



PROJECT WORK
ON
DA-WAN-KI FARM AND HOMESTAY

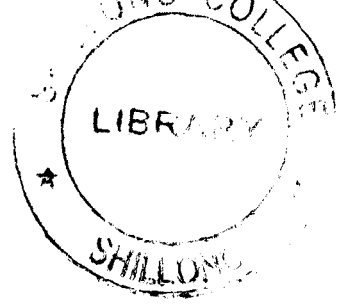


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Last but not the least, I express my great pleasure for being a student of Shillong College under the principalship of Dr. K.D. Ramseij to carry out the study to the best of my ability.

METHODOLOGIES ADOPTED

The information in this project is a result of a comprehensive combination of data collected from the internet, newspaper, books and personal ideas and views about the field trip.

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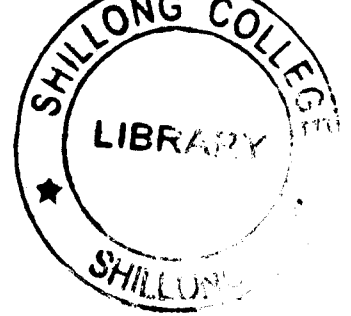
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1. INTRODUCTION

Da-Wan-Ki farm and homestay is situated in Umpowin Village in Ribhoi District, Bhoirymbong, Shillong, Meghalaya. It is about 60 Kms from the city. Da-Wan-Ki name of the three siblings was a multipurpose project, a homestay for tourism as well as a farm. The owners believe that every journey should be a memorable one. It is located in an isolated forested area and one can feel the fresh air coupled with beautiful surroundings.

The location and serenity that nature offers gave relaxation for tourism. Basic requirements such as water supply, electricity and solar water heater are also available.

The homestay was created with financial help from Meghalaya Tourism Department under Meghalaya Tourism Development and Investment Promotion Scheme 2012 and financed by UCO Bank.



How to get there

The route is via:-

Umiam Lake → Umroi → Bhoirymbong

→ Mawtneng → Mawbri → Liarbang

→ Mawshut → Umpohwin → Mawlasnai

→ Mawlasnai PHC → Homestay

Rooms

The homestay comprises of a drawing room, a kitchen and two bed rooms , one double bed and two single beds. Tourist who comes and stay can bring their own food and cooked in the kitchen. There are four rooms available for rent @ Rs. 3000 per night.

The bamboo retreat is a 6 feet elevated 15x15 square feet room made from a combination of wood and bamboo. It has two bamboo beds and an attached bathroom and toilet. Available for rent @ Rs. 1500 per night. Food can be ordered and served from the restaurant.

Things to do/ Recreational activities

1. Pony rides @ Rs. 50 per person for 15 minutes
2. Boat rides @Rs.50 per person for 15 minutes
3. Natural playing pool strictly for children with air mats and baby pools available @ Rs.20 per child for 20 minutes.
4. Rope swinging from tree. FREE.
5. Swing and slide. FREE.
6. Trampoline jump for 15 minutes @Rs.20 for children and Rs. 50 for adults.
7. Camping @Rs. 300 per person per night along with sleeping bag.
8. Picnic spot @Rs. 800 per party with cooking utensils and plates etc. Firewood, water, knives, etc available at spot. Only food to be brought and no need to wash utensils.
9. Trekking with guide. Charges only for guide depending on distance.
10. fishing only from Monday to Friday @Rs.200 per fishing rod at the big pond.
11. football, Badminton, skips, Catapults and freebies available on request. FREE.
12. Guitar, Microphone and stranger available @Rs.500 for hours
13. Cowboy outfits. Cowboy hats, Gun belts, Scarf, Leather water pouch and waist coasts with badges. Available during pony Rides.

2. VISION

- To offer gateway vacation spot/healing resort
- To promote Ri-Bhoi District has a destination place for the tourists in Meghalaya

MISSION

- To develop rural tourism
- To provide job opportunities
- To provide traditional health care for the visiting crowd.

OBJECTIVES

- To bring tourism in rural areas
- To provide hospitality at its best leading to be a very special and soothing experience, to feel at home staying away from home.
- To create a feel to experience the benefits of nature, the homely treatment, environment benefits, exposure to the Art and culture of Ri-Bhoi District.

3. MARKETING MIX

Marketing mix is about putting the right product or a combination thereof in the right place, at the right time and at the right price. The difficult part is doing well as we need to know every aspect of our business plan. Here are the principles used in the application of the right marketing mix:

1. Product

The product in service marketing mix is intangible in nature. Like physical products such as soap or a detergent, service products cannot be measured. Tourism industry or the education industry can be an excellent example. At the same time service products are heterogenous as well as perishable. The service product thus has to be designed with care. A product is an item that is built or produced to satisfy the needs of a certain group of people. The product can be intangible or tangible as it can be in the form of services or goods. A product has a certain life cycle that includes the growth phase, the maturity phase and the sales decline phase. It is important for marketers to reinvent their products to stimulate more demand once it reaches the sales decline phase. The tourism product, which is mainly the destination, can only be experienced. The views of the location travel to the destination, the accommodation and the facility as well as the entertainment at the destination, all form the tourism product. Thus it is a composite product combination of attraction, facilities, and transportation. Dawanki farm and homestay provide entertainment facilities like, pony rides, boat rides, trampoline jump, rope swing, etc

2. Price

Pricing in case of services is rather more difficult than in case of products. The price of the product or service is basically the amount that a customer pays for it to enjoy. It is a very important component of a marketing plan as it determines your firm's profit and survival. If you were a restaurant owner, you can price people only for the food you are serving. But then who will pay for the nice ambience you have built up for your customers? Who will pay for the band you have for music? Thus these elements have to be taken into consideration while costing. Generally service pricing involves taking into consideration labour, material cost and overhead costs. Pricing also depends on the geographic location of the destination. It also depends on seasonality. To match demand and supply, tourists managers try to get either discount. It is also based on competitor's pricing. It is also subject to government regulations. Dawanki farm and homestay is a new farm with minimal experience in the market. Therefore, it is obvious that its pricing would be on the basis of the regulated market rate set by the owner or the affiliated company Meghalaya Tourism Department.

3. Place

Dawanki farm and homestay is situated in Umpohwin village Ri-Bhoi District and is about two hours journey from Shillong. The place is enchanting with its serenity, quietness, and totally isolated from human habitations. Place in case of services determine where the service product going to be located. The best place to open up a petrol pump is on the highway or in the city. A place where there is minimum traffic is a wrong location to start a petrol pump. Similarly a software company will be better placed in a business hub with a lot of companies nearby than being placed in a town or rural area.

4. Promotion

Promotion is a very important component of marketing. It is comprised of various elements like sales organisation, public relations, advertising and sales promotion. Advertising typically covers communication methods that are paid for television advertisements, radio, commercials, print media and internet advertisements. Public relations are communications that are typically not paid for. This includes press releases, exhibitions, seminar conferences and events. Few tourist visit this place mainly on weekends. For promoting the farm and home stay, owners use their website www.dawanki.com and social media facebook. The various dimensions of tourism promotion such as advertising, public relations and sales promotion are haven't been done by Dawanki farm and home stay.

5. People

People is one of the element of service marketing mix. People define a service. In case of service marketing, people can make or break an organisation. Thorough research is important to discover whether there are enough people in your target market that is in demand for certain types of products and services. Employees are important in marketing because they are the ones who deliver the service. It is important to hire and train the right people to deliver superior products. When a business finds people who genuinely believe in the products or services that the particular business creates, it is highly likely that the employees will perform the best they can. At present, Dawanki farm and homestay does not hire much employees because it can be managed by few employees.

6. Process

Service process is the way in which a service is delivered to the end customer. The operation process of the tourism firm will depend on the size of the tourism firm. Dawanki firm and homestay use “Provision of Travel Information” in delivering of the tourist products. They provide information through its websites and social media facebook.

7. Physical evidence

Physical evidence refers to the tangible clues of the service offer like facilities, communication material, objects, employees, other customers etc. It is any material object that plays some role in the matter that gave rise to the litigation, introduced in a trial, intended to prove a fact in issue based on the object's demonstrable physical characteristics. Dawanki farm and homestay provides the provision of physical evidence that the customer experienced the particular tourism product. It is vital for potential customers to see what a product would be like. They displayed photographs in their website.

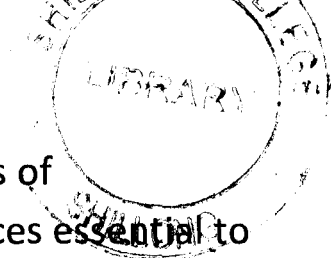
4. SWOT

Strength:

- Good environment: Dawanki firm and homestay has a good environment. It gives a feeling of comfort, warmth and relaxation.
- Knowledge of the proprietor: The proprietor has a good knowledge about the firm.
- Growing: It is something for which most business strive, regardless of their size. Small firms wants to get big, big firms wants to get bigger. Dawanki farm and homestay keeps on growing.
- Trust and safety : Another strength of the firm is trust and safety. Trust is to believe that someone is good and honest and will not harm you, or that something is safe and reliable. Safety is the condition of being protected from or unlikely to cause danger, risk or injury.
- Unique opportunity for travellers, direct contact with locals and ability to experience their lifestyle.

Weakness:

- Far away from cities: Being far away from the cities is the weakness of the homestay. Therefore only few tourist come to this place to feel relax and enjoy the environment.



-Poor support infrastructure: The physical components of interrelated systems providing commodities and services essential to enable, sustain or enhance societal living conditions is poor for this firm. The homestay even lack experience. Another weakness of Dawanki farm and hoestay is that it is not well promoted and positioned.

Opportunities:

- No competitors: It does not have any competitor at present. So it becomes an opportunity for the firm.
- Scope of expansion: Dawanki farm and homestay has a wide scope of expansion. It keeps on growing.
- Having its customer spread the word: People who receive service from this homestay share their experiences to other people. They tell people some kind of information and influence them.

Threats:

-Growth of tourism: Tourism is the biggest industry in the world. Some estimate that one third of the world's population is employed directly or indirectly. Therefore growth of tourism becomes a threat.

-Competitor may arise: Competition arise whenever at least two parties strive for a goal which cannot be shared, where one's gain is the other's loss. Hence, the possibility of arising competitors is another threat of Dawanki farm and homestay.

5. PICTURES



Dawanki farm and homestay



Restaurant



Kitchen



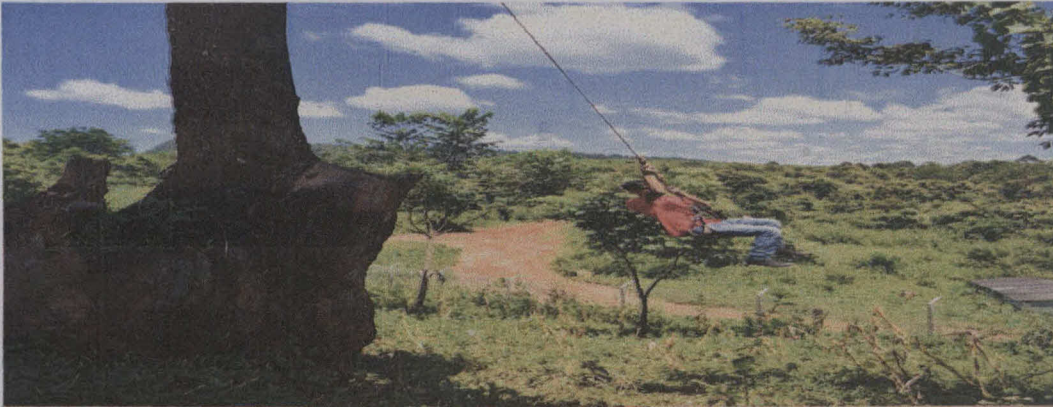
The two single bedroom of the home stay



Attached bathroom and toilet



Swing



cowboy outfits available during pony rides



Trampoline



Picnic spot and place for eating



Boat rides



Farm



6. SUGGESTION

The owner of the home stay should be able to effectively deal with his guest. It is essential that he should provide his guest with exceptional home stay service. A good host should be able to make his guest feel like he is a part of the whole family. In a home stay, the most integral part of business management is ensuring the welfare of the guest. A host must take note that every foreign guest would want to bring home wonderful experiences to his home, as a host, would greatly contribute to his memorable inter-cultural exposure.

7. CONCLUSION

Homestays are simple establishments run by local families to augment their family income. Families tend to open their homes for want of company or for their sheer passion for hospitality. Whether it be a sprawling farm house in Meghalaya or a simple two bedroom home in the mountains of Sikkim, the hosts themselves take care of everything. Both safety and security are ensured here. The owners are keen to welcome guests into their homes, to share experiences and relationships which is something hotels simply can't provide. It takes the detachment away from tourism and gives you a unique and unforgettable experience of the intricacies of life and culture.