasks.

The primary goal of a marketing and sales intern is to assist the team in promoting the hotel's services and driving revenue. This involves a mix of administrative support, creative tasks, and direct engagement with potential clients.

#### Marketing

**Social Media Management:** Help create and schedule content for the hotel's social media channels (e.g., Facebook, Instagram, LinkedIn). This includes writing captions, engaging with followers, and monitoring performance.

**Content Creation:** Assist in developing marketing materials such as brochures, flyers, email newsletters, and blog posts. This may involve writing, editing, and sourcing images.

**Market Research:** Conduct research on competitors and industry trends to identify new marketing opportunities and strategies.

**Website Maintenance:** Help update the hotel's website with new promotions, events, and packages.

#### Sales

**Lead Generation:** Identify and research potential corporate clients, travel agencies, and event planners to build a pipeline of leads.

**Client Communication:** Assist in responding to inquiries from potential guests and clients via email or phone. This includes providing information on room rates, event spaces, and special packages.

**Database Management:** Help maintain and update the customer relationship management (CRM) database with contact information and client interactions.

**Event Support:** Assist the sales team during site inspections and hotel tours for potential clients. This includes preparing presentation materials and answering basic questions about the hotel's facilities.

### **Administrative Support**

**Reporting:** Prepare weekly or monthly reports on marketing campaigns and sales activities.

**Administrative Tasks:** Provide general administrative support to the marketing and sales departments, such as filing documents, organizing schedules, and taking meeting minutes.

This internship offers valuable hands-on experience in the hospitality industry, particularly in understanding how a hotel attracts and retains customers. The specific responsibilities can vary based on the hotel's current needs and the intern's skills.

### **4.2 Training:**

Eques heritage hotel and resort designed this Internship program as a learning and development stage for the Interns. During our four months Internship period, we have gone through five training sessions. All these training sessions help us to gain professional skills. The learning & development team of the Human Resource Department conducted all the sessions.

List of training session:

- ✓ **Training Session on Office etiquette and Personal Grooming.**
- ✓ **Training How to Deal with customer and How to Behave with customer.**
- ✓ **Training on Time Management.**
- ✓ **Training MS office.**

### **Training on Excel Business Essentialia**

### **4.3 Contribution to departmental functions:**

An intern at Eques Heritage Hotel and Resort can contribute to various departmental functions by assisting with daily operations, supporting staff, and gaining hands-on experience in the hospitality industry. The hotel's departmental structure is typical of a resort, with key functions including the front office, food and beverage, housekeeping, and sales and marketing.

#### **Front Office**

An intern's contribution to the front office is vital for guest satisfaction. They would assist with guest check-in and check-out, manage room reservations, and handle guest inquiries and requests. This role allows an intern to develop strong communication and problem-solving skills while ensuring a smooth experience for every guest.

### **Food & Beverage**

In the food and beverage department, interns support the restaurant and room service. Key contributions include taking food orders, serving meals to guests, and assisting with restaurant setup and cleanup. This experience helps interns understand menu management, inventory control, and customer service in a dining setting.

### **Housekeeping**

Housekeeping interns play a direct role in maintaining the resort's high standards of cleanliness and comfort. They help with room preparation before guest arrival, daily room cleaning, and stocking amenities. This is a crucial role for learning about sanitation standards and the operational logistics of a hotel.

### **Sales & Marketing**

An intern in sales and marketing would focus on promoting the resort and attracting new guests. Their contributions could include assisting with social media campaigns, creating promotional materials, and researching local competitors and market trends. This department is a great place to learn about hospitality branding, public relations, and customer relationship management.

## **4.4 Evaluation:**

A detailed intern evaluation for a hotel like Eques Heritage Hotel and Resort would typically assess an intern's performance across various key areas. These evaluations are crucial for both the intern's professional development and the hotel's future hiring decisions. Here's a breakdown of what a comprehensive evaluation might look like.

### **Performance and Skills Assessment**

An intern's evaluation would cover their mastery of essential hospitality skills and their overall job performance.

**Job Knowledge:** Evaluates the intern's understanding of hotel operations, including front desk procedures, reservations, and guest services.

**Customer Service:** Assesses the intern's ability to interact with guests, handle inquiries and complaints, and maintain a professional and friendly demeanor.

**Communication:** Reviews the intern's verbal and written communication skills, both with guests and staff.

**Problem-Solving:** Examines the intern's effectiveness in addressing issues and finding solutions independently.

**Teamwork:** Considers how well the intern collaborates with colleagues and contributes to a positive work environment.

### **Professionalism and Work Ethic**

This section focuses on the intern's conduct and commitment to their role.

**Punctuality and Attendance:** Notes the intern's adherence to their schedule and their reliability.

**Adaptability:** Evaluates the intern's ability to adjust to new tasks, changing priorities, and different departments within the hotel.

**Initiative:** Looks at whether the intern takes on extra responsibilities and proactively seeks out ways to help.

**Professional Appearance:** Comments on the intern's adherence to the hotel's dress code and grooming standards.

### **Goals and Future Potential**

This final part of the evaluation helps guide the intern's future career and provides the hotel with a summary of their potential.

**Strengths:** Identifies the intern's key areas of excellence, such as strong interpersonal skills or a keen eye for detail.

**Areas for Improvement:** Pinpoints specific skills or behaviors the intern needs to develop further.

**Overall Recommendation:** Provides a final assessment, including whether the intern would be a good fit for a full-time position or a recommendation for future opportunities.

### **4.5 Skills applied:**

Working as an intern at a hotel and resort like Equatorial Heritage Hotel & Resort requires a diverse set of skills that combine both practical abilities and personal attributes. A successful

hospitality intern will be able to apply these skills across various departments, from front desk operations to housekeeping and food & beverage.

### **Key Skills Applied**

A successful hospitality intern demonstrates both soft skills (personal attributes) and hard skills (technical abilities).

**Communication and Interpersonal Skills:** You'll need to interact effectively with guests, colleagues, and supervisors. This includes active listening to understand guest needs, clear verbal communication for giving instructions or information, and the ability to maintain a friendly, professional demeanor even in stressful situations. Building rapport and being empathetic are crucial for creating a positive guest experience.

**Customer Service:** This is the foundation of the hospitality industry. Interns must be proactive in anticipating and meeting guest needs, responding to inquiries and complaints with patience and diplomacy, and going the extra mile to ensure guest satisfaction. Your attitude and problem-solving abilities directly impact the hotel's reputation.

**Adaptability and Multitasking:** The hotel environment is fast-paced and unpredictable. You'll need to manage multiple tasks at once, such as checking in a guest while answering a phone call or resolving an issue with a room. Being flexible and able to quickly adjust to changing situations is essential.

**Teamwork and Collaboration:** Hotels and resorts operate as a cohesive unit. Interns need to work seamlessly with different departments—from housekeeping and maintenance to the kitchen staff—to ensure smooth operations and a high standard of service. A "can-do" attitude and willingness to assist colleagues are highly valued.

**Attention to Detail:** In the hospitality industry, small details can make a big difference. This includes ensuring a room is perfectly clean and stocked, a reservation is entered correctly, or a guest's special request is fulfilled accurately. Paying close attention to these details demonstrates professionalism and dedication.

**Problem-Solving:** When issues arise, you'll need to think on your feet and find quick, creative solutions. This could involve handling a double-booked room, addressing a guest complaint about a noise issue, or resolving a technical problem with a key card.

### **4.6 New skills developed:**

Working as an intern at a hotel and resort like Equatorial Heritage Hotel & Resort requires a diverse set of skills that combine both practical abilities and personal attributes. A successful

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### **4.5 New skills developed:**

Internships in the hospitality industry, such as at Equi Heritage Hotel and Resort, offer valuable opportunities to develop a mix of practical and interpersonal skills. These skills are essential for a successful career in a fast-paced, customer-centric environment.

### **Core Skills Developed**

**Customer Service Excellence:** You'll learn how to anticipate guest needs, handle inquiries and complaints with professionalism, and ensure a positive guest experience from check-in to check-out. This includes developing a friendly demeanor, active listening, and problem-solving abilities.

**Operational Knowledge:** Interns gain hands-on experience in various departments, such as front office, food and beverage, or housekeeping. This provides a holistic understanding of how a hotel operates, from managing reservations and handling payments to coordinating with different teams to meet guest requests.

**Communication and Teamwork:** The hospitality industry is highly collaborative. You'll work closely with colleagues, from fellow interns to senior staff, which hones your verbal and non-verbal communication skills. You'll learn to work as part of a team, delegate tasks, and maintain a productive and positive work environment.

**Adaptability and Problem-Solving:** Unexpected situations, like overbookings or guest emergencies, are common. An internship teaches you to think on your feet, remain calm under pressure, and find quick, effective solutions to unforeseen challenges.

**Attention to Detail:** Success in hospitality often hinges on the small details. You'll develop a keen eye for detail, ensuring everything from a perfectly made bed to an accurate bill is correct, which directly impacts guest satisfaction and the hotel's reputation.

**Technological Proficiency:** Most modern hotels use specific software for managing reservations, point-of-sale systems, and guest relations. You'll become familiar with these tools, enhancing your digital literacy and making you a more valuable asset in the industry.

**Time Management and Organization:** Working in a hotel requires juggling multiple tasks at once. You'll learn to prioritize responsibilities, manage your time efficiently, and stay organized to ensure smooth operations even during peak times.

## **4.6 Application of academic knowledge:**

As an intern applying for a position at a heritage hotel and resort like Eques Heritage Hotel and Resort, it's crucial to demonstrate how your academic knowledge can be applied to real-world scenarios. A heritage property presents a unique blend of traditional hospitality and modern management, requiring a specific set of skills and a deep understanding of its core values.

Here's a breakdown of how you can apply your academic knowledge in your internship application, drawing on various fields of study:

## **1. Hospitality and Tourism Management**

This is the most direct and essential field. You can showcase your knowledge of:

**Front Office Operations:** Explain how your understanding of guest relations, check-in/check-out procedures, and reservations can contribute to a seamless and welcoming guest experience. For a heritage hotel, this would involve a deeper appreciation for personalized service that aligns with the property's unique character.

**Food and Beverage Management:** Discuss your knowledge of menu planning, inventory control, and service standards. Highlight how you can apply concepts of food cost management and quality control while respecting the heritage property's culinary traditions. Mention your awareness of local food culture and how it can be integrated into the hotel's offerings.

**Housekeeping and Maintenance:** Demonstrate your understanding of sanitation, hygiene, and property maintenance standards. For a heritage hotel, this would involve the extra layer of preserving historical artifacts, structures, and decor while ensuring modern cleanliness and comfort. You could mention your knowledge of specific cleaning techniques or materials suitable for historic properties.

**Event and Banquet Management:** If the hotel hosts events, you can talk about your knowledge of event planning, logistics, and customer service. Show how you can apply your skills to create unique and memorable events that leverage the heritage property's ambiance.

## **2. History, Cultural Studies, or Anthropology**

A heritage hotel is more than just a place to stay; it's a living piece of history. Your academic background in these fields can be a significant asset.

**Historical Preservation:** Talk about your understanding of historical significance and the importance of preserving cultural heritage. This shows you appreciate the core identity of the

hotel. You could offer ideas on how to conduct guided tours, create informational materials for guests, or assist in cataloging historical artifacts on the property.

**Cultural Interpretation:** Explain how you can use your knowledge to interpret the hotel's history and local culture for guests. This could involve developing engaging stories about the property, creating exhibits, or helping to organize cultural events that celebrate the region's heritage.

**Ethical Tourism:** Discuss your awareness of sustainable and ethical tourism practices. This is particularly relevant for heritage properties that often have a close relationship with the local community. You can suggest ways to engage with the community, support local artisans, or minimize the hotel's environmental impact.

### **3. Business and Marketing**

**Marketing and Branding:** Explain how you would apply marketing principles to promote the unique "heritage" aspect of the hotel. This could involve using your knowledge of digital marketing, social media, or content creation to tell the hotel's story and attract a specific clientele interested in cultural experiences.

**Financial Management:** Show your understanding of basic accounting and financial principles. You can mention how you can assist in budgeting, tracking expenses, or analyzing revenue streams to ensure the business's sustainability.

**Customer Relationship Management (CRM):** Discuss your knowledge of building and maintaining strong customer relationships. In a heritage hotel setting, this would involve using guest data to personalize experiences and foster a loyal community of patrons who appreciate the property's unique character.

### **4. Communication and Public Relations**

**Interpersonal Communication:** Highlight your ability to communicate effectively with a diverse range of people, from guests and staff to suppliers and community members. This is crucial in the hospitality industry, and especially in a heritage setting where storytelling and personal connections are key.

**Crisis Management:** Show your knowledge of public relations and crisis communication strategies. While you may not be a senior manager, demonstrating an awareness of these principles shows a proactive and responsible mindset.

**Writing and Content Creation:** If you have academic experience in writing, offer to help with creating engaging content for the hotel's website, social media, or in-house publications that highlight its heritage.

In your application, be specific. Instead of saying "I have a degree in hospitality," say "My coursework in Hotel Operations Management has provided me with a strong foundation in managing front office tasks, and I am eager to apply this knowledge to ensure a seamless guest experience at Eques Heritage Hotel and Resort, while also learning about the specific nuances of managing a historical property." This approach makes your academic background a tangible and valuable asset to the company.

## Chapter : 5 CONCLUSION

### Conclusion

My internship at Eques Heritage Hotel & Resort provided me with an invaluable hands-on experience in the hospitality industry. I gained practical skills in various departments, including front office, food and beverage, and housekeeping, which gave me a comprehensive understanding of hotel operations. The opportunity to work alongside experienced professionals helped me develop my communication and problem-solving skills, and I learned the importance of teamwork in providing excellent guest service. I am confident that the knowledge and experience I've gained here will be a strong foundation for my future career in hospitality. I'm grateful for the mentorship and support I received from the entire team, and I look forward to applying these skills in my future endeavors.

## Chapter: 6

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