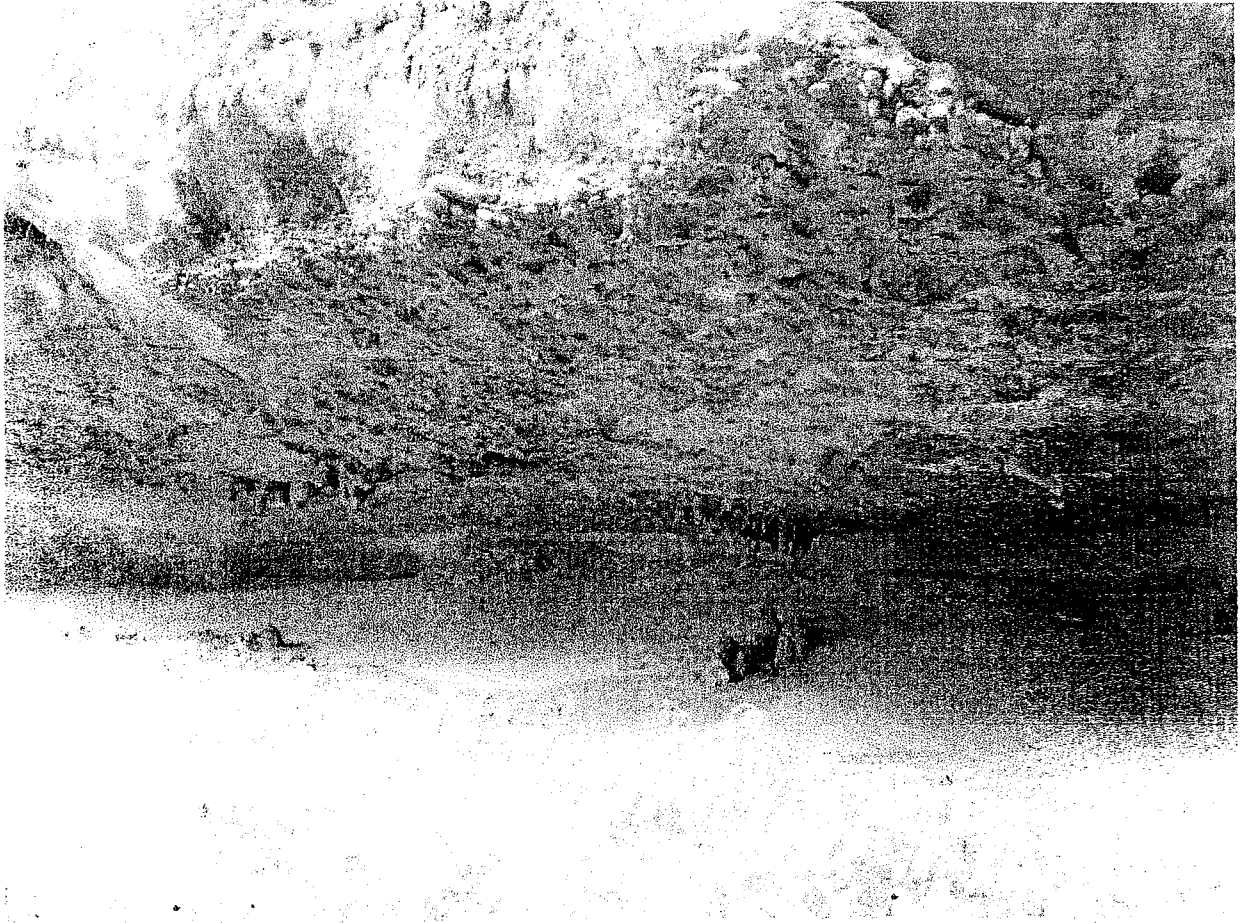
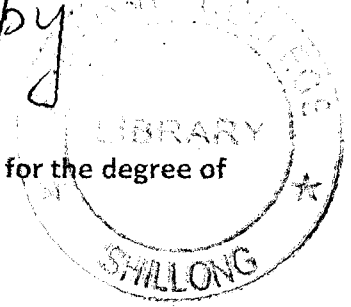


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A PROJECT WORK IN TOURISM INDUSTRY

A project work submitted in partial fulfillment of the requirements for the degree of  
Bachelor of

Business Administration (BBA Program)

North Eastern Hill University



Submitted By

WelbornstarNongsiej

BBA 6th Semester

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## ACKNOWLEDGEMENT

Primarily I would like to thank God for being able to complete this project. Then I would like to thank my principal Dr K.D Ramsiej and all the teachers. I would like to thank Smt W.C.K Sohliya my project guide, who sincere guide and supported me in doing this project.

I would like to show my gratitude towards my family, friends and all others who have helped and supported me in doing this project.

## DECLARATION

I hereby declare that this particular plan on tourism industry has been prepared by me under the supervision of Smt W.C.K Sohliya Head of Management Department, Shillong College in partial fulfillment of the requirement of BBA course in this college.

This project plan has done by my own research and studies through primary and secondary data collection.

Sd/

Welbornstar Nongsiej

Student Of Shillong College

Department Of Management

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## PROJECT PROFILE

Name Of The Business – Wel's Tours

Location– Phlangjaud (Rangmaw Village) south west Khasi hills district, Meghalaya.

Name of The Proprietor– Welbornstar Nongsiej

Address – Rangmaw Village, SWKH district Pin 793114

Project – Cave Tourism

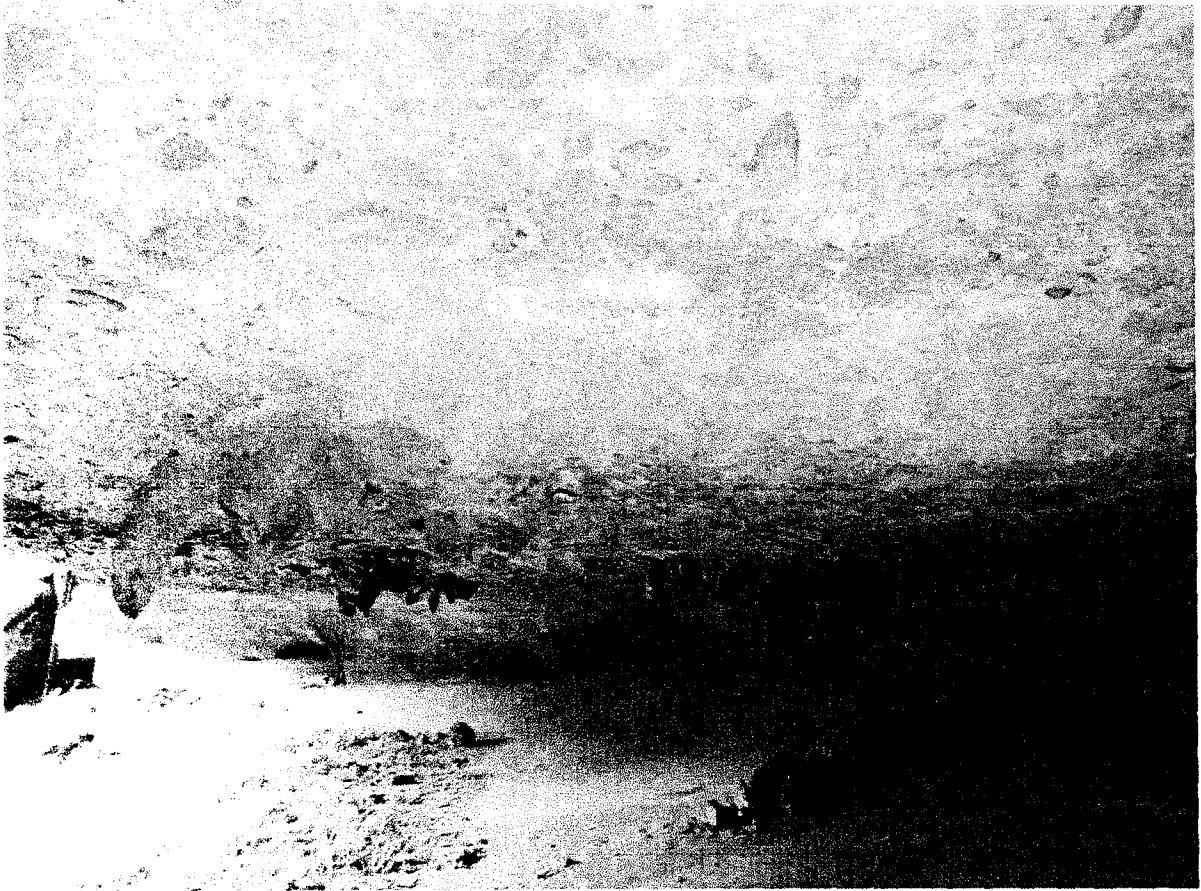
Cost ofthe Project =3, 00,000(Rupeesin Lakhs)

## INTRODUCTION

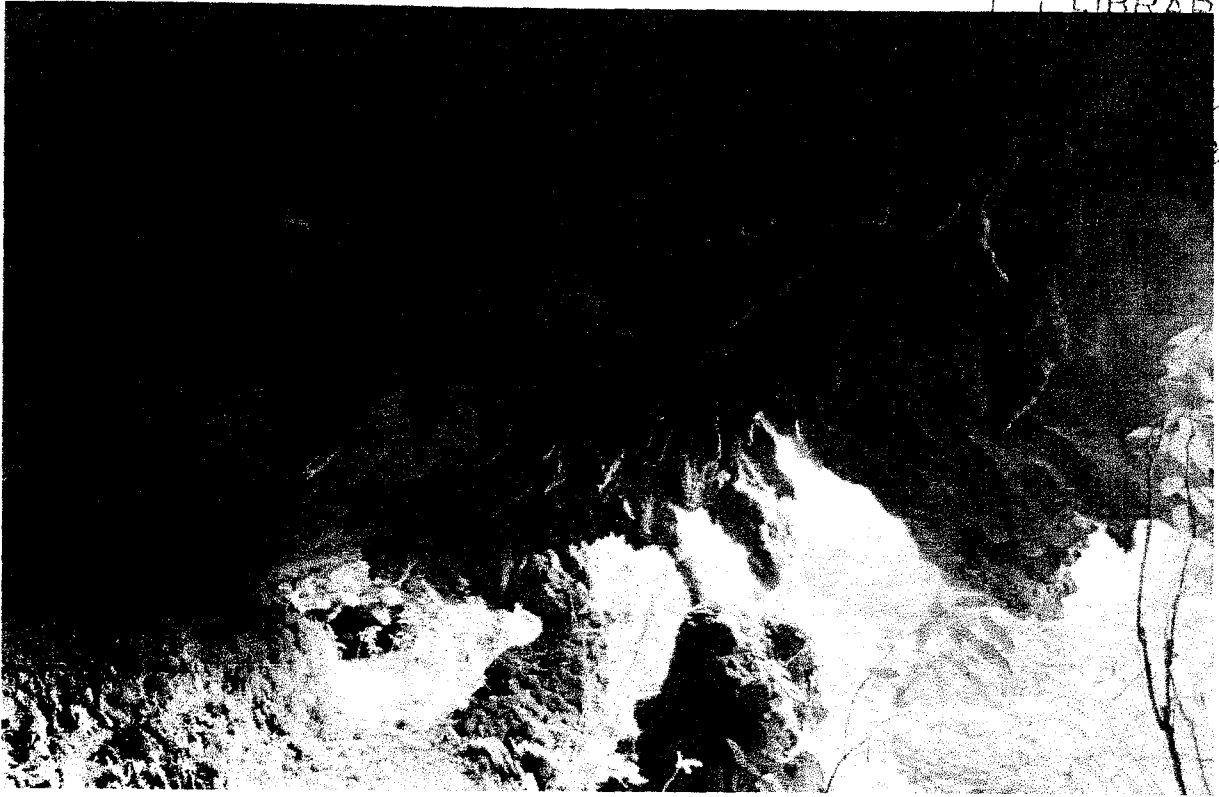
Tourism has emerged as a key sector of the world economy and has become a major workforce in the global trade. It has been making a revolutionary and significant impact on the world economy scenario. Tourism has been identified as the major export industry in the world (Gosh Viswanath, 1998). The multifaceted nature of this industry makes it a catalyst to economic development and helps balanced regional development. It is a low capital, labour intensive industry with economic multiplier and offers opportunity to earn foreign exchange at low social cost.

## **PREFACE**

It is a great opportunity for me to have the Bachelor of Business Administration in department of management, Shillong College,shillong. In the accomplishment of the degree I am submitting a project on cave tourism. The whole project is measured through the questionnaire, the data further analyzed and the result was obtained.





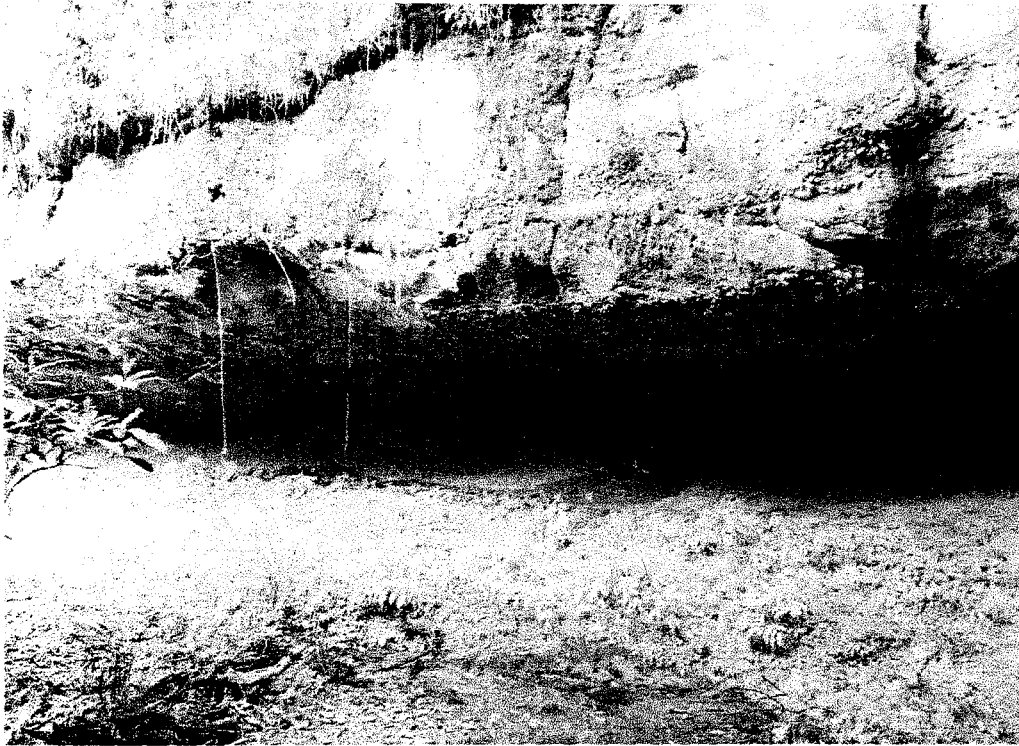


### EXECUTIVE SUMMARY

Potentially Meghalaya's richest natural resources, the tourism industry is becoming an increasingly important player in the economy and may in the long term prove even more valuable than minerals resources in earning foreign exchange. With this in mind wels tours intends to play a contributing role towards development of the tourism industry through provision of an impeccable mobile service facility primarily directed at tourists.

A wels tours would be set up in Phlangjaud (Rangmaw village) <sup>20</sup>~~14~~ kilo meters away from Mawkyrwat town area, south west Khasi hills district, Meghalaya. It is also on the way from Rangmaw to Phlangkynshi village. This tourism industry will be sole proprietorship. The purpose of setting up this business is because of considering the fact that there are very less tourism industry within the district. By looking at the

demand of the people for tourism places, it is the right time of creating and planning on setting up this particular industry.



**OBJECTIVE:**

**Our objective includes the following;**

- Develop enthusiastically satisfied customers all of the time.
- Establish a market presence that assures short term and long term profitability growth and success.
- We are fully committed to supporting growth and development in the tourism and overall economy of Meghalaya.
- Contribute positively to our communities and our environment.

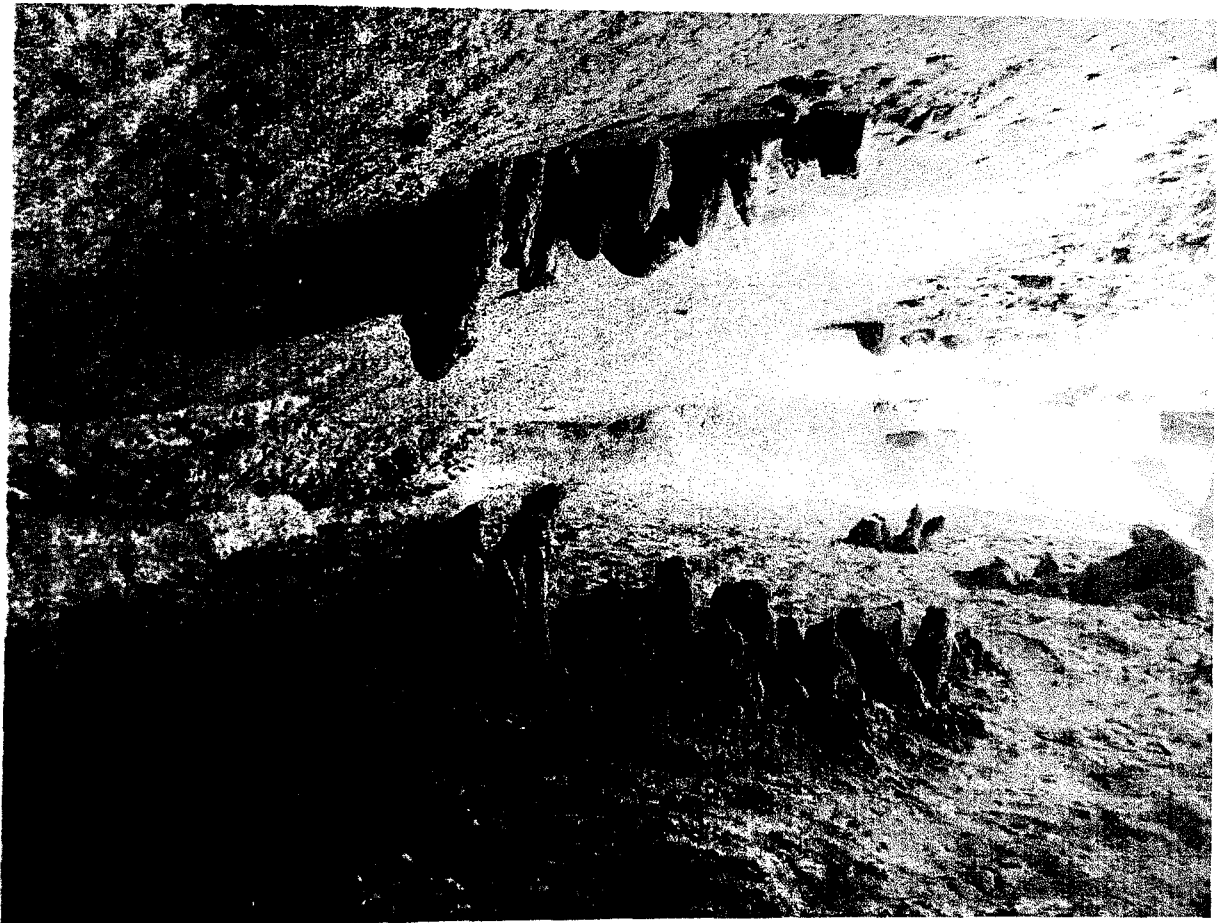
## **MISSION**

Internally we intend to create and nature a healthy, exuberant, respectful, and enjoyable environment, in which our employees, are fairly compensated and encourage to respect the customer and the utility of service we intend to provide. In addition follow-up will be mandatory so as to ensure customer satisfaction and make any improvement as recommended by the customers in future. We seek fair and responsible profit, enough to keep the company financially healthy for the and long term, and to fairly remunerate employees for the work and effort.

## KEYS TO SUCCESS

*The key to success factors will includes the following;*

- **Excellence in fulfilling the premise:** we intend to offer completely enjoyable, comfortable and informative travel excursions that will ensures that travelers are thoroughly satisfied and appreciate at the end of their trip.
- **Timely response to customers' requests:** we cannot afford to delay our clients for whatever reason, as this will have a negative bearing on our image and reputation, including future business. Hence we need to be continually communicating with the client, including hotels and lodges so as to ensure that we are constantly available to the client meeting their expectations.
- **Solid and fruitful strategy alliances:**considering the nature of our services and our relative infancy on the market, we realize that the importance of establishing and maintaining fruitful strategic alliances with various stakeholders, including hotels lodges, and travel agencies, amongst others so as to be assured of a constant flow of customers, fulfilling their needs at every opportunity.
- **Marketing know-how:** as a relatively new company on the market there will be a need to aggressively market our business and the services we provide so as to be continuously at companies contemplating entering our market. Advertising shall be undertaken on a regular basis.
- **Quality leadership:**the main objective of wel's tours is that it provides best quality which they promise their customers. Wels tours successfully fulfill their promised. The main objective is to provide services that satisfied the customer need and their requirements.
- **Communication objective:**wel's tours tells the customers that they provide good services to theircustomers. It also gives message that their places is very nice to visit.





## **INDUSTRY ANALYSIS**

### ***Future Outlook And Trends***

There are many caves tourism places in Meghalaya namely Cherapunjee, Mawsynram etc. our business will be based on how people visit this place, we mainly want people to come visit Place. It is sole proprietorship business. Initially we prepare our business plan for the next years to come. Next two years we target that we capture 10% of the total tourists visit in Meghalaya. When our business will start only 3 places to visit that is krempubonphlangjaud, kremmawjymbuinphlangjaud and kremmawjymbuinphlangtangdiar. We wish to achieve a so much of tourist response in 1 year. It will be our betterment of our business. We get best wishes to our target tourists and also the minds of the tourists will obviously great belief of our places. We expect the profit will be in the next year approximately 3 lakhs. Our expense is 2 lakhs. The return on investment is 66%.

### ***Analysis of competitors***

There are presently few competitors offering services similar to ours. However considering the pace of change and current growth rate of the tourism industry luring many companies into the sector, this may be short lived. Hence there will be a need to not only firmly establish ourselves on the market, but also strongly differentiate ourselves from these other businesses.

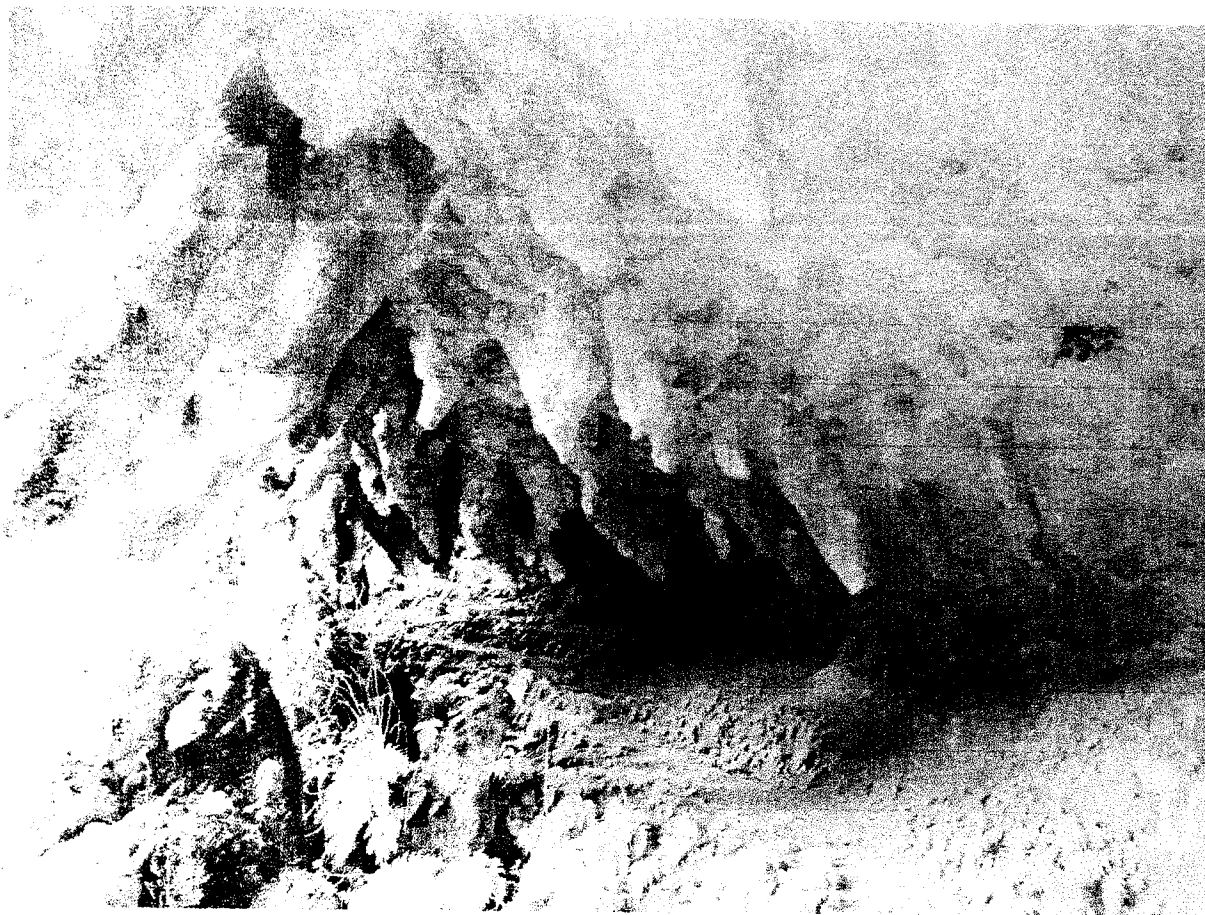
## COMPANY SUMMARY



Wels tours intend to provide individual and group to travel leisure clients. Services and products provided by wels tours initially include pre-arrange tours, custom packages according to clients specifications travel consultation and as time progress making reservations for lodging amongst other related services.

As it grows it will take on people and expand in to related markets and services. It will also look for additional leverage by establishing relationships and representations with appropriate strategic allies.





## ***Business Description***

Wels tours is a new tourism industry registered in government of Meghalaya .it is a sole proprietor business. Wels tours located at Rangmaw Village South West Khasi Hills District, Meghalayawhich is 14 kilometers from Mawkyrwat. There are 3 places in wels tours that is kremmawjymbuinphlangjaud, krempubonphlangjaud andkremmawjymbuinphlangtangdiar which is the beautiful places for people to visit. These places were discovered 90 years ago. It is very nice place which inspired me to start up this new business. In order to fulfill the needs of the business there are some needs required like financial needs. Our mission is to provide good services for the customers so that the business will successful in the present and future.





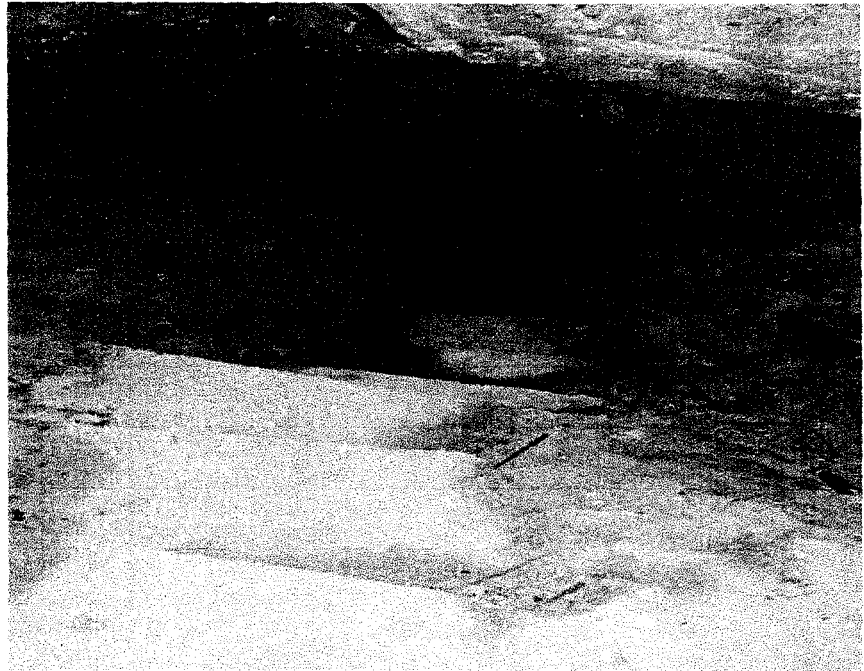
## Service

Wels tours intends to offers service and knowledge for the customers in all the seasons. With the intention of seeing and appreciating the numerous sights in the area. The main places of our services are:

1. Kremmawjymbuin, which is located in phlangtangdiar (Phlangkynshi village) village which is just 25 minutes' drive from Rangmaw village.



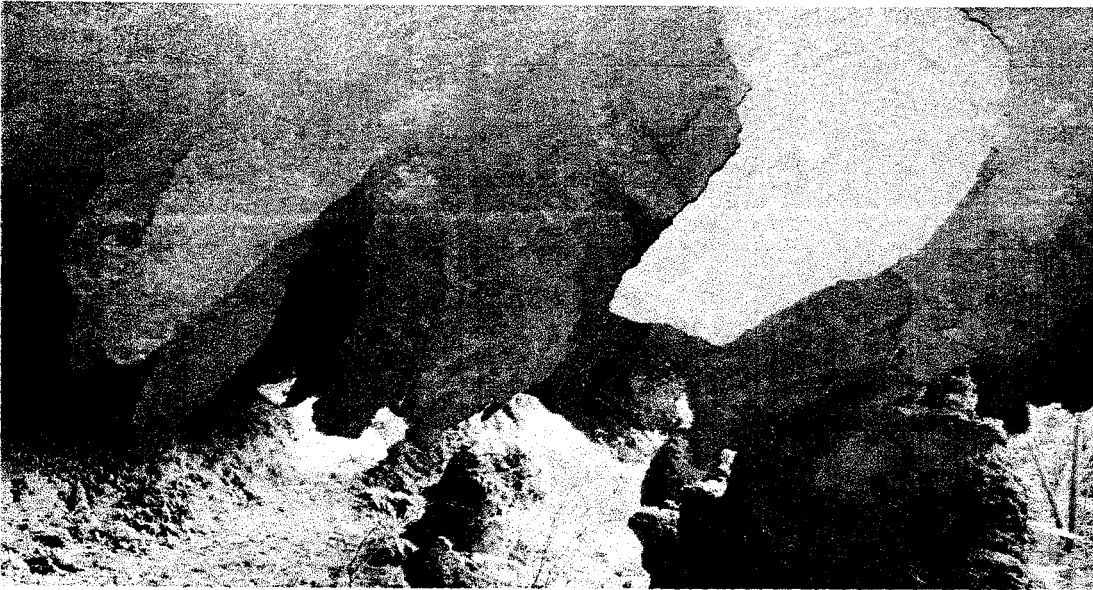
2. Krempubon, which is located in phlangjaud village which it is just 20 minutes'



drive from Rangmaw village.

3. Kremmawjymbuinphlangjaud is located in phlangjaud village which is very close with krempubonphlangjaud.





## ***MARKETING PLAN***

### ***Market Segmentation***

We will focus on local and foreign tourists who seek to visit rural tourism places in Meghalaya, with the intension of letting them see the numerous attractions in our state.

### ***Target Market Segment Strategy***

Though we realize that our major attentions are foreign tourists we shall also be targeting those from the local tourists who often travel a lot. Hence we shall be mainly targeting those who are not that mobile but wanting to see as many sites as possible

The marketing will convey the sense of quality in every picture, every promotion, and every publication. Our intension will be to target those individuals and groups looking for places to visits. We realize the need to focus our marketing message and our services offerings. We need to develop our message, communicate it, and make good on it.

### ***Positioning Statement***

Wels tours intend to offer a unique service to all of its customers, primarily tourists, so as to position itself as the premier tourism in Meghalaya. This shall be undertaken through provision of affordable and informative insights about the various sights and areas.

### ***Market Needs***

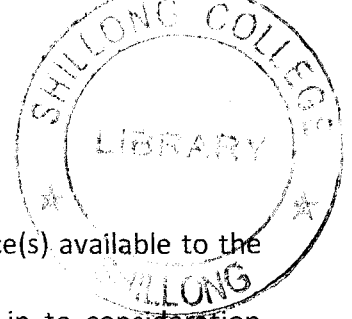
As we know the tourism sector in Meghalaya has rapidly increase in these present years. And majority entering this sector have rushed to the east Khasi hill, westKhasi hills and other sites as attraction points. Very few focused on south west khasihills. With this in mind we intend to exploit the untapped market area so as to provide our customers with a good service and realize our business objectives.

**Maximum profit margin:**the main objective of wels tours that they provide good servicesfor the customers and satisfied the customer into the premium prices other than our competitors. Wels tours will contain maximum profit margin than their competitors.

### ***Market Trends***

Of all the uncertainty surrounding this industry, one fact is certain: tourism is here to stay. The only question is how large the industry will become and whether it can sustain, if not exceed, its current growth rate. However large the market ultimately becomes, our business strongly believes that tourism will be an important component of this market place.

## **SERVICE BUSINESS ANALYSIS**



Our marketing strategy will be based mainly on making the right service(s) available to the right target customer. We will ensure that our services' prices take in to consideration organizations' and peoples' budgets' and that these people know that we exist, appreciate the value of our services, and how to contact us.

## **MARKETING STRATEGY**

### **Pricing strategy**

**Wels tours** will be competitively priced in relation to the dictates of the market. Due to the introductory nature of our services we intend to implement a penetration pricing strategy which will ensue that the potential customer are not frightened away by our prices, up until our services are appreciated and fully operational. We intend our income structure to match our cost structure, so as to ensure that the salaries we pay to our employees to assure good services are balanced by the cost we charge to the customer.

### **Promotion strategy**

This strategy will be based primarily on informing potential customers of the existence of our service and making the right information available to our target customers. The intension will be to highlight the benefit of utilizing our services. We intend to spread the word our business through the following.

**Advertising:** This includes advertising through internet like google, facebook, whatapps, as well as the local newspapers, which may provide an opportunity for us to advertise our services and business name. With time we also intend to utilize billboards to advertise ourselves, likewise located at strategic points. Hence we intend to design and put up posters communicating the services we provide located around hotels, lodges, road sides and other such areas which the tourists typically passing by. However in doing so, we always intend to obtain the consent of the respective authority.

### **People**

The human resources element shall be an essential component in the delivery of the total service. By encouraging all employees to handle customers well, and by having enthusiastic, capable and empowered people interacting with our customers; we intend to build the competitive advantage of being able to comprehensively meet our customers' needs. Most of the workers in Wels tours are skilled workers which they have better communication skills, this will make the customers more attractive.

### **Services**

A Wels tour is a tourism industry that provides three places. Hence a tourist will be able to select areas of interest based on their preferences place to visit.

### **Process**

Another key service component of the tourism is process. The customer expects the experience will correspond closely to what he gets. The only way to ensure that kind of correspondence is to execute according to detailed plans and have contingency process in place for problems.



## **Places**

Tourism being a service product, and here the customers need to be transported to various destinations, its channels are tourist operators, agent, wholesaler, tourist company websites, blog etc.

## **Physical Evidence.**

If possible the provision of physical evidence that the customer experienced the particular tourism service or product that can help sales. Providing professional photographs of the customers at key effective strategies for promotion particular tourism service.

## ORGANIZATIONAL PLAN

Our business will engage more of functional organization structure whereby people shall be focusing on their prime area of expertise. However in engaging this organization structure we intend to ensure that there is open communication between personnel at all levels. With such a group we believe it will be simple to communicate with the support one another. Our organizational structure demonstrates the importance we shall put on our customers, and ensuring their satisfaction in utilizing our services.

As the business grows there will be more structure to the utilizing, with new employees being assigned a superior or subordinate. When the business is at full staff potential, it will operate as any closely held utilizing. Hence we intend to promote and maintain good labor relations and strong morale.

**Management team background:**The main goal of our business will be our management team, to manage the organization effectively efficiently to continue the business. The management includes those people who have the ability in making the impossible, possible.

## SWOT ANALYSIS

### *Strength*

- Experience task member.
- Providing good services to the customers.
- Ecofriendly business

### *Weakness*

- Wels tour is located in rural areas in which the roads is not very good compared to any other tourism places in meghalaya .small vehicles like maruti, swift, etc cannot go to these places as the roads is not good especially in the summer season.
- In the summer season there is so much of water flowing inside the cave. This may lead some of the stones breaks and is danger to be inside the cave.

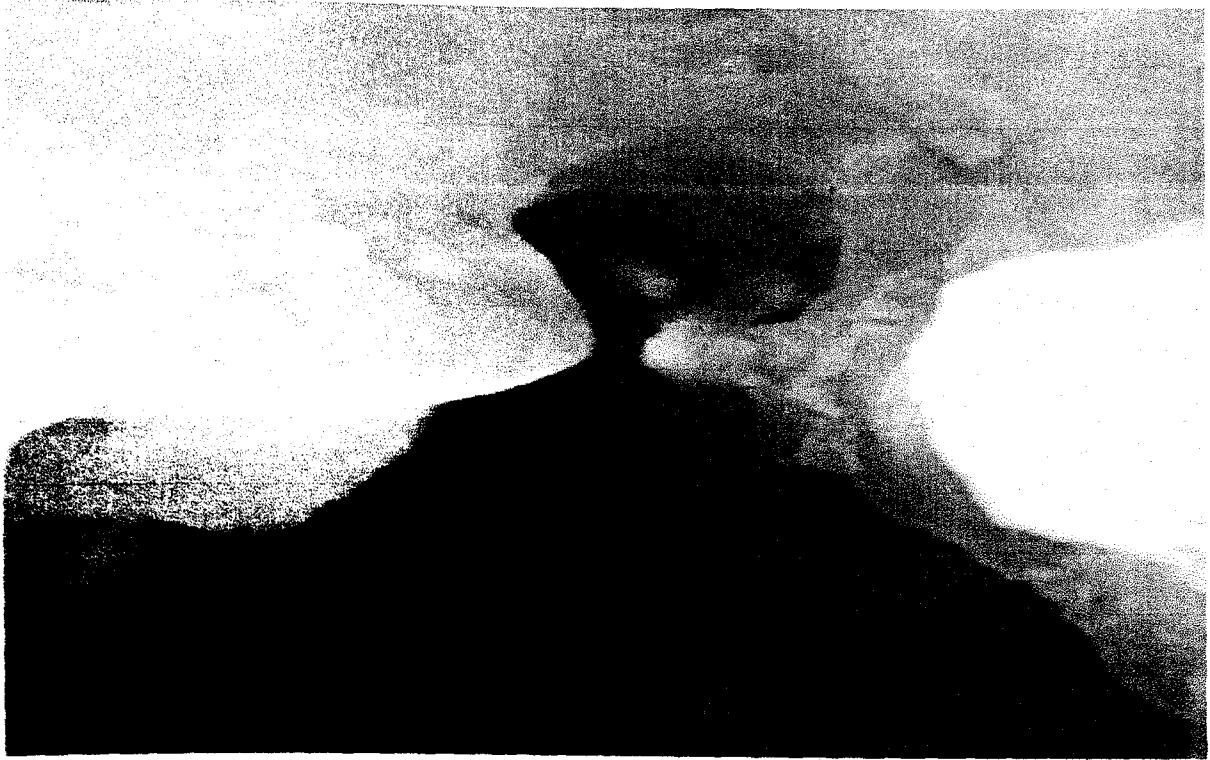
### *Opportunities*

- There are only few tourism places in south west khasi hill district. This will give more opportunity in our business to be seen in the market.
- Opportunity to bring development in the society and in turn give positive affect to growth of the business.
- Opportunity for higher demand due to increasing in international travelers.
- With the help of the government, it brings opportunity to the business to expand in future.

### *Threats*

- Existing competitors and new competitors merge in the market.
- Seasonal barrier.





# PEST ANALYSIS

## ***Political effect***

- Environment regulation
- Tax policies.
- Consumer protection

## ***Economic effect***

- *Generating income and employment:* tourism in Meghalaya has emerged as an instruction of income and employment generation, poverty alleviation and sustainable human development.
- *Development infrastructure:* tourism tends to encourage the development of multiple-use infrastructure that benefits the community, including various means of transports, health care facilitates, and sport centers in addition to the hotels and high end restaurants that cater foreign visitors.

## ***Social effect***

- *Contributions to government revenues:* The state governments through the tourism department also collect money in more far reaching and indirect ways that are not linked to specific parts of conservation areas.

- *Increase tension and hostility*: tourism can increase tension hostility and suspicion between the tourists and the local communities when there is no respect and understanding for each other's culture and way of life.

### ***Technological Effect***

- Industry focus on technology
- New inventions and development.
- Energy uses and costs.
- Change in information and technology usage.

## FEEDBACK AND CONTROLS

- We intend to make sure that each employee understands the goal of the business, is customer focused, proud of their work and work as a team. This will encourage employees to become entrepreneurial and customer responsible, customer focus and values.
- Important notices and developments will be continuously communicated to employees so as to keep them a developments and promoting a sense of belonging and oneness in the organization.
- We will encourage our employees to put forward any suggestions they might have regarding the improvement of any company's functions- a open door philosophy. Such a culture will enhance innovativeness and creativity in turn leading to job satisfaction and enrichment.



# BUDGETING PLAN

## Sources Of Finance

	Amount (Rs )
Land	Owned
Self- contribution	50,000
Family planning	60,000
Scheme from state government	100,000
Loan from bank	90,000
Total	300,000

## Working Capital

Particulars	Costs (Rs)
Salaries to workers per month	38,000
Electricity per month	400
Stationary expenses per month	100
Miscellaneous expenses per month	700
Total	39,200

## Capital Employed

<i>Fixed assets</i>	<i>Costs (Rs)</i>	<i>Total costs(Rs)</i>
Land improvement	20,000	
Toilet	12,000	
Ticket counter	5,000	
Huts/ sheds	22,000	
Electricity power/wiring	30,000	
Footpath	43,500	
Furniture and fitting	37,500	
		1,70,000



## Expected Income Per Month

- Entry fees (average per month) Rs 42,000
- Toilet fees (average per month) Rs900

Total Rs 42,900



## CONCLUSION

The purpose of this project was to look beyond the engineering community and to change the longstanding pattern of self-initiated and communications. To make this goal, the committee needed both an independent analysis of the situation and the advice of experienced. Tourism sector is not only a major contributor to the growth of the economy but a generator of employments opportunities as well.