

PROJECT WORK ON DAWANKI FARM AND HOME STAY



(Sponsor by tourism department of Meghalaya)

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North Eastern Hills University (NEHU)



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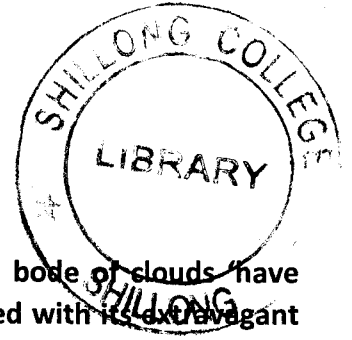
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INTRODUCTION

Little wonder that Meghalaya Hills which is also known as 'the a bode of clouds' have continued to mesmerize many travelers down the countries clubbed with its extravagant expenses of nature beauty, the hospitable people and their fascinating culture it is perfect for an extended sojourn. It is also the reason why shillong the state capital is such a populous holiday destination for people from home and abroad.

Realizing the increasing demand for high and leisure facilities for foreign and domestic tourist, so dawanki farm and home stay has coming up and dawanki is the merit name of three siblings and the owner of this farm is D. Marbaniang, it was establish on October 2013. The farm is situated in Umpohwieng Village Ri-Bhoi District it is about two hours' journey from shillong beyond Bhoiryembong Village.

The home stay comprises of the following;

1. Two bedrooms, a living room a kitchen and is available for rent Rs 3000.00 per night
2. The bamboo retreat is a 6 feet excavated 15x15 square feet room made for a combination of wood.

Room

Dawanki farm home stay has a bedroom, with 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 room available.

Bamboo retreat

The bamboo retreat is 6 feet exuviated 15 feet by 15 feet bamboo retreat is made from a timber. There are two bed and food can be served any time on order from the view gallery has an attached bathroom and toilet it is available for 1500 per night.

How to go about dawanki farm

Dawanki farm is coming up with the help of Meghalaya tourism department under Meghalaya tourism development and investment promotion scheme into 2012 and financial by UCO bank, this home stay helps tourist to ventures to the unique places of interest and the owner of this farm they chose this place to set up their farm there because they want that the farm should be far away from the village itself and that the tourist who go to stay there they feel the beauty of nature that present in it and stay calm and relax.

THINGS TO DO

- 1. Boat rides**
- 2. Pony rides**
- 3. Natural pool for children**
- 4. Rope swimming from tree**
- 5. Swing and slides**
- 6. Tramoiline**
- 7. Camping**
- 8. Picknic sport**
- 9. Trekking**
- 10. Fishing from Monday till Friday**

LIMITATION

- 1. Lack of good infrastructure.**
- 2. Lack of good commination.**
- 3. Lack of good road construction.**
- 4. Lack of brand image.**
- 5. Lack of advertisement.**
- 6. Lack of cultural dress.**
- 7. Lack of employees with good skill and training program.**
- 8. The water in pond is dirty and brown in colour.**
- 9. In front of entrance gate there is no guard.**
- 10. Near the pond there is pig style and all the waste from the pig's style is going to the pond and there is strong smell coming out.**
- 11. Scarcity of water in children's pond.**
- 12. There is no tent in a cooking place.**
- 13. There is only few flower.**
- 14. Toilet is being lock when we are going there.**
- 15. The house is not much clean.**

STRATEGIC OVERVIEW

MISSION STATEMENT

Mission is the essential purposes of the organization concerning particularly it is in existence the nature of the business it is in and the customer it is seeks to serve and satisfy, Dawanki farm mission as to provide the best standard luxury service and satisfy of their customer, capacity building, skill development and dissemination of appropriate technology.

VISION STATEMENT

Vision is the future aspirations that lead to an inspiration to be the best in one's fields of activity, 'dawanki vision is to be achieve in top among the all'

OBJECTIVE STATEMENT

1. Dawanki farm was stated with the aim of providing heathy and nutritious food to people.
2. To provide the right nutritional level for the custom.
3. To achieving the mutual trust of the family who came here.
4. Satisfaction to the customer and the employees as well.
5. committed to serve the customers and contributed to the economy of the country.
6. Always delight and look into the customer's demand.
7. Building a self-sustaining model organic farm as demonstration module for sufficient, profitable and safe food production.

SWOT ANALYSIS

The overall evaluation of the tourist strength, weakness opportunities and threats is called SWOT analysis. It involves monitoring the external and external marketing environment these all have been analysis and it has been found that the strengths and opportunities is more or less the same with internal, weakness and potential threats is more or less the same with external. The following will explains the strength, weakness, opportunities and threats.

Strength

- 1.The present of fresh air in the areas.**
- 2.It is tied up with the Government.**
- 3.It is link with tourist agency for references.**
- 4.They have their own land for the last of 14 years ago.**

Weakness

- 1.Lack of brand image.**
- 2. Unskilled employees for dealing with customer.**
- 3.The road is not well construct.**
- 4.Lack of good infrastructure.**

Opportunities

- 1.Tourist is high demand in the market.**
- 2.Developing the skill of the employees through training program.**
- 3.Improving services by asking feedbacks from the customer.**
- 4.Improving and developing with the use of new technology.**
- 5.Providing the customers with organic food.**

Threats

- 1.New entrants with better technologies and superior's products and services.**
- 2.Seasonal variation due to heavy rain falls.**
- 3.Road blockade, landslide etc. will greatly affect the organization.**
- 4.Due to many rules and regulation from the Government agency, and they have to pay taxes his can be affect the organization.**

PEST ANALYSIS

(Political, Economic, Social, Technological)

Political

Meghalaya is a democratic state and it has certain rules and regulation abide by the Government therefore sitting up any business in Meghalaya it has to abide the rules and laws set by the Government.

-Dawanki farm have to repay all the loans in the allotted or stipulated time as the Government can censored for further legibility.

-All tourist has to abide by the laws and regulation enacted by the Government otherwise it may face or result to certain complexity or difficulty.

Economical

Economic factors are important aspect that concerns the nature and direction of the economy in which a business operates. Since the relative affluence of markets segments will affect the consumption patterns, any business should take this into consideration when planning its strategy.

People in Meghalaya are mostly middle class people and hence for sitting up any tourist park certain economic factors should be taken into consideration.

-Comparing with the olden days now a day's peoples spending pattern has change, todays people are earning much more than beforeand they also spend more.

-Generally peoples now a day's work five days a week so, they also want to spend their weekend by going somewhere where they can relax and recreate themselves no matter what cost involved but they are ready to spend in order to enjoy their leisure time.

-In todays world most of the people they want to feel the beauty of nature especialy the people who stay in cities, town,metropolitan city.such people are willing to pay.

-Meghalaya is a state where unemployment exists vastly and setting up of 'dawanki farm and home stay' gives plenty of rooms for employment and thus people can be employed and ultimately there is arise in the earning capacity of such people.

Social

Meghalaya is a state which is well known for its rich values religion customs and traditions, therefore setting up of 'dawanki farm and home stay' certain things should be taken into consideration.

-The product and services which will be use should not hamper the physical and mental structure of a person.

-Dawanki farm and home stay should aim at reducing energy usage in order to reduce waste so that people will not suffer from any kind of diseases and most of all it has to be maintain cleanliness in the locality where it operates.

-Dawanki farm and home stay has to be conscious about the society where it located it has to think about the environment that is Tobe eco-friendly, the religious belief of the people, the human rights etc.

-People have changed their lifestyle before, ladies preferred to work at home, but now ladies also want Tobe working women which indicate a major change in the lifestyle.

-Work culture has change in society. Now a day's no one wants Tobe personal servant every one want to work with prestige.

Technology

Technology is spreading vary rapidly in to days' generation, most people are technology oriented. Meghalaya as a state has not developed technologically thus, by setting up a new business new technology comes in and this will bring a huge scope to the state eo improve technologically and hence, helps the people to be technologically skilled in various or specific fields. Thus, this can be utilizing and helps in the development and improvement of the state as a whole.

-Technology to be used for online promotion and online booking for tickets and for recording the various transactions.

-dawanki farm will establish in a natural and adventure farm so, machine and equipment will be built with different type of technology.

POTER'S FIVE FORCES MODEL

Porter's five force model of competitive analysis is a widely used approach for developing strategies in many industries. The intensity of competition among firm varies widely across industries. According to Poter, the nature of competitiveness can be viewed as a composite of five forces.

- Rivalry among competing firms.**
- Threats of new entrants.**
- Threats of substitute products.**
- Bargaining power of suppliers.**
- Bargaining power of buyers.**

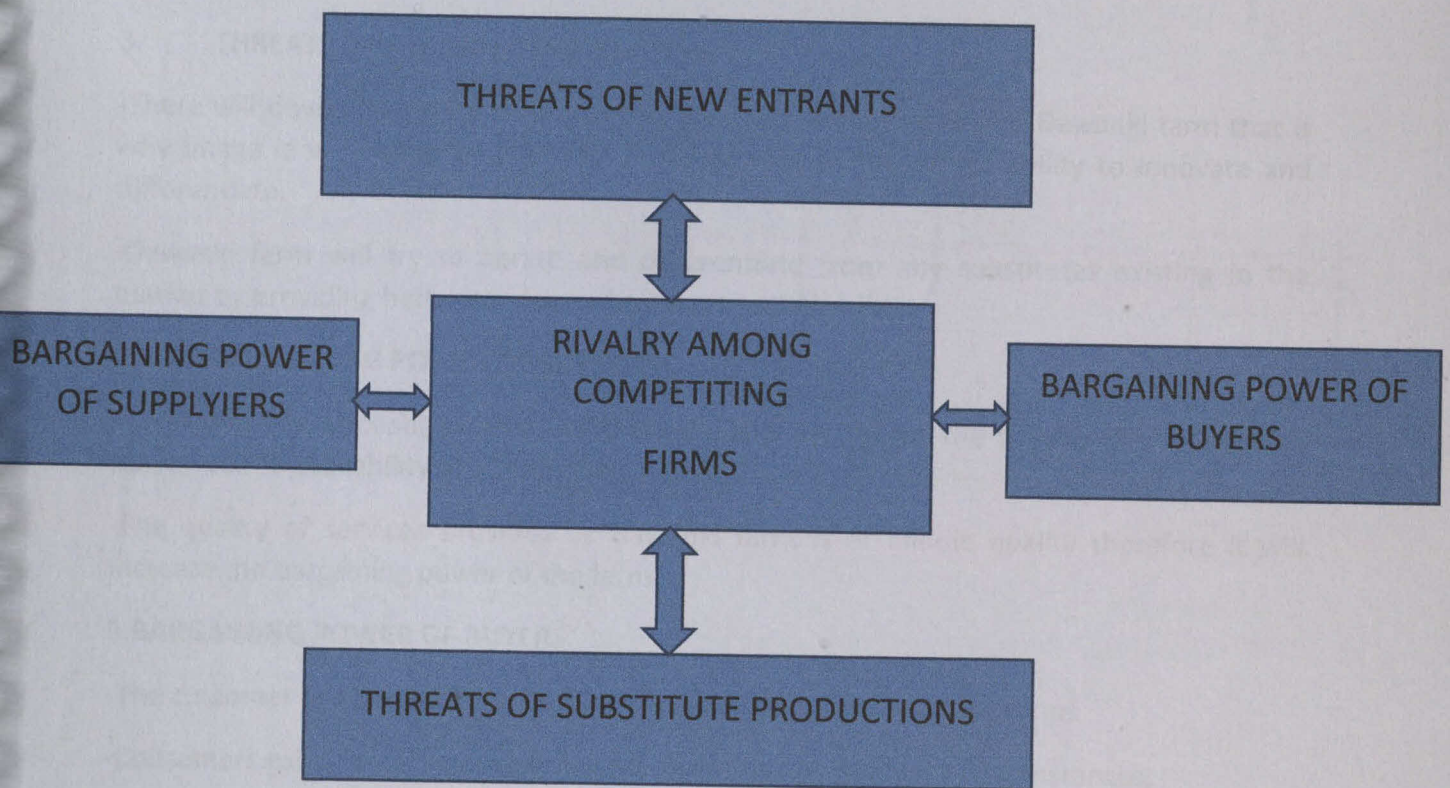


Figure 1; The Five- Force Model of Competition

1. RIVALRY AMONG COMPETING FIRMS:

-Exist barriers are high for tourism with expensive equipment, moderate for concentrated producers.

-Advertising budgets are high consumers are influenced by brand perceptions are they tend to switch brand easily.

-Apart from the points about, however it should be kept into consideration that there has not been any of the firms existing in Meghalaya who are rival to other same existing. Therefore, there will be less rivalry among established firm and hence less competitors.

2. THREATS OF NEW ENTRANTS

-Encouraging support policy from the government

-Availability of fund from the government.

-Entry barriers are high though with large advertising budgets and competitive brand loyalty. So, Dawanki farm entry barriers serve to keep out potential entrant away.

3. THREATS OF SUBSTITUTES PRODUCTS.

-There will obviously be substitute to this products and services of d Dawanki farm that is why image is very important for the farms as well as the farm's ability to innovate and differentiate.

-Dawanki farm will try to aerate and differentiate from any substitutes existing in the market by providing better service and customer relationship.

4. BARGAINING POWER OF SUPPLIERS.

-Maintaining relationship with more than one supplier, giving the supplier less bargaining power due to availability of alternative suppliers.

-The quality of services provides by Dawanki farm is of middle quality therefore it will increase the bargaining power of the farm.

5. BARGAINING POWER OF BUYERS.

-The customer has the ability to buy the products from other existing farms

-Consumers gain increasing bargaining power under the following circumstances;

- i. If they can inexpensively switch to competing brands
- ii. If they are particularly to the sellers.
- iii. If the sellers are struggling in the face of falling consumer demand.
- iv. If they are informed about seller's products, prices and costs

If they have dissertation in whether and when they purchase the product.

SEGMENTATING, TARGETING, POSITIONING(STP)

-SEGMENTING: - Dividing the market into smaller groups with distinct needs characteristic or behavior that might require separate marketing strategies r mixes.

1. Geographically-Dawanki firm is located in a rural area where it segments to all the people who comes to visit shillong from any regions of the country East, West, North, South, cities densities, foreigners and from different countries and also local people who experience the thrill of life.

2. Demographically- The market is segmented especially to the age of 5-15, 15-25, 25-30, 31-50 for both the genders regarding with the income dawanki farm have segment these kind of people aspirers Rs 90000-200000 seeker Rs200000-500000, strivers Rs500000-1000000 etc.

3. Psychographic- The social which Dawanki firm have segment here is middle class, upper middle, lower uppers and upper and life style of the people are achieves and strivers.

4. Behavioural- Based on the behavior of the people Dawanki firm have segment according to the occasion benefits and attitude of the customers toward the product and services where it can help the firm to be most profitability and increase their services.

- ❖ **TARGETING-** The process of evaluating each market segment attractiveness and selecting one or more segments to enter. Dawanki firm mainly targets for tourists who comes to visit Meghalaya. It also targets children, young people, couples and families from the state itself and other state of India and also foreign country.
- ❖ **POSITIONING-** Arranging for a market offering to occupy a clear distinctive and desirable place relative to competing products in the minds of target consumers. Dawanki firm with its slogan 'Natural life style' position itself as the natural park where most of the facilities are made in the form of the nature and some are available through the nature itself. People who lived in cities have missed the scene of nature because of the building surrounded to them the road with full of green trees and thick jungle and in between of this road some time there are village of the people etc. so this park will provide them fresh air, the beauty of the nature which they will like to spend for their weekend and holidays

MARKETING MIXES (7P'S):

1. PRODUCT/ SERVICE.
2. PRICE.
3. PLACE.
4. PROMOTION.
5. PEOPLE.
6. PHYSICAL EVIDENCE.
7. PROCESS.

1. PRODUCT/SERVICE: - Product is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need. Service is anything activity or benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Here the product is the park and its facilities which provide services to the customers. So, the level of services/products in which my business will offer are -

a) Core benefit level- Here, the consumer is the buying ticket from Dawanki firm which they can enjoy and relax themselves with the different services provide to them in the different categories.

b) Actual product level- Here, Dawanki firm need to develop their product and services features design a quality level, a brand name, and packing for example a concept of providing natural beauty to the park, better customer relationship etc. Might attract more customer and the existing one will be staying connected.

C) Augmented product level- Here, the product planner must build an augmented product around core benefit and actual product by offering additional customer services and benefit. It means that augmented product includes after sale service in Dawanki firm after sales service includes listening to consumer's complaints and taking corrective actions to solve them. If the customers find any problem with the services and products, they will solve their problems in any ways:

i).service quality- It means the ability of a service to satisfy customer's need.

ii).Branding- Branding is a name, term, sign, symbol, design or a combination of these that identify a product or service of a particular seller that differentiates them from competitors.

iii). Brand name selection- The name of the park itself will be the brand name and logo of it.so the owner of the firm decided to name this agency as 'Dawanki firm and home stay'

iv). Brand sponsorship- the brand, that is Dawanki firm will do all the necessary financing of its own. That means the brand will be sponsor by itself.

v). Brand positioning- The owner of this park name this park as 'Dawanki firm and home stay' and gave a tag line 'Natural lifestyle' so the product attribute through this two. I think the name itself is sufficient for people to make out that in what why they have positioned the brand. The name indicates that the people can have all the fun in this park in the natural way of living.

vi). Product mixed- In this firm the product mix includes the various categories of the facilities provided to serve the people in different ways.

2. **PRICE:** The amount of money charged for a product or service or the sum of the values that consumers exchange for the benefits of having or using the product or service

The price ranges are as follows:

200.....per head (adults)

100.....per head (children)

3. **PLACE/DISTRIBUTION:** The place where the proposed projectthat build is in Umpohwing village Ri-Bhoi District.The owner of this firm think this place is a perfect

place because they want that their firm should be far away from the villages and the customer who come to visit there they will feel the beauty of nature itself.

DISTRIBUTION: The distribution here will be direct distribution where the customer will buy tickets directly from the park counter itself rather from its website by buying online.

4.PROMOTION: Promotion means to promote a particular product or a service various promotional tools

Dawanki firm promotes its brand name, products and service by advertising through media like internet, beside this Dawanki firm can promote their farm by giving advertising through media like:

- a) Local newspaper.
- b) Magazines.
- c) Local channels of television.
- d) Radio.
- e) Billboards, posters and brochures.

5. PEOPLE: People are all people directly or indirectly involved in the service encounter, namely the firm contract employee's, personal and other customers or anyone who comes into contact with their customer will make any impression and can have a profound effect positive or negative on customer satisfaction.

Due to the inseparability of production and consumption for services which involves the simultaneous production and consumption of service, service firm depend heavily on the ability of contact employees to deliver the service. Contact employees contribute to service quality by creating a favorable image for the farm and by providing better service than the competitors.

In Dawanki farm service provide such as the cook, cleaners, Gardner, horse boy, and dishwashers in the food Centre.

It is essential to ensure that all employees in Dawanki farm who have contact with customers are not only properly trained but also the right kind of people for the job. Therefore, Dawanki farm have to ensure that the employees behavior and attitude are conducive to the delivery of service quality. This is importance because customer's perception of service quality and its value can influence customer's satisfaction and in turn purchase intention.

6.PHYSICALEVIDENCE: Physical evidence refers to the environment in which the service is assembled and in which the seller and customer interact, combined with tangible commodities that facilitated performance or communication of the service. The physical

evidence of service includes all the tangible representation of service such as brochures, letterhead, business cards, reports, signage, internet presence and equipment.

There are two kind of physical evidence these are:

- a) Peripheral evidence: A part of the purchase of services but by itself is of no of value example airline tickets, cheque book or a receipt for a confirm reservation it acts on the value of essential evidence.
- b) Essential evidence: Whereas the peripheral evidence is possessed and taken by the customer, the essential evidence cannot be possessed by the customers. The building, size, design, interior layout and décor, logo etc. of the organization is constituent for essential evidence. It is a critical input in determining the atmosphere and environment of the service organization is constituent for essential evidence. It is a critical input in determining the atmosphere and environment of the service organization

Here, in Dawanki farm their physical evidence

Includes the compound, building, parking space, a small fountain, signboard for directing people, decoration toiletries, resting room.

7) PROCESS: Process is referred to the procedures, mechanisms and flow of antivirus by which the service is delivered i.e. the service delivery and operating system.

In Dawanki Farm what they focus more is based on providing the fun and leisure time to the customers, therefore in order to do that, they have to ensure that people who came along with friends and families are enjoyed. In order to retain the customer, they will be providing a feedback to each and every group of customers, maintaining a good customer relationship.

HUMAN RESOURCES MANAGEMENT (HRM)

HUMAM RESOURCES MANAGEMENT

- **MANPOWER PLANING.**
- **RECRUITMNT.**
- **SELECTION.**
- **JOB DESCRIPTION.**
- **JOB SPECIFICATION.**
- **TRAIINGING.**
- **EMPLOYEE COMPENSATION & PERFORMANCE APPRAISAL.**
- **ORGANISATION STRUCTURE.**

Human Resources Management (HRM) may be defined

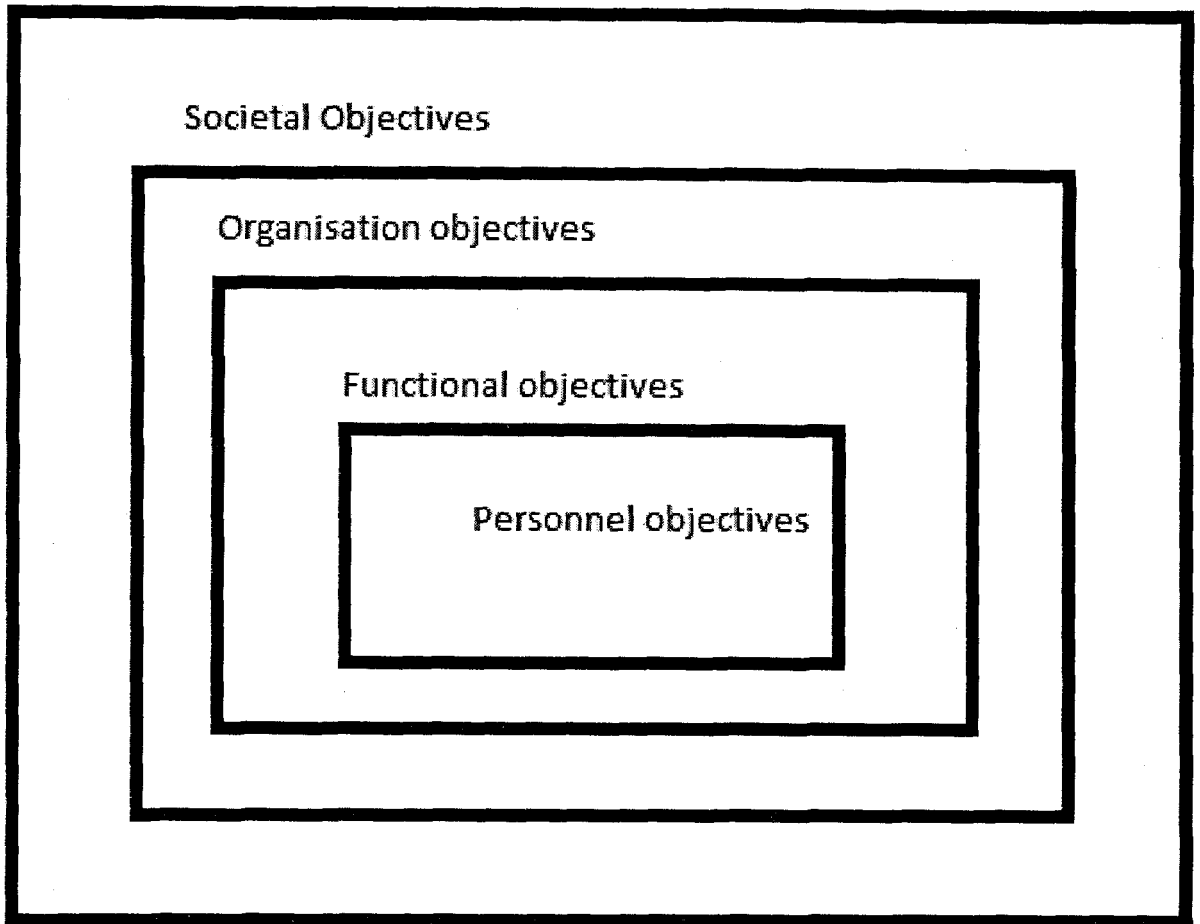
as a set of policies, practices and programed designed to maximizes both personal and organizational goal. It is such a process by which the people and organizations are bound together in such a way that both of them are able to achieve their objectives.

In dawanki farm, they need employees in order to guide and operate the different equipment that will be use in their business, so they need to evaluate the process of recruiting and selecting the employees so that they will get the right employees who are able to interact properly with the customer. In order to achieve an organization goal and objectives, they need to focus more on their employees to make sure that each and every employee should satisfy their job because a well satisfied worker will perform better than the other.

So the main objective of HRM are:

- ***Only HRM can create motivational work force.***
- ***To give the security to employees.***
- ***To increase employee's morale.***
- ***To strengthen human assets.***
- ***To attain effective utilization of human resource in the achievement of organizational goal.***

The objective of HRM are basically four fold as shown in the following diagram



1) Societal objectives:

- To manage human resources in an ethical and socially responsible manner.*
- To ensure compliance with legal and ethical standard.*
- To minimize the negative impact of societal demands upon the organization.*

2) Organizational objectives:

-HR department, like any other department in an organization, should focus on achieving the goals of the organization first if it does not meet this purpose, the HR department cannot exist in the long run.

-HR department should recognize its role in bringing about organizational effectiveness.

-HR department should aim at serving the rest of the organization.

3)Functional objectives:

-To maintain the HRM department contribution at a level appropriate to the organization needs. Recourse are wasted when HRM is more or less sophisticated to suit the organization demands.

-The department level of service must be tailored to fit the organization it serves.

-HRM should aim at providing the organization with well trained and well-motivated employees.

4)Personnel objectives:

-HRM should also increase to the fullest extend the employees job satisfaction.

-HRM should also meet the self-actualization needs of the employees. It should stimulate every employee to achieve his potential.

-HRM should also communicate HR policies to all employees it will help the HRM in tapping the ideas, opinions, feeling and the views of employees.

MANPOWER PLANING

According to E. Geister, it is the process including forecasting, developing and controlling by which a firm ensures that has the right number of people and the right kind of people at the right the right place at the right time doing work for which they are economically most useful.

Therefore, as Dawanki farm have decided to serve and provide fun to the people and tourist in shillong they need a right number of employees at first they want to start their business with 6 employees because this is totally new to them and involved a lot of risk. So their desired level of employees is 6people.

RECRUITMENT

As this business is totally new in that place there may be problems in finding employees. It is obvious, that in that business people will have to work as laborers. So, there will not be any growth or promotion of employees. So the salary level, less growth of position and so manyfactors can affect recruitment.

So for recruitment, Dawanki farm they have to follow certain step:

- They have to give advertisement in newspaper, especially in local newspaper.*
- Some poster will be put for searching candidates*
- They have to meet people personally by going to some village to gather employees*
- They will recruit people from any background and their employees*

some they are educated but some they are illiterate.

- *The candidate should be about 18-year-old*

SELECTION

Selection mean choosing the most suitable person for the job, during selection an interview will be called for the appropriate, candidates will be asked about some of their skills of working they will be asked about the skill related to the following:

- *How to treat the customers?*
- *Whether he/she can handle the high temper customer?*
- *How many dishes he/she knows to cook (in case of an emergency in the food center)*
- *Is he/she good and fast enough to finish the work in time*
- *How to retain the customer?*

JOB DESCRIPTION

Here the management prepare a written document of what should be done, how, when, and where it should be done.

JOB SPECIFICATION

In this category we will notice that whether people are:

- *Strong enough to work or not?*
- *Whether they are mentally enough intelligent or not?*
- *Whether he is friendly or not?*
- *Whether he is physically fit or not regarding health issues.*

TRAINING

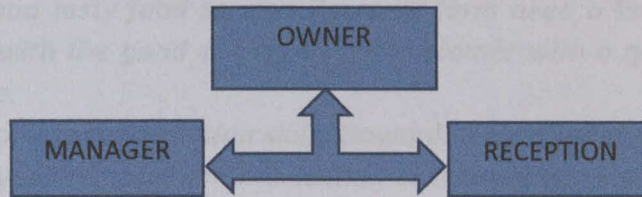
The employees did not give any training in Dawanki farm because most of the employees are not educated and will become training for them when they work and have experience in their work that have been assign to them.

EMPLOYEES COMPENSATION AND PERFORMANCE APPRAISAL

Employees will be given only direct salary which base on amonths on which they are working in their job and also will be given free rent for the employees.

ORGANISATIONAL STRUCTURE

As, it is a new agency, the structure of organization is very simple.



They want to start their business with one manager and one receptionist, the manager will take all the major decisions regarding the employees the employees have to work according to the instruction of the manager. Again, other decision regarding the office employees will be taken by the owner of the Dawanki farm.

BUSINESS STRATEGICS

- ✓ *"Natural lifestyle" is one of the main strategies to attract more custom.*
- ✓ *Provided high quality services at a reasonable force.*
- ✓ *Services are very well differentiated from competitions.*
- ✓ *More feature are added.*
- ✓ *Government support advertising.*
- ✓ *Build a good relation with the tourist agencies so as to get more customs.*
- ✓ *Special offers, especially in summer where it is expected to have fewer customers because of heavy rainfall.*
- ✓ *Use skimming strategy in the winter because the flow of customer is expected to be very high.*
- ✓ *Use online booking ticket from its website.*
- ✓ *Special training programme for unskilled workers, so as to maintain the quality of Dawanki farm.*

SUGGESTIONS

- 1) *Improved in service quality – as the demand is high now a day for a tourism therefore the owner of this farm and the department of tourism should work together so as there could be better service quality in the near future.*
- 2) *Improved in road construction – as we know that every people or tourist like to travel to the good condition of road so also Dawanki farm and that village near by*

have to approach to the PWD for the good condition of the road in that village as a whole.

- 3) Improved of good infrastructure – Dawanki farm has to make more improvement in all round infracture even though though is just a new tourist sport.*
- 4) Improved of employees with good skill – Every tourist like the place with good service and good tasty food so also Dawanki farm need a lot of things to make improvement with the good service to the customer with a good employees skill and experience.*
- 5) Improved of good communication skill –Dawanki farm shuold make improvedment for the employees of good communication skill because most of the tourist they came there who did not know Khasi and the employees of Dawnki farm should at least have the the woker who are in good in speaking both hindi and english.*
- 6) Improved in all game in-charge – They should keep a person incharge in all the game they have because incase in emergency the customer want help so that can also have a customer relationship.*
- 7) Offer discount to attract customer – By given offers and discounts to the customer whether in entrance fees or in food and also (10%)discount for the family or group who are more than ten people this can attract more customer like in seasonal offer during summer time.*

CONCLUSION:

By setting up of this tourism related project, it offers a lot of employment for the local people through they need training programs, yet they are able to stand on their own feet and support their family. The government is also very grateful to this project because this project helps the government to promote and improve tourism industry in Meghalaya. Tourism has now been well promoted to catch the attention of the people in preserving the natural environment and creating more new attractive site/spot. With the help of the government, the technology and equipment which is needed can be bought and make this project successful.