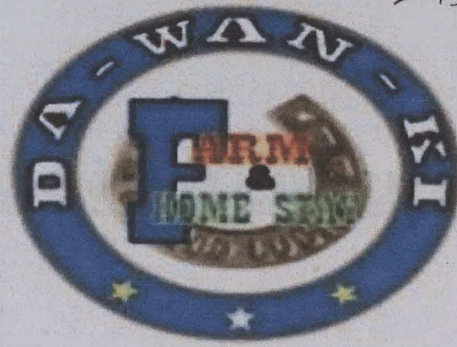


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BBA
DEPARTMENT-
SHILLONG
COLLEGE

PROJECT ON **DA-WAN-KI FARM & HOME STAY**



COMPILED BY: SINGLE ROSE LYNGKHOI

3RD YEAR BBA (2016-17)

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SHILLONG COLLEGE

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I. INTRODUCTION OF TOURISM INDUSTRY

Although many of us have been “tourist” at some point in our lives, defining it can be difficult. Tourism is the activity of people travelling to and staying in places outside their usual environment for leisure, business or other purposes for not more than one consecutive year.

Tourism is a dynamic and competitive industry that requires the ability to adapt constantly to customers’ changing needs and desires, as the customer’s satisfaction, safety and enjoyment are particularly the focus of tourism businesses. Tourism can be domestic or international; and international tourism has both outgoing and incoming implications on a country’s balance of payments. Today, tourism is a major source of income for many countries, and affects the economy of both the source and host countries, in some cases being of vital importance.

In 1994, the United Nations identified three forms of tourism in its *recommendations on tourism statistics*

- *Domestic tourism*: involving residents of the given country travelling only within the country.
- *Inbound tourism*: involving non-residents travelling in the given country.
- *Outbound tourism*: involving residents travelling in another country.

i. TOURISM IN MEGHALAYA

Meghalaya is a hill resort with incomparable climate. Often likened to Scotland, but isn’t really bagpipes echoing among the rolling hills, heather-covered slopes. The atmosphere is intensely musical all around with wind whistling through scented pines, babbling of torrential streams, cascading milky white falls, the gently lapping waves at Umiam water resort frequented mostly by Anglers and Tourists, wild orchid that sent sweet fragrance to the air, lovely silver cloud hanging in the sky welcomes fellow Indian visitors and abroad as well. Shillong has a magical charm that makes tourists to revisit. Shillong which is the capital of the state is often called the Land of Seven hills is a land of honey and bee.

In Meghalaya, The tourism comprises a complex set of components, which activate actions of a number of socio-economic variables that have significant impact on the quality of life of the people and over all environment of a region. Tourism industry in the state provides the government with tax revenues and spurs economic developments through investments in new infrastructure in various tourism destination including backward areas. In the process to tourism development, a number of spin-off benefits like optimal utilization of local resources of work force, upgrading of human resources etc. accrue to the economy which in turn enhances the purchasing power of local community along with rapid monetization of the economy through advancement of trade and commerce. In fact, tourism development can be described as “an economic activity with social impact”.

SWOT analysis of the tourism sector

➤ Strength

- Meghalaya provides the best nature trek through rain forests to the river front at the bottom of the valley, to living root bridges which are exclusive to Meghalaya in the entire world. The topography and weather of the State are ideal for canoeing and paragliding. These are feasible and unique therefore, there is a huge demand for them.
- There are certain natural features like caves, waterfalls, fossil parks, etc which are unique to the state, which can attract tourists.

➤ Weakness

- Specialized and professional manpower required for different sub-sectors of the travel and hospitality industry related to tourism are lacking
- The poor infrastructure and low capacity inhibits the travel and tour trade to take aggressive stance to promote tourism in the state
- Good quality road connectivity to destinations is a pre-requisite and non-negotiable.

➤ Opportunities

- The State can be a strong contender for hosting international events on Cultural and Heritage tourism, Eco-tourism and Adventure tourism.
- Tourism linked activities and programmes of regional associations like, SAARC, BIMST-EC etc. and SAARC Adventure Camp held in Darjeeling in West Bengal can be held in Meghalaya, which has immense potential for adventure tourism.
- Employment opportunities (direct and indirect) can be generated in the tourism sector

➤ Threat/ Challenges

- Tourism to Meghalaya needs to be promoted by an aggressive and well co-ordinated marketing strategy and to be successful as a Brand in the market place.
- Land is the most critical issue in the development of the tourism infrastructure. The complex and unresolved issue of land ownership and lease by the private sector is the single biggest barrier to investments by the local or outside the state investors. It also does not allow the projects to access funds from the financial institutions and / or banks, even if they are viable and sustainable.
- The current infrastructure does not allow the tourists to spend money for accommodation, at destinations, entertainment, shopping and restricts the income transfer for the benefit of the people in the state

ii. TOURISM IN RI-BHOI DISTRICT

The Ri-Bhoi district was formed by further division of East Khasi Hills district on 4 June 1992. It has an area of 2,448 square kilometres (945 sq m). The total population of the district was 192,796 in the 2001 census. The district headquarters is at Nongpoh. It has a hilly terrain, and a large part of the area is covered with forests. The Ri-Bhoi district is famous for its pineapples and is the largest producer of pineapples in the state.

The district is characterized by rugged and irregular land surface. It includes a series of hill ranges which gradually sloped towards the north and finally joins the Brahmaputra Valley. The important rivers flowing through this region includes the Umtrew, Umsiang, Umran, and Umiam Rivers.

Tourist places in and around RI-BHOI

One of the star attractions of Ri-Bhoi tourism is the Umiam Lake, popularly known as the Barapani. The manmade lake is also popular for its sport facilities. Tourists can enjoy kayaking, water cycling and boating here; the Lum Nehru Park is also popular among picnickers. Others Ri-Bhoi tourism attractions are:

- ❖ **The Umiam Lake:** (commonly known as the Barapani Lake) is a reservoir located in the hills 15 km to the North of Shillong in the state of Meghalaya, India. It was created by damming the Umiam River in the early 1960s. The principal catchment area of the lake and dam is spread over 220 square km. The lake serves as a major tourist attraction for the state of Meghalaya. It is also a popular destination for water sport and adventures facilities.
- ❖ **Lum Nehru Park:** Lum Nehru Park is located adjacent to orchid lake resort, at Umiam, about 15 km from Shillong, in Meghalaya. An ideal spot for holidaymakers. Lum Nehru park is noted for its aviary, orchid-house and superbly maintained lawns.
- ❖ **Umroi Airport:** Umroi airport is a civilian airport located at Umroi, 30 km from Shillong, Meghalaya, India. The airport was constructed in the mid-1960s and became operational in the mid-1970s. The airport attracts tourist in its own way of originality of beauty of the wide spread of the green area and surrounded by the hills and many rivers along the way.
- ❖ **Lum Sohpet Bneng:** Lum Sohpetbneng, popularly known as "Navel of the Earth", is a very scared place for the Seng Khasi believers. According to the legends, the Golden Vine Bridge that connected Heaven and Earth was situated at the peak of Lum Sohpetbneng. There is an annual tribal pilgrimage that is held on the first Sunday of February, when the Seng Khasi people would trek for about an hour and a half to reach the top of this peak to perform their rituals and rites, and perform some of their traditional dance and songs. The tourist can reach this destiny by hiring a local taxi or a tourist vehicle from Shillong.
- ❖ **Nongkhyllem Wildlife sanctuary:** Nongkhyllem sanctuary is situated in between Baghmara and Nongpoh. It is situated near Lailad village, Ri-Bhoi district, along

with the huge number of animal presence. This sanctuary has a collection of varied species of migrated species birds from foreign regions. March and April is the suitable month for tourist to visit the sanctuary.

- ❖ **Orchid Lake Resort:** Orchid Lake Resort, run by the Meghalaya tourism department, is housed within the Umiam water sports complex on the banks of the Umiam Lake in Ri-Bhoi district. The resort provides facilities such as kayaking, water skiing and boating. Lum Nehru Park lies adjacent to the resort. The resort being constructed among the wood, the resort has pleasantly appointed rooms with balconies, a restaurant and bar.
- ❖ **Ri-Kynjai:** Ri-Kynjai translates into Khasi as land of serenity. This spa-resort presiding over the picturesque Umiam lake 16kms from Shillong is aptly named "Ri-Kynjai-serenity by the lake". The architecture is inspired and derived from the original Khasi thatch huts. Supported on tall circular stilts on the terrace of the hotel blocks are the hybrid cottages derived from vernacular Khasi architecture. These cottages serve to portray the transition from tradition to modernity and have an interpretation of the traditional upturned boat roof done in metallic thatch fused to modern gables.
- ❖ **Thrills & Fun Park:** Thrills Fun Park, situated in rib hoi district of Meghalaya, is a one-stop destination for people of all ages. It serves as a delightful picnic spot that provides a fun-filled escape from the monotony of everyday life. The most prominent attraction of this park is its go-karting circuit, which offers a virtual driving experience. A swimming pool and various slides are also present in the park. It also has pony rides for children, restaurant, and arrangement for accommodation of visitors, in the forms of cottage and guest house.
- ❖ **Diengiei Peak:** Diengiei peak, located to the west of the Shillong plateau, is a popular tourist viewpoint of the region. It is just 200 ft lower than the Shillong peak. From the summit of the peak, one can get a breathtaking view of the beautiful green hills and mountains of the east Khasi hills. At the top of the Diengiei, there is a huge cup-shaped hollow which some geologists believe to be the crater from an extinct pre-historic volcano.
- ❖ **Dwarksuid:** a beautiful pool with wide, rocky sand banks located on a stream alongside the Umroi-Bhoirymbong Road is known as Dwarksuid or Devil's doorway.
- ❖ **Da-Wan-Ki farm & home stay:** the home stay is located in an isolated forested area and one can feel the fresh air coupled with the beautiful surroundings.

Best time to visit Ri Bhoi

The best season to visit Ri Bhoi is during the summer months when the weather is dry and travelling becomes easier.

2. DA-WAN-KI FARM & HOMESTAY

Da-wan-Ki farm and home stay was established on October 30th, 2015 by three siblings. The Farm was constructed on their own private land which they purchased 14 years ago, which is about 140 acres. It is situated at Umpohwin village, P.O Mawlasnai, Ri-Bhoi District Meghalaya which is about 60 kms away from the city. It is located in an isolated forested area and one can feel the fresh air coupled with the beautiful surroundings. Da-wan-Ki Farm and Home Stay is the perfect get away from the bustling city life. The location and serenity that nature offers will give you the relaxation that most of the tourist needed. Basic requirements such as water supply, electricity and solar water heater are available.

The home stay was created with financial assistance from Meghalaya Tourism Department under Meghalaya Tourism Department and Investment Promotion Scheme 2012 and financed by UCO Bank at the minimum amount is 15, 00,000 and the project is 1 year and 2 months.. This home stay helps tourist to ventures to the unique places of interest namely, Maa Monokamana Mandir/ Mawkynthei at Mawsladiang village, Shiva Mandir/Mawsawa at Umsophoh village and Mawbuh Mawshyieng at Ummat village which are situated not so far from the home.

The farm also consists of live stocks such as piggery, ponies, cows, swans, ducks, local chicken and varieties of organic vegetables.

i. RESERVATIONS & BOOKING

One week ADVANCED BOOKING is required.

The tourists can contact through the contact numbers that is provided or book via email address:

+91-8414933315

+91-8974889376

dawankifarmandhomestay@gmail.com OR visit the website www.dawanki.com

- The tourist can also visit: Jongphi Boutique at Cherrily Duplex in Laitumkhrah Main Road adjacent to Laitumkhrah Bata Shop.

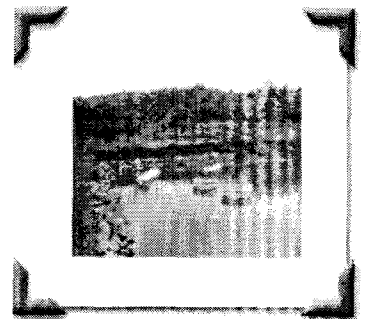
ii. HOW TO GET TO DA-WAN-KI FARM AND HOME STAY

- The route is via Umiam lake- Umroi- Bhoirymbong- Mawtneng- Mawbri- Liarbang- Mawshut- Umpohwin- Mawlasnai- Mawlasnai PHC- Home Stay.
- It takes less than 2 hours from Shillong.

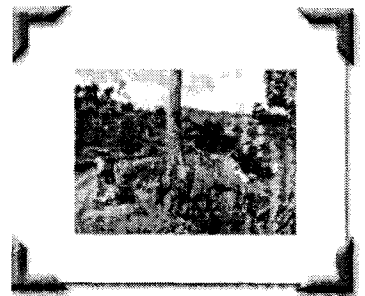
- Signboards are available at Bhoirymbong Shillong By pass junction- Liarbang-Umpohwin- Mawlasnai.
- Tourist can take Umpohwin Tata Sumos from Shillong Garikhana sumo stand which can ferry them up to the home stay. The sumo leaves Shillong between 2-4 pm and leaves from Shillong at 7-8 am daily. These Sumos can pick Tourists from the Home Stay from the Home stay prior to their departure to Shillong.

iii. THE FARM OFFERS MANY KINDS OF ACTIVITIES FOR THE TOURIST, SOME OF THEM ARE:

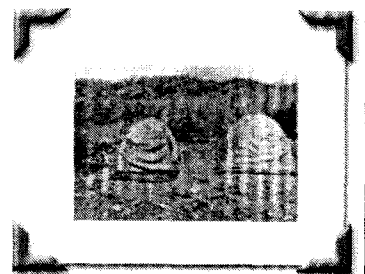
1 .Natural pool for children: air mats and Baby pools available for Rs. 20.00 per child



2. Rope swinging from a tree: safely swing from a tree with attached harness. No charges.



3. Picnic spot: cooking utensils and plates available at spot along with fire wood and water. Available for Rs.800.00 per party.



4. Camping: tents with sleeping bags available for Rs. 300.00 per person per night.



5. Boat rides: available for Rs. 50.00 per person for half an hour.

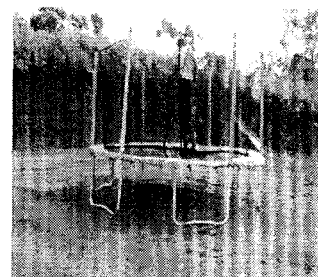
6. Pony rides: available for Rs. 50.00 per person for 15 minutes.



Cowboy outfits: cowboy hats, gun belts, scarf, leather water pouch and waist coats with badges are available during pony rides.



7. Trampoline: Trampoline jump is available for Rs.50.00 for adults and Rs.20.00 for children, 20 minutes each.



Trampoline

8. Trekking: Maps/charts of the places or road and guides available, charges only for those who need guide depending on distance.

9. Fishing: Fishing available only from Monday to Friday @Rs. 200.00 per fishing rod at the big pond. Two other small ponds are available on Saturdays at the same rate. No fishing is allowed on Sundays.



10. Swing and slide: FREE

11. FREE football, badminton, skips catapults and freebies available on request.

12. Guitar, microphone and stranger available @Rs. 500.00 for 5 hours.

iv. OTHER EXTRA-ACTIVITIES/FACILITIES

DA-WAN-KI Farm and home stay also offered some other extra activities to entertain the tourists who stayed overnight or more than in the farm by taking them to visit some other places which are near by the farm. Local sumo can be arranged to transport tourists to the different places of interest where ever they chose. Some of the places are listed with details below:

1. MAWBRU

Mawbru comprises the male and female rocks where the male rock is situated at Sawkhlich village (now known as Rongjek) and the female rock at Mawsladiang village respectively. The female rock is already a huge tourist attraction where people comes and worship the Maa Monokamana Mandir popularly known as Mawkynthei among the Khasis. Legend has it that emergence of the



Female Rock



Male Rock

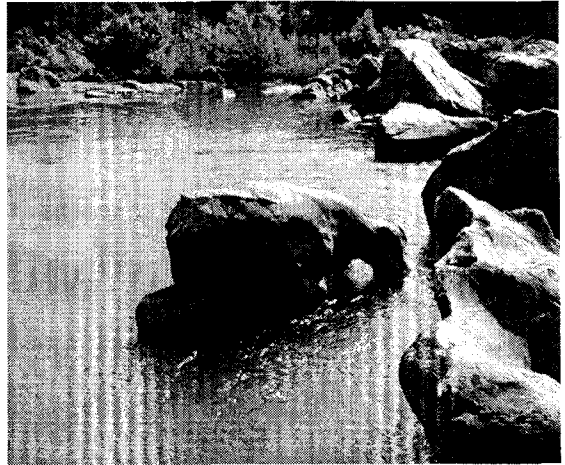
rocks was the result of the following historical myth. There was an orphaned brother and sister who have just touched their adolescence from Sawkhlich village. One day, they visited their relative's village at Shah Lyer and on their return, they were met by heavy rain and storm which forced them to halt for the night. The next day, they started home ward by crossing Umtring River. This river was flooded by the rain water which made the crossing a difficult task. The brother dutifully helped his sister in crossing the river but as a girl wearing a skirt, she had to lift her skirt to avoid herself getting wet. The brother on seeing this was incestuously aroused by her femininity and closed his eyes to control his sexual urges. His sister was totally oblivious of her brother's intention and carried on but the brother was so overcome by lust that he decided then and there to physically abuse her in spite of it being a sin and incest. In spite of the humble pleas that she made to her brother, yet he did not spare her and disillusioned by her brother's devilish act, she fled the place immediately and ran helter-skelter till she reached the village of Mawsladiang where she turned into stone. Today, the legend is evident in the fact that this stone has a vaginal like structure and like a woman; this stone menstruates once a year in the month of July for about a week. At the same time, this stone keeps on growing as years pass by.

The brother after realising the abominable deed he had done on his own sister searched her in every nook and corner but could not find her. Embittered and ashamed of his deeds, he made up his mind to end his life because it was unbearable to live with the shame and humiliation he would encounter in his life. He then took a knife to chop off his phallus and cried by saying, "because of you, I have now lost my dear sister and committed incest. It's better to die than to live in shame". With this, he chopped off his

male phallus and put it on top of a hill at Sawkhlieh village and breathed his last. This phallic structure is now a monolith and it stands to be 10 feet tall

Ka-Mawhati

The significance of 'Ka Mawhati' is that it is a boulder which looks like a nursing elephant. It is located in the middle of the Umkhen River under Khliehumwang area. The history of Ka Mawhati lies in the legend of two sisters, Umiam and Umkhen who were racing towards the plains in pursuit of claiming their fortunes first. Umiam was led by a 'tham' (crab) whereas Umkhen was led by a 'wiehjarung' (big worm). They were accompanied by servants and subjects who celebrated the quest with great pomp and gaiety. However, on their way, one of the servant girls gave birth to a baby and couldn't follow the others in the race to the plains. So in this way she stayed back to nurse her new born

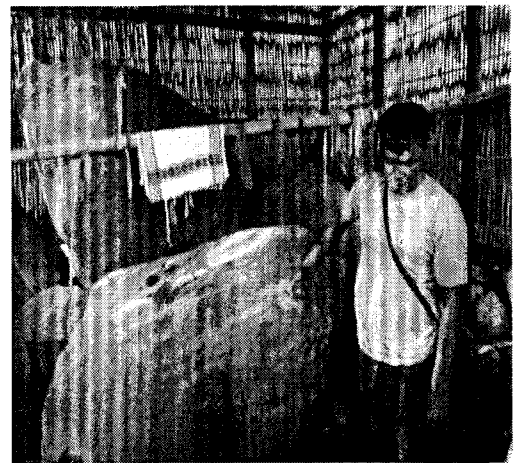


child.

Today, the essence of the legend still lives on among the people of Ri Bhoi and this we can witness through the relic called 'Ka Mawhati'. THIS MAWHATI IS VISIBLE ONLY FROM MID NOVEMBER TO APRIL AS DURING OTHER MONTHS IT IS SUBMERGE UNDER UMKHEN RIVER.

Mawsawa

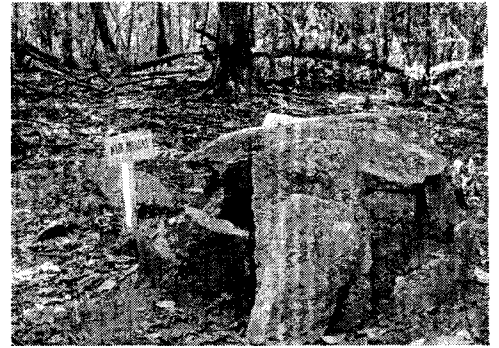
Mawsawa is situated on the border of Umsophoh village and Laru village. The legend is about two sisters, Umiam and Umkhen who were competing against each other in their quest to grab their fortunes. Umiam was led by a 'tham' (crab) whereas Umkhen was led by a 'wiehjarung' (big worm). They were accompanied by servants and subjects who celebrated with great pomp and gaiety on their way to the plains. However, on the way, a messenger by the name of "Umlet" (tributary of Umiam river informed Umiam that her sister Umkhen had reached the destination first and grabbed all the riches and fortunes of the plains. The news startled Umiam who threw all her musical instruments including the 'Bom', the 'Ksing' and the 'Nakra' on the ground and sped off towards the destination by eroding everything along its way. Today, we can still see the relics of Umiam's musical instruments strewn all over the place. It's wonderful to see and hear that these musical instruments which are now rocks make musical sounds exactly according to the musical instruments thrown by Umiam. To mark Umkhen's victory, to this day we can see that Umkhen River is an angler's paradise



Mawbah Mawshyieng

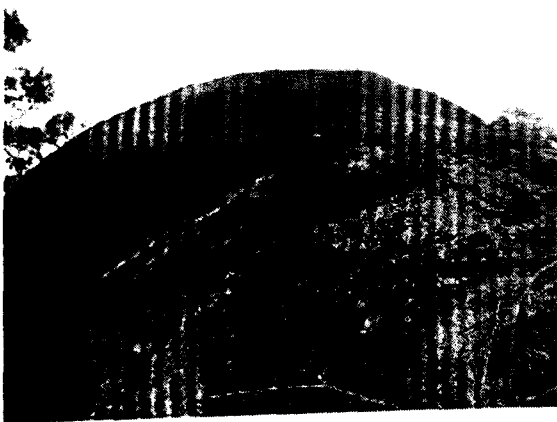
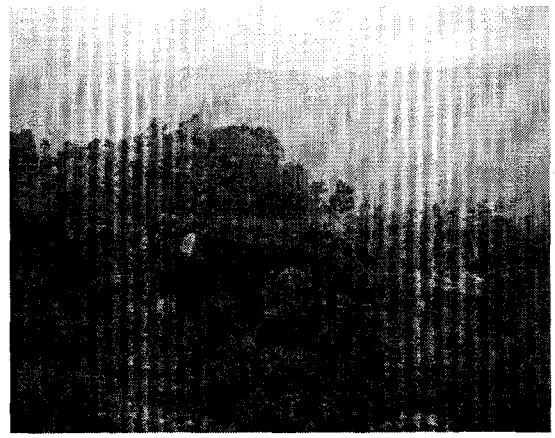
'Mawbah Mawshyieng' is the most sacred tomb of the traditional tribes of the Khasis and Jaintias. It is located in the sacred grove of the 12 (twelve) clans of Nongtung which includes Saring, Mujai, Makdoh, Lamarai, Shadap, Sten, Mapur, Lamare, Pale, Masharing, Masynting and Lyngdoh. This place is in Ummat village.

The belief is that if any member of the twelve clans die, the person has to be cremated and his remains which includes bones and ashes have to be buried in the 'Mawbah Mawshyieng' in order to reach heaven. If they fail to do so, their souls will get stuck on way and will never reach heaven.



Significant rocks that are nearby Ummat Village

Near the Mawbah Mawshyieng, there are a few rocks namely, Maw Teh Masi, Maw Kaweh, Maw Mih, Maw Pampih, Maw Dih Kyiad and Maw Malang which have mythical historical stories. These rocks are located near Ummat village.



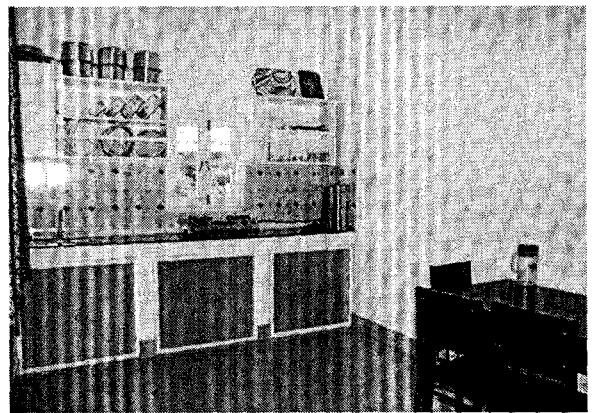
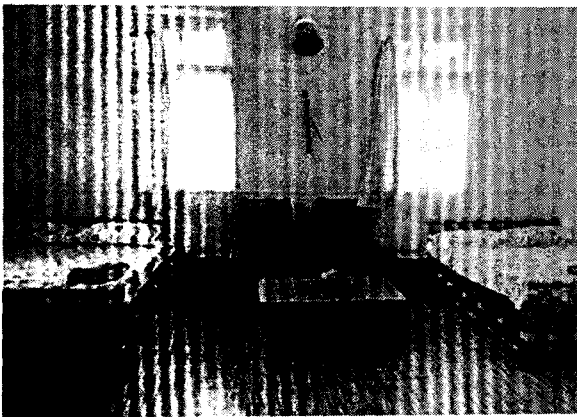
v. ROOMS AND FOOD

> ROOMS

An overnight stay can be very enchanting with its serenity, quietness and totally isolated from human habitations except for a few workers stationed in the Farm. A restaurant is also available for those who does not like to cook by themselves in the kitchen of the Home Stay. The home stay provides two types of lodging for the tourists to stay. i.e.

1. Home Stay lodging.
2. Bamboo hut/Bamboo Retreat.

1. The Home Stay lodging: the Home Stay lodging comprises of a drawing room, a kitchen and two bedrooms, one double bed and two single beds. There are four rooms available @Rs. 3000.00 per night. Tourist who comes and stays can carry their owned food and cooked in the kitchen and also can order food from the restaurant available at the farm. The farm also provides organic food from the Farm itself.



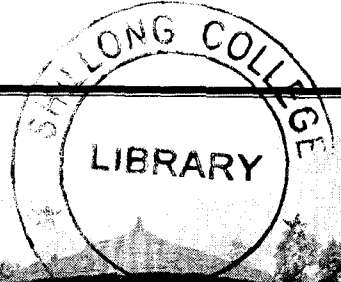
2. Bamboo hut/retreat: the bamboo retreat is 6 feet elevated, 15 feet by 15 feet. The Retreat is made from a combination of bamboo and timber. There are two beds and food can be served anytime on order from the restaurant. It has an attached bathroom and toilet. It is available for Rs. 1500.00 per night.

> FOOD

Foods are available at the Home Stay.



Da-wan-ki farm and home stay offered a good price because it's not too high and not too



low, they follow the penetration price. The tourists can order food from the restaurant which is available at the Home Stay itself:

Da-Wan-Ki home stay follows the net rates in which they are given a discount to those individuals who ask for and really need it. Actually it depends upon the incidents of the guest. For example, suppose a tourist who travel in this place who is far away from the place that they stay he/she don't have much money for such kind of incident they give a discount.

There is different food in the restaurant along with the pricelist, they print in a menu so that a guest can look and order it at any time they want and at the same time in the restaurant they put a magazine, and voucher so that the guest can look at it.

The lists of the price of different items are as follows:

TEA AND SNACKS

	Price(Rs)		Price
Red tea	5.00 per cup	Chicken Momo(small)	50.00 per 2 pcs
Milk tea	10.00 per cup	Chicken Aloo chop	60 per plate
Green tea	20.00 per cup	Bread and Omelets	60 per piece
Coffee	20.00 per cup	Bread and poached eggs	60 per 2pcs
Cold coffee	30.00 per cup	Vegetable Pakora	60 per plate
Puri and Subji	30.00 per plate	Chicken cutlet	60 per piece
Vegetable sandwich	30.00 per plate	Lemon juice	30 per glass
Chicken sandwich	30.00 2 pieces		

CHOW AND SOUPS

CHOWS	PRICE	SOUPS	PRICE
Vegetable chow	60 per plate	Plain soup	30 per bowl
Egg chow	70 per plate	Chicken clear soup	50 per bowl
Pork chow	80 per plate	Hot and sour soup	60 per bowl
Chicken chow	90 per plate	Vegetable soup	40 per bowl
Mixed soup chow	90 per plate	Wanton chicken	80 per bowl

		soup	
Chicken soup chow	80 per plate	Egg drop soup	90 per bowl
Pork soup chow	80 per plate	Pork clear soup	50 per bowl
Pork and chicken special soup chow	90 each per plate		

ROLLS

Special rolls	50 per piece
Chicken roll	40 per piece
Pork rolls	40 per piece
Vegetable rolls	30 per piece

CHOWMEIN AND CHOPSUEY

	Prices		Prices
Chicken chowmein	120 per plate	Chicken Chopsuey	120 per plate
Pork Chowmein	120 per plate	Pork Chopsuey	120 per plate
Egg chowmein	120 per plate	Vegetable Chopsuey	100 per plate
Vegetable Chowmein	120 per plate	Egg Chopsuey	90 per plate
Mixed Chowmein	140 per plate	Mixed Chopsuey	140 per plate

SMOKE MEAT

- Fry smoke pork with onions and chillies- Rs 100 per plate
- Fry smoke beef with onions and chillies-Rs 100 per plate

CHICKEN AND PORK

CHICKEN	PRICE	PORK	PRICE
Chicken dry fry	120 per late	Pork dry fry	110 per plate
Chicken chilly	120 per plate	Pork chilly	110 per plate
Manchurian chicken	120 per plate	Manchurian	110 per plate
Szechuan chicken	120 per plate	Szechuan	110 per plate
Chicken Pakora	110 per plate	Sweet and sour	110 per plate
Hot and sour chicken	110 per plate	Hot and sour	110 per plate
Sweet and sour chicken	120 per plate		

RICE AND INDIAN FOOD

RICE	PRICE	INDIAN	PRICE
Plain rice	40 per plate	Chicken curry	120 per plate
Vegetable fried rice	60 per plate	Pork curry	120 per plate
Chicken fried rice	90 per plate	Egg curry	80 per plate
Pork fried rice	90 per plate	Fish curry	120 per plate
Egg fried rice	80 per plate		
Mixed fried rice	120 per plate		

VEGETABLES

Potato slice	70 per plate
Finger chips	70 per plate
Green salad	50 per plate
Sweet and sour vegetable	70 per plate

Apart from this menu they also have a local cuisine in organic vegetable but on advance order. Comparing with others the prices are quite good for the tourist because in this place there is no nearby available shop or restaurant so it is the only one available and it come with a good price.

3. OBJECTIVE, VISION AND MISSION

i. OBJECTIVES:

- To assist in tourism planning through the development of tourism policies and preparation of long term plan.
- To work in close collaboration with all the stakeholders, including international tourism department for the development and promotion of sustainable tourism
- To create awareness on the importance of sustainable tourism development and support other tourist spot to be environment conscious.
- To expand the farm and home stay towards the international businesses.
- To satisfy the needs and wants of the tourists and the customers.
- To expand its business and earn profits.
- To promote the farm and home stay.

ii. VISION

- Leading sustainable tourism development for economic growth and collaborate with the tourism industry of India.

iii. MISSION

- To propel the tourism sector as a key engine of growth.
- To broaden the tourism product portfolio to include eco-tourism, spa and wellness tourism, cruise tourism and cultural tourism.
- To promote Da-Wan-Ki farm and home stay as a clean and safe tourist spot.

4. **TOURISM MANAGEMENT (DA-WAN-KI FARM AND HOME STAY)**

Tourism is a complex type of a business as its products are intangible in nature and are non transferable on ownership. Thus it is very difficult to deal with the tourism products.

i. 4As of tourism

Tourism products are determined by the 4As:

1. **Attraction**: in tourism the foremost requirement to a product is attractiveness. If the service or the destinations are not attractive then no tourist will visit the place or consume the service.
2. **Accommodation**: it is equally important to tourism. As tourism consists of overnight stay, a proper lodging and fooding is the essence.
3. **Amenities**: amenities also have a great role in tourism. It refers to the services provided in the destination place and as tourism is a service industry, proper, attractive and well facilitated services should be provided to the tourists.
4. **Accessibility**: as tourism deals with travelling, the transportation plays a vital role as well. Without proper accessibility the operation of tourism is not possible.

ii. TQM in Tourism.

Total Quality Management consists of organization-wide efforts to install and make permanent a climate in which an organization continuously improves its ability to deliver high-quality products and services to customers.

Based on the 4As of tourism management Da-Wan-Ki farm and home stay in terms of attraction, accommodation, amenities and accessibility it is still under the low process of attracting tourists and customers because the place where the farm is located is quite far from the town as well as the high way and is located in the remote area of the state where the tourists finds difficulties in travelling as well as getting any information required. The accommodation and transportation which are most important are also not properly developed and maintained as it is supposed to be, because the farm consists only one hut-cottage with two beds and two other separate bedrooms which will create problems if the farm has large numbers of visitors who would like to stay for some days in the farm. Since the home stay is far and the only most convenient vehicles like sumos and buses and the road to the farm is rugged it is difficult for the tourist to reach the place. For the tourist who travels with their own cars, maintenance becomes difficult and expensive as the vehicles that take the tourist to the farm are hard to get.

Total quality management in the farm is not properly maintained as it only employed workers who are not qualified and lack knowledge and skills to handle customer relationship and satisfaction.

STRATEGIES/SUGGESTIONS BASED ON TOURISM MANAGEMENT.

4As and TQM in tourism industry are like essential body parts without which tourism become meaningless.

In terms on the 4As following strategies can be implied to improve the attraction, accessibility, amenities and accommodation of the farm:

- Since the farm is still new in the market of tourism the farm can attract customers and tourists by used of more of advertisement like billboards on the high ways which exists nearby the place i.e. Guwahati to Shillong by adding little information about the activities provided by the firm.
- The farm can also the approach the tourism industry of the state to help in developing and improvement of the road to the farm in order to access transportation in a better way, it can also arrange few numbers of vehicles from every station which the tourist can easily get them.
- Regarding accommodation and amenities the farm can add more staying place in or outside the farm too by providing more bedrooms or cottage because any tourist who visit the place would love to stay in the cottage or huts to experience the quietness and serenity of the environment around the farm.
- The farm can also add more food items in the menu, it can also provide the traditional food of the state to attract customers, bars can also be put up in the farm for the tourists who wants to stay overnight, a little entertainment will always please the tourists.

Based on Total Quality Management Principles the farm can also follow up the 8 Primary strategies-elements of TQM:

1. **Customer-focused:** the customer ultimately determines the level of quality. No matter what an organization does to foster quality improvement-training employees, integrating quality into the process, the customer determines whether the efforts are worthwhile. So the farm must focus more in focusing in satisfying the needs and wants of the customers according to their expectation.
2. **Total employee involvement:** all employees should participate in working towards common goals. Total employee commitment can only be obtained after fear has been driven from the workplace, when empowerment has occurred, and management has provided the proper environment. The managers of the farm should take into consideration all of the problems and fears of the employees to bring high-performance work system to continue improvement efforts with normal business operations.
3. **Leadership:** good leadership quality and skill of the manager is one strategy which can be implied in order to establish unity of purpose and directions in the home stay. The manager should create and maintain the internal environment in which the employees can become fully involved in achieving the objectives.

4. **Process approach**: this strategy helps the manager of the home stay in achieving the desired result more efficiently by managing the activities in a good process.
5. **System approach to Management**: this strategy helps the manager of the home stay to improve the organization's effectiveness and efficiency in which the manager have to identify, understand and manage the system of interrelated processes management.
6. **Continual improvement**: to maintain continuous profit earning in the market, the manager of the home stay should make the continual improvement of the home stay as the permanent objective and he should take decision from time to time to bring daily changes and improvement in the home stay.
7. **Factual approach to decision making**: effective decisions and actions are based on the analysis of data and information. This strategy helps the manager in taking effective decision by analysing the data from time to time.
8. **Mutually beneficial supplier relationships**: this strategy is important and the manger can follow up this strategy to maintain relationship with the customers and its supplier to create value in the business. It also requires both behavioural and cultural changes to fulfil the commitments of an organization towards fulfilling customer satisfaction.

5. MARKETING MANAGEMENT

Marketing management is the organizational discipline which focuses on the practical application of marketing orientation, techniques and methods inside enterprises and organizations and on the management of a firm's marketing resources and activities. Marketing management employs various tools from economics and competitive strategy to analyze the industry context in which the firm operates. Based on marketing management on Da-Wan-Ki farm and home stay the following analysis will be included:

- > Marketing mix
- > Porter's five forces
- > SWOT analysis
- > PEST analysis

i. Marketing mix

The marketing mix analysis is very simple. It is about putting the right product or a combination thereof in the place, at the right time, and at the right place. The marketing mix is predominately associated with the 4p's of marketing; another 3P's of service marketing are developed in the 1990's. Included together there are 7P's of marketing.

These are: PRODUCT, PRICE, PLACE, PROMOTION, PROCESS, PHYSICAL EVIDENCE, and PEOPLE.

Product: A product is an item that is built or produced to satisfy the needs of a certain group of people. A product has a certain life cycle that includes the growth phase, the maturity phase, and the decline phase. The product is main important element of an organization as it is the backbone that helps to run a business firm. Da-Wan-Ki farm and home stay also offers varieties of products to the tourist through pony rides, boat riding, trampoline, picnic spot, trekking and many activities available in the farm, the farm provides a very unique product by offering organic food to the customers which benefits the farm in satisfying customers expectation.

Price: the price of the product is basically the amount that a customer pays to enjoy it. Price is a very important component of the marketing mix definition. It is also a very important component of a marketing plan as it determines the firm's profit and survival. Compared with most of the other home stay nearby, Da-Wan-Ki offers a reasonable price in providing facilities to the tourists, it also offered discount to the tourists who need it.

Place: placement or distribution is a very important part of the product mix definition. It comes with an understanding of targeting the market, understanding the inside and outside positioning and distributing channels that directly speak with the market. In terms of placement, the farm lacks in attraction of customers as the destination of the farm is quite far from the places and area where people settled which becomes difficult for the tourists to travel and reach the place.

Promotion: promotion is a very important component of marketing as it can boost brand recognition and sales. Promotion is comprised of various elements like: sales organization, public relations, advertising, sales promotion. Da-Wan-Ki farm and home stay is still unknown t the many, its existence in the market is still under the process of capturing customers and tourists and based on promotion the farm have only use certain media which cannot reach the majority.

Process: service process is the way in which the service is delivered to the end customer. Thus the process of a service in delivering its product is the most important. The systems and approaches of the organization affect the execution of the service. Processing at Da-Wan-Ki farm and home stay is well customised based on transportation, food as well as guiding the tourists. The farm provided facilities like arranging vehicles for the tourists and providing home stay and food at the farm.

Physical evidence: in the service industries, there should be physical evidence that the service was delivered. Additionally, physical evidence pertains also to how a business and its products are perceived in the marketplace. Physical evidence pertains how a business and its product are perceive in market, from physical evidence people know immediately and exactly present in the market. Da-Wan-Ki farm and home stay also have their physical evidence i.e. website, contact number and email ID.

People: thorough research is important to discover whether there are enough people in the target market that is in demand for certain types of products and services. The employees are important in the marketing because they are the ones who deliver the service. It is

important to hire the right people to deliver superior service to the clients. Da-Wan-Ki farm and home stay lacks in terms of employing of workers in the farm as they have employed workers from the nearby village itself who doesn't have the skills and knowledge in management.

STRATEGIES/SUGGESTIONS BASED ON MARKETING MIX.

- The managers of the farm can create the right product mix by expanding the current activities offered in the farm and by diversifying them to more extent, knowing what the client wants from the services, sizes and colours of the products or services, how it look like and how the tourist will use the services. By keeping these in mind the manager can come up with good decision in maintain product mix.
- The manager should always remember that a low price usually means an inferior good in the costumer's eyes as they compare the services with other competitors. When setting the price, the manager of the firm should consider the perceived value that their services offered. There are three major pricing strategies: market penetration pricing, market skimming pricing, neutral pricing. The manager can also price the services offered to keep up with the price of the product's competitors.
- Since Da-Wan-Ki farm and home stay is already established in a remote area far from the city and high ways, it should focus more in distribution of services and advertising of the farm.
- In creating an effective services promotion strategy, the managers can send services messages to the tourists, he should also know the best time to promote his farm in the market, to promote and make well known of his farm and home stay he can also use more of social media or also reach to the potential users through television ads.
- In terms of processing, the manager have to make sure that he have a well-tailored process in place to minimize costs be it the entire sales funnel, pay system, distribution system and other systematic procedures and steps t ensure a working business that is running effectively.
- To create effective physical evidence the manager of the farm can follow up the strategy of offering good services in terms of fooding and night stay, he should be able to manipulated the tourists well to the point where their services appears first in line when a tourist seek information about the home stay available in and around Ri-Bhoi.
- Tourists or customers and the employees are the most important factor of any business organization as they are the resources for both of offering and receiving services from any business organization. Therefore, the manger should manage both the resources well in terms of training the employees and satisfying the needs and wants of the tourists and customers, the manager should developed a friendly attitude towards them in order to get honest feedback as well as to create a friendly and comfortable environment for the employees.

i. **SWOT analysis**

SWOT analysis is a tool for auditing an organization and its environment. It is the first stage of planning and helps marketers to focus on key issues. SWOT is the most renowned tool for audit and analysis of the overall strategic position of the business and its environment. It is basically the acronym for; Strengths, Weaknesses, Opportunities, and Threats. It is a very ineffectual tool used in the business industry to form strategies. We can synthesize the data from internal factors to find out the strength and weaknesses and we can use the external factors to identify the threats and opportunities.

1. **Strengths**: strengths are the qualities that enable us to accomplish the organization's mission. These are the basis on which continued success can be made and continued/sustained. Strengths can either be tangible or intangible. Da-Wan-Ki farm and home stay captured the market in the area as there is no competition near the farm and also since the farm uses the natural resources available for their daily activities like water for boating, grass to feed the horses and vegetables for food it becomes one of the strength for the farm which helps is sustaining and low-cost.
2. **Weaknesses**: weaknesses are the qualities that prevent us from accomplishing our goals and achieving our full potential. These weaknesses deteriorate influences on the organizational success and growth. Weaknesses in an organization are controllable. Talk about the whole market of tourism in Ri-Bhoi district Da-Wan-Ki Farm and home stay is new in the market and is also facing the toughest competition comparing with other home stay which are easily available near the high ways and main road of the district and which offers more services as compared to Da-Wan-Ki farm. The farm also still lacks in many ways in terms of offering services to the tourism i.e. availability of good activities in the farm, employees skills, transportation and many more.
3. **Opportunities**: opportunities are presented by the environment within which the organization operates. These arise when an organization can take benefits of condition in its environment to plan and execute strategies that enables the organization to become more profitable. The natural resources available in the area is one of the biggest opportunity for Da-Wan-Ki farm as the owner of the farm has established the farm by using all the available resources, though the farm is still facing a lot of competition in the market, it have the biggest opportunity of capturing the market as it is the only farm and home stay available in the area and also due to its activities of entertaining the tourist it is likely to expand more in the future.
4. **Threats**: threats arise when conditions in external environment jeopardize the reliability and profitability of the organization's business. They compound the vulnerability when they relate to the weaknesses. Threats are uncontrollable.

Tourism business is the fastest growing industry globally, and every existing tourism or business in the market face threats every now and then from the rivals of new industry, and also from the existing industry nearby. In these ways Da-Wan-Ki also face a lot of competition from the others tourism industry, it may also face new arrival of other industry in the market in the area. Financial management and human resources management is also becoming a threat for the farm to become obsolete due to poor management.

STRATEGIES/ SUGGESTION BASED ON SWOT ANALYSIS

- SWOT analysis is instrumental in strategy formulation and selection. It is a strong tool, but it involves a great subjective element. It is best when used as a guide, and not as a prescription.
- The manager of the farm should build on their strengths, correct their weaknesses and external threats, he should also keep a watch on the overall business environment and recognize and exploit new opportunities faster than its competitors.
- Strengths are the beneficial aspects of the organization which includes human competencies, process capabilities, financial resources, products and services, customer goodwill and brand loyalty. Therefore, the managers should focus on working more on its strength to remain in the market by advertising more of the farm, employed of specialist who is a marketing expertise and introducing new activities in the farm.
- Weaknesses are the internal factors that will pull down the making process, the manager of the farm need to consider the things that will make the business weak and unconvincing, the distribution of services and activities should be maintained properly and also the activities offered in the farm should be different and unique from the competitors.
- In this modern era, online marketing is a key way to grab the customer's attention and therefore the manager should also focus more on advertising, booking and reservations online.
- Opportunities is a weapon that helps in sustaining of the business, to strengthen the opportunities available for the farm the manager can adopt new advance technologies for production and running the activities which will create increase in demands both locally and internationally.
- Threats develop come out of nowhere, so it is better for the manager of the farm to scan the environment from time to time to identify the threats as soon as possible. The manager can also overcome the threats by knowing about the competitor's lower price, the change in the customer choices and the economic condition.
- Insufficient research and development facilities, faulty products due to poor quality control, poor industrial relations, lacked of skilled and efficient labour etc should also be checked from time to time to solve the problems of the business.

ii. PEST ANALYSIS

PEST analysis describes a framework of macro-environment factors used in the environmental scanning component of strategic management. It is a part of an external analysis or doing market research, and gives an overview of the different macro-environment factors to be taken into consideration. It is a strategic tool for understanding market growth or decline business position, potential and direction for operations.

The basic PEST analysis includes four factors:

1. **Political:** political factors are basically how the government intervenes in the economy. Specifically, political factors have areas including tax policy, labour law, environmental law, trade restrictions, tariffs, and political stability. Political factors may also include goods and services which the government aims to provide or be provided. In terms of political factor Da-Wan-Ki farm and home stay does not suffer much as it does not required to pay tax to the government and it also receive incentives and financial support from the government.
2. **Economic:** economic factors include economic growth, interest rates, exchange rates, and the inflation rate. These factors greatly affect how businesses operate and make decision. In the present situation Da-Wan-Ki does not suffer much from the economic factors because it resides far away from the village and places where there is large population.
3. **Social:** social factor include the cultural aspects and health consciousness, population growth rate, age distribution, career attitudes and emphasis on safety. High trends in social factors affect the demand for a company's products and how that company operates. In terms of social factors Da-Wan-Ki farm has used most of the cultural practices and design in making of the farm though it still lacks in maintaining a healthy environment due to absence of proper latrines and proper cooking spot for the picnickers.
4. **Technological:** technological factors include technological aspects like research and development activity, automation, technology change. These can determine barriers to entry, minimum efficient production level and influence the outsourcing decisions. Based on technology Da-Wan-Ki does not use any new advance technology in organizing activities in the farm and also lacks in doing research and development which are required for the farm.

STRATEGIES\ SUGGESTIONS BASED ON PEST ANALYSIS

- Political and government intervention is not feasible for a healthy firm and damages the long term plans. In order to overcome these barriers, the manager of Da-Wan-Ki farm and home stay need to maintain favourable relations with government to receive special considerations and incentives since the government

trade and regulations can affect the businesses international market and tourists and increase expenses.

- Weak and unstable economies are risky and can harm the business as inflation rate, employment/unemployment rate and economic growth indicators are important and therefore the manager of the farm should analyse the economic factors before taking any decision.
- Social factors involve the trends of population, domestic markets, cultural trends and demographics. The manager of the farm should provide service and product according to the compatibility of the market or it will fail. And also the domestic markets should be carefully judged and studied before a product or a service is launched to check the customers' spending power and living standards. Prices should be kept accordingly.
- Technology is a crucial component of any business, as it determines whether or not a business can increase productivity and compete in the market. This includes research and development activity, automation and incentives. The managers should keep themselves updated with latest innovations and technologies to compete with the emerging competition, old technologies gets outdated and obsolete.

ii. PORTER'S FIVE FORCES ANALYSIS

Porter's five forces analysis is a framework that attempts to analyze the level of competition within the industry and business strategy development. It draws upon industrial organization economics to derive five forces that determine the competitive intensity and therefore attractiveness of an industry. Porter referred to these forces as the micro environment, to contrast with the more general term macro environment. Porter's five forces include:

1. **The threat of new entrants:** profitable that yield high returns will attract new firms which eventually will decrease profitability for all firms in the industry. Unless the entry of new firms can be blocked by incumbents, the abnormal profit rate will trend towards zero. So far Da-Wan-Ki farm and home stay have not face new entrants in the area as is it the only one running business of providing home stay with activities to entertain the tourists.
2. **Threat of substitutes:** the existence of products outside of the realm of the common product boundaries increases the propensity of customers to switch to alternatives due to availability of close substitute, product differentiation, and relative price performance of substitute and quality depreciation. If taking into consideration the whole area of Ri-Bhoi district Da-Wan-Ki farm and home stay would face a lot more of substitutes home stay in the market but if taken only the small range or area surrounding the farm, the home stay so far does not have any substitute's competition.

3. **Bargaining power of buyers:** the bargaining power of customers is also described as the market of outputs; the ability of customers to put the firm under pressure, which also affects the customer's sensitivity to price changes. Bargaining power arises due to force down prices, buyer information availability, and differential advantage. In terms of bargaining power of buyers Da-Wan-Ki farm and home stay does not face much problems because the farm itself have provided services such as the power of bargaining on the various prices kept by the farm.
4. **Bargaining power of suppliers:** the bargaining power of suppliers is also described as the market of inputs. Suppliers of raw materials, components, labour, and services to the firm can be a source of power over the firm when there are few substitutes. Da-Wan-Ki farm and home stay is still a self-sustained business as it uses natural resources for its daily requirement i.e. food and many others source because the farm is still small and does not get many customers yet.
5. **Industry rivalry:** for most industries the intensity of competition rivalry is the major determinant of the competitiveness of the industry. Its potential factors are: sustainable competitive advantage through innovation, competition between online and offline companies, level of advertising expenses, and powerful competitive strategy. Da-Wan-Ki farm and home stay compared to the others resorts, home stay, hotels, restaurants in the region of Ri-Bhoi district is still under-developed as it does not use much of advertisement, online marketing and other required strategies.

STRATEGIES/SUGGESTIONS BASED ON PORTER'S 5 FORCES ANALYSIS

- To avoid tough completion from new firms, the manager of Da-Wan-Ki farm and home stay can take up steps like expanding its business; attract more customers and tourists by maintaining good relationship between the management and the customers.
- Substitute entrances in the market usually pull down the existing business and therefore the manager of the farm should focus more in improving its services, offering good prices or discount, innovation and bringing of unique activities in the farm.
- Buyers, tourists, customers are the main source of generating finance/money for the business, they are the one who decides in spending and paying an amount of

money for every service offered by the business. The manager of the firm can reduce the bargaining power of the customers by pricing every activity at low cost.

- Since Da-Wan-Ki farm and home stay have the power of sustaining itself in terms of food and water it should keep on developing its resources in order to avoid buying of things, equipments, and resources from the dealers and suppliers and also to avoid losing capital.
- Technology is growing at the fastest rate, new techniques, machines comes up from time to time which results in fast growth of competition as well. In order to avoid slow process in productions in a fast rate of competition the manager of the farm should scan the environment from time to time to keep updating himself about the new technologies available in the market

6. FINANCIAL MANAGEMENT

The home stay was created with a financial help from Meghalaya Tourism Department under Meghalaya Tourism Development and Investment Promotion scheme 2012 and financed by the UCO Bank.

The modes of finance for this home stay are:

- 30% of the contribution is from tourism promotion investment scheme and 70% is from the owner itself.
- They got a finance from the tourism department under the tourism promotion investment scheme only for the home stay is 4, 50,000.
- Their self contribution through loan from the UCO bank is 15,00,000

SL.NO	INCENTIVES	AMOUNT
1.	INVESTMENT SCHEME	450000
2.	LOAN	1500000
TOTAL		1950000

STRATEGIES/ SUGGESTIONS BASED ON FINANCE

Financial strategy need to follow by the financial manager. So financial manager should follow these basic elements:

- Start-up cost; a start up cost is for a new business and existing as well. It includes the new fabricating equipment cost, new packaging cost etc. So for Da-wan-KI as an existing firm they don't need that much as they have already done their marketing plan, but they should continue to plan.
- Competitive analysis; Competitive analysis is the analysis on how the competition will affect the revenue. Da-Wan-Ki should be plan well based on competitive analysis so that there will be no effect on the revenue of the firm.

- Ongoing cost; The ongoing cost is to be maintain and need to be broken down into monthly number and subtracted from revenue forecast, Da-wan-Ki should be good in ongoing cost should know how to separate the cost.
- Revenue forecast; Forecasting of revenue is the best thing because through this it can help to know the lack of the revenue of the firm. Da-Wan-Ki should forecast the revenue so that they will know the position of the finance and as a finance is a life blood of the business so they should forecast and manage well

7. SERVICE MARKETING

i. POSITIONING SERVICES IN COMPETITIVE MARKETS

As competition intensifies in the service sector, it's becoming ever more important for services organizations to differentiate their products and services in ways that are meaningful to customers and tourists. For a firm to grow, it has to take share from domestic competitors or expand into international markets. In each instances, firms should be selective in targeting customers and seek to be competitive in the way they present themselves. A market niche that may seems to narrow to offer sufficing t sales within one country may present substantial market when viewed from an international or even global prospective.

Four focus strategies:

It's usually not realistic for a firm to try to appeal to all potential buyers in the market, because customers are varied in their needs, purchasing behaviour, and consumption patterns, and often are too numerous and geographically widely spread.

BREADTH OF SERVICE OFFERING		
many NUMBER OF MARKET SERVED Few	Service focused	Unfocused (everything for everyone)
	Fully focused (service and market focused)	Market focused

Figure: four focus strategies for services.

So rather than attempting to compete in an entire market, each organization needs to focus its efforts on those customers it can serve best.

1. **Service focused**: focus means providing a relatively narrow product mix for a particular market segment- a group of tourists who share common characteristics, needs, choices behaviour, or consumption patterns. This concept is at the heart of virtually all successful service strategies among organizations, which have identified the strategically important elements in their service operations and have concentrated their resources on them. Da-wan-ki farm and home stay have focused in providing the best services in terms of offering a good place to stay and by taking the interested places available around the farm for the interested tourists.
2. **Market focus**: is the extent, to which a firm serves a few or many markets, it describes the extent to which it offers few or many services. The farm and home stay has also focus in offering services to both the few and many tourist and customer who comes to the farm.
3. **Fully focused**: a fully focused organization provides a limited range of service to a narrow and specific market segment. It concentrates on a narrow market segment but offers a wide range of services. Da-Wan-Ki farm and home stay has also followed fully focused strategy as it offers a varieties of services for the tourists and the customer both in providing a place to stay and many activities to entertain the tourist,
4. **Unfocused**: many services providers fall into the unfocused category, because they try to serve broad markets and provide a wide range of services. In general it is not a good idea.

STRATEGIES/ SUGGESTIONS BASED ON SERVICES MARKETING

Since Da-Wan-Ki farm and home stay has followed most of the above methods of providing services to the tourist it can follow some of the strategy to attract more customers and tourists and also to remain in the market.

- More in diversity of services to achieve a competitive advantage quickly and defeat the other business in Ri-Bhoi district
- It must identify and promote itself as the best providers of attributes that are important to target customers.
- The manager needs to think systematically about all facets of services package and emphasize competitive advantage on those attributes that will be valued by the tourists in the target segments.
- It should include: location and scheduling; performance levels such as speed of services delivery and the calibre of services personnel; and a range of options for tourists and local customers involvement in the production process.

8. ADVERTISING MANAGEMENT

Advertising management though is a complex process of employing various media to sell a product or service. Without an effective advertising management process in place, the media campaigns are not that fruitful and the whole marketing process goes for a toss. Hence, business organizations that believe in an effective advertising management process are always a step ahead in terms of selling their goods and services. Based on tourism's business I shall discuss the four main tools of promotion: advertising, sales promotion, public relation and direct marketing.

1. **Advertising**: advertising is defined as many forms of paid communication or promotion for product, service and idea. Advertisement is not only used by companies but in many cases by museums, government and charitable organizations. However, the treatment meted out to advertisement defers from organization to organization. Advertising development involves a decision across five Ms- mission, money, message, media, and measurement. Da-Wan-Ki farm and home stay is lacking in terms of advertising as it has not many media to advertise about its services.
2. **Sales promotion**: promotion is an incentive tool used to drive up short term sales. Promotion can be launched directed at customer or trade. The focus of advertising to create reason for purchase the focus for promotion is to create incentive to buy. Customer incentives could be samples, coupons, free trial and demonstration. Trade incentives could be price off, free goods and allowance. Sales promotion activity should under-go pre-test before implementation. Once the activity is launched it should be controlled as to remain within the budget. Evaluation program is a must after implementation of the promotional scheme. Da-Wan-Ki farm and home stay does not use much of sales promotion.
3. **Public relations**: companies cannot survive in isolation they need to have a constant interaction with customers, employees and different stakeholders. This servicing of relation is done by the public relation office. Marketing public relation is an efficient tool in building awareness by generating stories in media. Once the story is in circulation MPR can establish credibility and create a sense of enigma among sales people as well as dealers to boost enthusiasm. MPR is much more cost effective tool than other promotional activities. Da-Wan-Ki farm and home stay have not maintained much of public relation as it is still new in the market; the farm is also far from the villages.

4. **Direct marketing:** the communication establishes through a direct channel without using any intermediaries is referred to as direct marketing. It is used to deliver the message or service. The internet plays a major role in this growth strategy. Direct marketing reduces cost for organization, face to face selling, direct mail, catalogue marketing, and telemarketing.

STRATEGIES\ SUGGESTION BASED ON ADVERTISING MANAGEMENT

To make advertising effective for the farm, the manager should always remember to include it from the market research time. Some of the strategies are:

- Identifying the target group of tourists or customers.
- Objective of the mission for advertising.
- Monet or budget decision for advertising should look at stage product of life cycle, market share and consumer based, competition, advertising frequency and product substitutability.
- The manager should also look into the message development by following the four steps: message generation, message evaluation and selection, message execution and social responsible review.
- Media selection is also very important, the manager can use more of media for advertising like newspaper, television, direct mail, radio, magazines and the internet.
- Improvement of sales promotion by grabbing attention of the new customer or tourist, reward the existing customers, increase consumption of occasional tourists and also by looking at the overall marketing objective of the farm.
- Maintaining good public relations to support the services and brands of the farm.
- Use more of direct marketing strategy to avoid cost on face to face advertising.

9. HUMAN RESOURCE MANAGEMENT

Human resource management is the term used to describe formal systems devised for the **management of people** within the organization. The responsibilities of a human resource **manager fall into three major areas:**

1. Staffing
2. Employee compensation and benefits
3. Defining/designing work

- Da-Wan-Ki farm and home stay does not manage human resource in a proper manner because the farm is still small and doesn't have a separate human resource manager, the manager of the farm himself looks after every management levels in the farm, and also have only three workers in the farm who looks after the works and activities require in the farm. But since the farm is likely to grow in the following years to come, it will be difficult for the manager to keep few workers. For the present situation the manager can follow the following strategies to maintain good human resource management in the farm.
- Recruitment; In this home stay the recruitment process is that they recruit those people who are eligible to work, especially for those who are from hospitality background. They want that the employee who will work there should be train under the national skill of India.
- Salary; The employee in this firm they got their salary in a monthly basis, so they got Rs 4000 every month. But for the general manager he didn't take the salary as he is the owner himself.

STRATEGIES/ SUGGESTIONS BASED ON HUMAN RESOURCE MANAGEMENT

- Determining the needs of the staff
- Recruit and train the best employees for running the activities in the farm.
- Harmonize the relationship between the manager and the workers.
- Managing the employee relations, unions and collective bargaining.
- Ensure high performance.
- Ensure equal opportunities for all the workers.
- Deal with discrimination and performance issues
- Push the employee's motivation, developed their interpersonal skills to be effective.

10. STRATEGIC MANAGEMENT

Strategic management is all about identification and description of the strategies that the managers can carry so as to achieve better performance and competitive advantage for the organization. It is a way in which strategies set the objectives and proceed about attaining

them. It also deals with making and implementing decisions about future direction of an organization, it is a continuous process that evaluates and controls the business, and set goals for the organization. There are two main strategies in strategic management:

1. **Corporate level strategy which can be classified into:**
 - a. Growth and expansion strategies
 - b. Stability strategies
 - c. Retrenchment strategies
 - d. Combination strategies
2. **Business level strategies which can be classified into two main strategies:**
 - a. Business level strategy
 - b. Generic business strategy

Since the corporate level strategy deals mostly with big organization who deals with production of goods, the business level strategy is most suitable for tourism industry.

Business level strategy

- **Business level strategy:** business level strategies refer to the strategic actions taken by a company for each of its businesses. Their aim is to gain and sustain competitive advantage by providing value to the customer. The organization makes use of its competencies to develop and expand its strategic for competitive advantage. Business level strategies are concerned with:
 - i. Positioning the business against competitors
 - ii. Anticipating changes in demand and other factors and adjusting to provide for them and
 - iii. Influencing the nature of competition through strategic action.
- **Generic business strategies:** combination of competitive advantage and competitive scope yields a matrix consisting of various business strategies. Porter had classified them into the following generic business strategies:
 - i. **Cost leadership (lower cost and broad target):** cost leadership strategy means offering a product/service of the same quality at a lower per unit price than the rival firms in a broad target market. When all the firms in the industry offering the product/services at the same price, the cost leader earn higher profit margins than its rival.
 - ii. **Differentiation strategy:** differentiation is the business strategy of incorporating features into the products/service for which the customers are willing to pay more. A product/service with unique features which are valuable for the target group of customer commands a higher price and creates customer loyalty.

- iii. **Focus business strategy**: focus business strategy is based either on cost leadership or differentiation but caters to a narrow segment of the total market.
- iv. **Integration of cost leadership and differentiation (hybrid strategy)**: firms which have no clear positioning strategy are 'stuck-in-the-middle'. Such firms have no competitive advantages. In order to improve performance they must adopt either low cost or differentiation or combination of both the strategies.

Da-Wan-Ki farm and home stay have followed the business strategies of cost leadership and focus business strategy because the farm have differentiate its pricing strategy from other tourism resort available in Ri-Bhoi district by offering low cost on the services and activities offered in the farm.

STRATEGIES\SUGGSTIONS BASED ON BUSINESS STRATEGIES

Some are the following strategies that the manger of the farm can follow up:

- High capacity utilisation through accurate forecasting of demand.
- High level of standardisation of products and offering a uniform service package through mass production.
- Investment in cost-saving technologies.
- The prices can be differentiate in such a way that is valued by the tourists and are willing to pay higher prices too.
- The farm should offer full range of product/service needed by the tourists.
- Making innovations to add value in the value chain.
- Identifying the gaps and weaknesses left by other firms in terms of cost leaders and differentiations.
- The farm must align its business strategy with the changing environment.

II. CONCLUSION

Tourism is currently recognised as a global industry which is highly growing at a high rate, and like any industry that grows rapidly, the activities of tourism can have a substantial impact on the local development processes. The local effects of the industry are varied and usually distinctive to the industry. Sustainable tourism endeavours to create a less impact on the natural environment, as well as the local culture and social life, whilst supporting to create earnings and employment opportunities for local community and promoting the conservation of the ecosystems in the local area. There are three main models of sustainable tourism and community base tourism. The main aspect in all these models is to enhance sustainable tourism through giving priority to the local community environment, social life and cultural aspects. However, at times these objectives have not been able to be achieved.

Da-Wan-Ki farm & home stay is one of the best tourist spot in Ri-Bhoi district although it is new in the market, it have the potential to grow and expand in the years to come due to its distinctive and unique service and kinds of activities that are available in the farm to entertain the tourists and the customers. It is most likely to attract foreign tourist because is it situated far from the towns and cities surrounding with the natural beauty in the area. The manager of the farm can follow up the above strategies for proper management and equal distribution of services in the farm and home stay, he should also focus more in attracting more customers and tourists to expand and earn more profits.