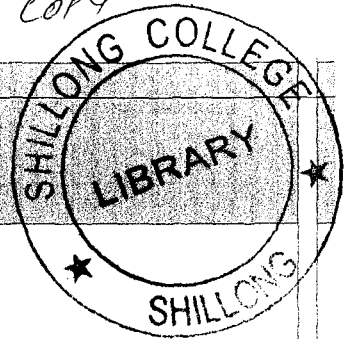


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PROJECT ON DA-WAN-KI HOME STAY & FARM



FORWARDED BY: WANAITI HUNLANG KHONGJEE

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3rd YEAR BBA

SHILLONG COLLEGE

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INTRODUCION OF TOURISM

Tourism is travel for pleasure, it is also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tour. Tourism may be international or within the country. The World Tourism Organization define tourism more generally, in terms which go “beyond the common perception of tourism as being limited to holiday activity only”, “as people travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes”.

Tourism has both incoming and outgoing 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 source and host countries, in some cases being of vital importance. According to the United Nations there are three types of tourism they are:

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

The term tourism is sometimes used interchangeably. In this context travel has a similar to tourism, but implies a more powerful journey. The term tourism and tourist are sometimes used pejoratively, to imply a shallow interest in the culture or location visited. The Modern day tourism the tourist travel to the seaside resort at the nearest coast or further apart. Coastal areas in the tropics are popular both in the summer and winter. They are having like winter tourism, summer tourism, mass tourism which allowed a large number of people in a short period of time to places a leisure interest, niche tourism, sustainable tourism, ecotourism, pro-poor tourism which seek to help poorest people in developing countries, recession tourism, medical tourism, educational tourism, creative tourism, social tourism, sports tourism, and space tourism.

Tourism is the best opportunity to the country as a whole through tourism people get to know the differences places in the world also the places within the country or areas because most of the people sometimes they don't know the place which in their areas itself. So through tourism people get more the

knowledge about the place not only that it improve their areas to be good and famous.

TOURISM IN MEGHALAYA

Meghalaya has a vast potential to bring up the tourism sector in a big way in the state, the vision is to promote the potentials of this mission as an organized industry which help to promote livelihood and will provide gainful employment opportunities and help to improve the rural economy. The tourism department in Meghalaya was established since the creation of the state of Meghalaya within the overall objective of the creation of an enabling environment to attract tourist from various parts of the country and abroad to come and share the Meghalaya experiences.

It is expected that more tourist would visit the state and the flows of tourist traffic both domestic and foreign would increase rapidly in the near future as Meghalaya is considered to be one of the picturesque state in the country and the state has enough tourism potential content to attract tourist of different interest. Meghalaya has a lot to offer in term of natural scenic beauty, adventure, eco tourism and a large number of educated human resources which could support the delivery system. It was with this background that the government decided to developed tourism in mission mode so that this sector can evolve as a major of engine of economic growth for the state.

Vision

To harness the potential of tourism as an organized industry which will go a long way to promote the livelihood and gainful employment opportunities and improve the rural economy.

Objective

- To organized tourism as industry.
- To facilitate the promotion of ecological hotspots as tourism destination.
- To promote traditional arts and culture of the state.
- To facilitate marketing of the indigenous produces and products of the state.
- To provide opportunity for livelihood and employment through tourism.

The tourism aims at projecting

Meghalaya as the most preferred Tourist Destination within the country and abroad. Therefore the tourism in Meghalaya is very popular day by day the presence of the

beautiful place, the new innovation of tourist spot and so on and so forth, through this it help the state of Meghalaya to improve more in infrastructure and many more.

TOURISM IN RIBHOI-DISTRICT MEGHALAYA

RI-BHOI DISTRICT is one of the seven districts in Meghalaya, carved out from the erstwhile East Khasi Hills Districts on 4 June 1992. The headquarter of this district is at Nongpoh located 53km away from state capital Shillong and 50 km away from Guwahati. This district is characterized by rugged and irregular land surface, it includes a series of hill ranges which gradually slopes towards the north and finally joins the Brahmaputra valley.

The tourism in RI-BHOI districts are very popular, most of the place attract the tourist to visit because it has a beautiful climate, beautiful environment, rivers with their names, the national highway from Jorabadi to Shillong that passes through this district, a dam, it has a large part of forest, it is nearest to airport station in Guwahati, and some of the tourist places in Ri-Bhoi are::

- Umiam Lake: A beautiful lake offers water sports facilities including sailing, water scooter, the Orchid Resort and the adjacent Lum Nehru Park is an ideal quiet holiday resorts.
- Lum Sohpet Bneng: It is a peak and its set admits beautiful scenic view against the backdrop of a sacred forest. A majestic legendary peak literally mean the naval or heaven as per the Khasi methodology. It is located km from the district headquarter and 6 km from Umiam to reach that peak.
- Lum Nehru Park: Adjacent to the orchid Lake Resort it is one of the surrounding and charming Parks known as "Nehru Park" with beautiful lawns and flower and there is also orchidarium and aviary.
- Umroi Airport.
- Nongkhyllem Wildlife Sanctuary
- Orchid lake resort: A resort is located to Umiam adjacent to Nehru Park and 17 km from Shillong. It has a unique idyllic and picturesque consisting of water complex.

- Da-wan-Ki farm and home stay: It is a new place that newly opens it is at the Umpohwin village, 2 hours from Shillong the route is via Umiam lake Umiam Bhoi-Rymbong till umpohwin-mawlasnai.it is a beautiful place far away from the city, and it is a re-creational tourism. A place where I will be going in details.

There are many more place in Ri-Bhoi that attract the tourist , and through tourism it create a good impact to the environment ,it brings many opportunities to the local people, the best things is that it raise the beauty of the district and Meghalaya as a whole and make Meghalaya rich in tourism and attract more tourist.

DAWANKI FARM AND HOME STAY

Da-Wan-Ki farm and home stay was established on 30th.October .2015 by the three siblings their name are Damanbha, Wandame, and Licki, the name of Da-wan-Ki was taken from the middle name of this three brothers and the owner of this farm is MISS Cheryl MARBANIANG. Before they established their farm they already purchased the land 14 year ago and the land is about 140 acres and they starting doing the project. The project is taken around 1 year and 2 months to finished after the project is finished they starting up to build this farm and then establishing. There registration is done in District council. The three brothers choosing this place because this place is far away from the city and it target mostly to the people who stay in the city who want to be peaceful mind, free from the disturbances and also for those who want to have fun and searching for pleasure.

Dawanki farm and home stay is at Ri-Bhoi district at Umpohwin village the route via is from Umiam lake-bhoirymbong-mawtneng-mawbri-liarbang-mawshuit-umpohwin-mawlasnai-mawlasnai PHC-Home stay. It take less than 2 hours from Shillong, signboard are available at Bhoirymbong Shillong by pass junction-Liarbang-Umpohwin-Mawlasnai. It is a home stay and a farm because in this place they have a poultry farming, swans etc. In this place the network which is available is only Airtel network. So the facilities of Dawanki farm and home stay are as follows;

- Bamboo retreat house
- Home stay
- Boat ride
- Pony ride
- Natural pool for children
- Rope swing
- Trampoline swing
- Swing and slide
- Pony cart ride
- Fishing
- Camping
- Trekking
- Musical instrument
- Dresses to wear for pony cart ride

. There are also places for sightseeing or a place of interest for the people who stay there 2 days or three days who want to visit it is the beautiful places that had with the stories why they are happened. So the places are:

- Mawhati at Khliehumwang village
- Maw bah Mawshyieng at Ummat village
- Mawkynthei/Maa Monokamana Mandir at Mawsladiang village
- Mawsawa at Umpohwin village.

A restaurant is also available and the guest can order at any time for the food that they want. It is a very small restaurant that made up of wood but it's looking natural.

STRATEGIC OVERVIEW

OBJECTIVE:

- To make a tourism growth in rural areas as many village in Ri-Bhoi has many beautiful place.
- To make various resources and plant growth at the farm.
- To promote tourism in Ri-Bhoi district.

- To connect with ITA (Indian Tourism Association)

MISSION

- Promote tourism in Ri-Bhoi.
- To provide good service to the guest.
- Improvement of the home stay and farm.
- Attracts more visitors.
- To advertise more to the people.
- Create good food from the farm itself.
- To expand more activities.
- Create a city to a middle of the jungle.
- To provide a cultural network.

VISSION

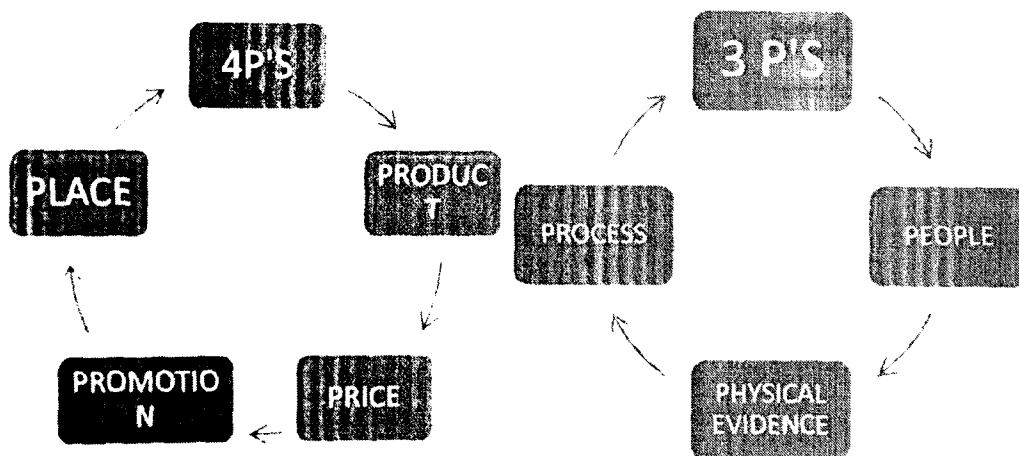
“CONNECT WITH INDIAN TOURISM ASSOCIATION”

MARKETING DEPARTMENT

MARKETING MIX

Marketing mix was introduced by Professor Neil H. Borden of the Harvard business school. Jerome Mc McCarthy divided the marketing into 4 factors i.e. Place, Promotion, Product, and Price. Marketing mix has become one of the major concepts in modern marketing. In simple words marketing mix is the tailoring of the products, its price, promotion and the place to reach the target customers. Hence it has become an essential part of marketing management.

Therefore it is very difficult for a manager to market it by adopting only 4p's framework so they found that customers are looking for the evidence and also absorbing the process, so hence they recommended for the manager by adding 3p's in the form of process, people, and physical evidence. So now the marketing mix has 7p's to understand more detail about the marketing.



Da-wan-Ki farm and home stay also follow the marketing mix which is an integral part of their business. Through the marketing mix, they know how to target and deliver the service. So the marketing mix of Da-wan-ki farm and home stay are as follows:

PRODUCT

The product in a service marketing mix is intangible in nature. Service product are heterogonous perishable and cannot be owned, thus the service product has to be designed with care. Da-Wan-Ki farm and home stay create a satisfaction to a guest because this place is far away from the city and this place lead them to be peaceful mind, and feel the beauty of nature out there and they can having fun a lot. Da-wan-ki came up with a good brand name in which they take their name from three siblings and it is unique and distinctive and can be easily pronounced and the best thing it is meaningful. In this home stay it consists of domestic need as well as primary need like:

- Home stay:

The home stay comprise of a drawing room, a kitchen and two bed rooms, one double bed and two single beds. Tourist who come and stays can bring their own food and cooked in the kitchen. People can use the home stay during the day time nut till 5.00 p.m

- Bamboo retreat house:

It has 6 feet elevated 15 feet by 15 feet and it is made from a combination of a bamboo and a timber. There are two beds and food can be served any time and order from the restaurant. It has an attached bathroom and toilet. People can use bamboo retreat house during the day time but timing is till 5.00 p.m

- Parking lot:

It has a big parking lot yet it has not been developed but it is very big.

- Picnic spot:

They provide cooking utensils and plates, spoon etc. Firewood, Water, knives and other things are provided from the spot. The only thing is food guests have to bring and they don't need to wash the utensils also.

- Boat ride is for two people each boat and they provide with life jacket.

- Rope swinging:

The rope swinging is very nice and very protected as long as that tree is living.

- Trampoline :

They put this trampoline near the parking lot and the limited number of person who can play is four or five.

- Trekking:

The trekking which is available there is nice because they put one guide to lead and they charge according to the distance..

- Camping

In dawanki home stay and farm camping is available and make a person who come for camping easy if they don't want to carry a tents and sleeping bag they can just take from this home stay but they will charge for it.

- Natural pool for children

Natural pool for children is strictly for children with air mats and baby pools.

- Pony ride

- Pony cart ride

Pony cart ride are the one which is available in this home stay which attract more to the tourist, and for the person who want to ride pony, from this farm they provide along with the pony trails.

- Swing and slide

- Fishing

The fishing in this home stay is from Monday to Friday at the big pond, on Saturday they allowed only in the small ponds at the same rate. Sunday they don't allowed for fishing.

- Football, badminton, skips, catapults and freebies available on request

- Guitar, microphone and stranger are available.

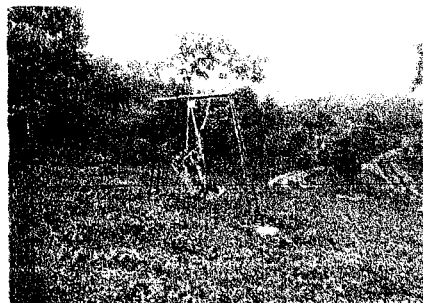
Each and every facility is charge with the prices and each and every facility there is one person who in charge and guide. For example, a boat ride there is one person who in charge and guide and look at the time, the same goes to pony ride there is one person who in charge and guide.

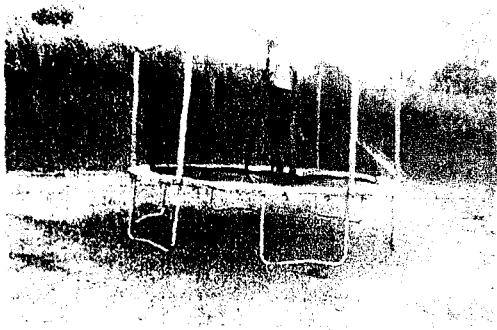
Picture of facilities



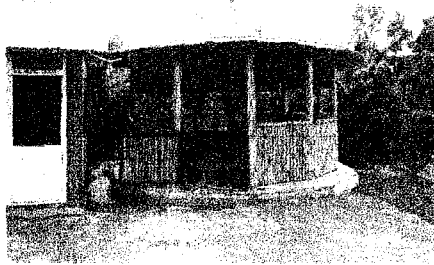
Fishing

pony ride





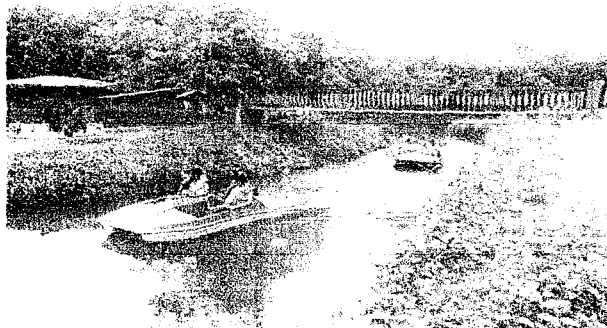
Trampoline



Restaurant



Natural pool for children

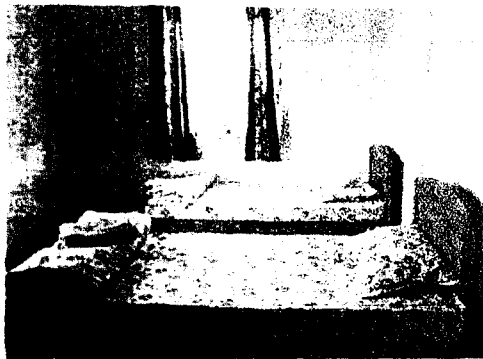
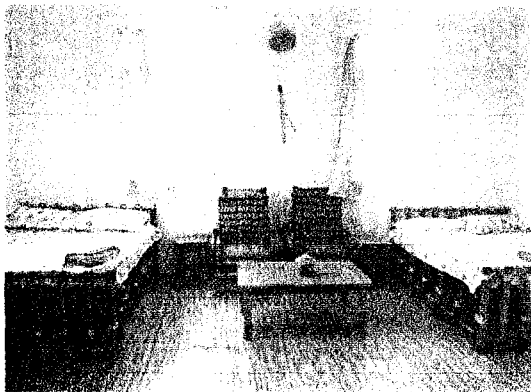
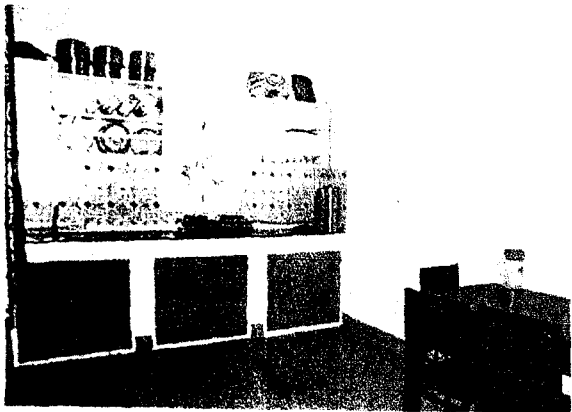


Boat ride

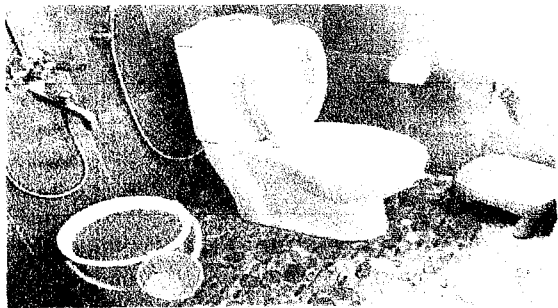


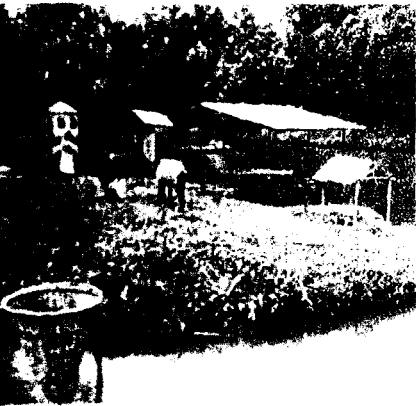
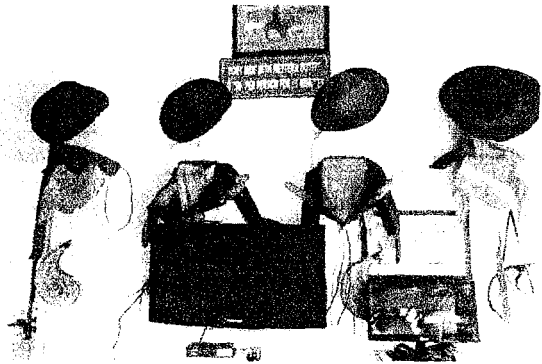
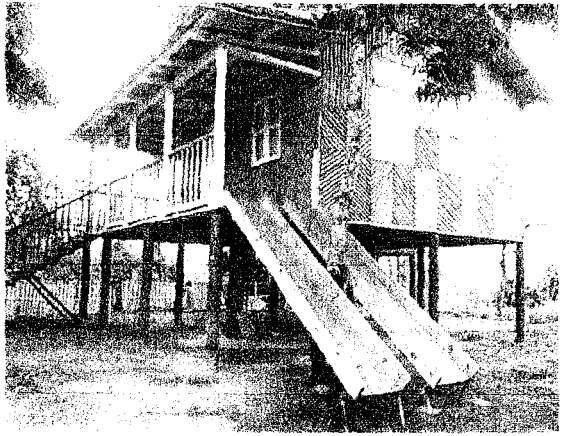
Swing and slide

Home stay facilities pictures:



Bamboo Retreat House pictures





PRICING

Price is the money that has to be pay for a product/service. In other words price is an offer to sell for a certain currency or price can be defined as the interacting forces of supply and demand. A price can be analyzing the cost of running business, willingness to pay by the demand, price of the competition and commission. 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 following are the price list of each facility in this home stay:

- Home stay with 2 living rooms and a kitchen is Rs 3000 per night.
- Bamboo retreat house is@ 1500 per night. DISCOUNT @10% for those who stay more than three nights. People can use the bamboo retreat during the day time at half of the rate but timing is till 5.00 P.M
- Boating is @ 50 per 15 minutes
- Picnic spot is charge at Rs 800 per party
- Camping is charge at Rs 300 per person per night along with sleeping bag
- Natural pool for children is at Rs 20 per child per 20 minutes
- Trampoline jump for 15 minutes @20 for child and @50 for adults
- Pony ride is @50.00 per person for 15 minutes.
- Fishing from Monday to Friday at Rs 200
- Rope swinging from tree is for free
- Swing and slide is for free
- Football badminton skips catapults and freebies is for free
- Guitar microphone and stranger @500 for 5 hours.

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's depending 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 list of the price is:

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 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	Wonton chicken soup	80 per bowl
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 chow mein	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 chilies- Rs 100 per plate
- Fry smoke beef with onions and chilies-Rs 100 per plate

CHICKEN AND PORK

CHICKEN	PRICE	PORK	PRICE
Chicken dry fry	120 per late	Pork dry fry	110 per plate
Chicken chilli	120 per plate	Pork chili	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	110 per plate	Hot and sour	110 per plate

chicken			
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 price is quite good for the tourist because in this place there is no nearby available shop or restaurant so it is the only one and it come with a good price.

PLACE

Place is where the service is to be located. Selection of the place is very important by doing a research and development, wrong selection of the place can lead a business to fail.

The three brothers select a place to set up a home stay at Umpohwin village, Mawlasnai which is located near

the Umsning Tehsil of Ri-Bhoi District in Meghalaya. It is situated 55km from the district headquarter Nongpoh. It is a place that has a potential to every tourist to feel good whenever they visit that place, anyone who visit this place they can feel the fresh air, couple with the beautiful surroundings. It is a perfect place to visit away from the bustling city life that can give a relaxation, free and peaceful mind. It attract to the tourist to stay here because they can go for sightseeing in different place that provide by this home stay. If the tourist stays there between 2-3 days they can bring them to that place. Each and every place has the stories. The best season to visit to that place is in winter season and autumn. The four places of interest that can be visit are as follows:

- Mawhati at Khlichunwang village
- Maw bah Mawshyieng at Ummat village
- Mawkynthci/Maa Monokamana Mandir at Mawsladiang village
- Mawsawa at Umpohwin village.

The details of these places are as follow:

Mawhati



The significance of the “Mawhati” is that it is a boulder which looks like nursing elephant. It is located in the middle of the Umkhen River under Khlichunwang area.

The history of the Mawhati lies in the legend of two sisters. Umiam and Umkhen who were racing towards the plains in pursuits of claiming their fortunes first. Umiam was led by a “tham”(crab) whereas Umkhen was led by “wiehjarung”(big worm). They were accompanied by servants and subject who celebrate 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’.

Maw bah Mawshyieng



'Mawbah Mawshyieng' is the most sacred tomb of the traditional tribes of the Khasis and Jaintias. These tombs to the pnars are totally known as Tpep where the mortal remains from the same clan are kept in the same spot and are covered with flat boulders. It is located in the Sacred Groves of the (12) Twelve clans of Nongtung that include clan from Saring, Mujai, Makdoh, Lamarai, Shadap, Mapur, Lamare, Pale, Masharing, Masynting, and Lyngdoh.

This place is in Ummat village, the belief is that if any number 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 'Mawshyieng Mawbah' in order to reach heaven. If they fail to do so, so their souls will get stuck on way and will never reach to heaven. Mawbah Mawshyieng belongs only to the Lamare clan.

Mawsawa

The history of the Mawhati lies in the legend of 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 "wichjarung"(big worm). They were accompanied by servants and subject who celebrate 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 has reached the destination first and grabbed all the riches and fortunes of the plains. The news started Umiam to throw all the musical instrument including the 'Bom', the 'Ksing', and the 'Nakra' on the ground and sped towards the destinations by eroding everything along its way. Today we can still see the relics of Umiam musical instruments. It's wonderful to see and hear that these musical instruments which are now rocks make a musical sound exactly according to the musical

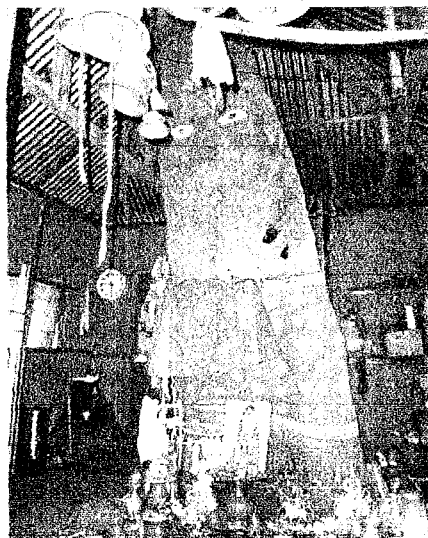


instrument thrown by the Umiam. To mark Umkhen victory, to this day we can see that Umkhen River is an angler's paradise.

Mawbru

'Mawbru' comprise the male and female rock where the male rocks is situated at Sawkhlieh 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 Monokamānā Mandir popularly known as Mawkynthei among the Khasis.

Legend has it that the emergence of the rocks was the result of the following historical myth.



There was an orphaned brother and sister who have just touched their adolescence from Sawkhlieh village. One day they visited the relative village at Shah Lyer and on their return, they met a heavy rain and storm which force them to halt for the night. The next day, they started homeward by crossing the Umtring River. This river was flooded by the rain water which made them difficult to cross. The brother helps his sister in crossing the river but as a girl wearing a skirt, she had to lift her skirt to avoid herself to get wet. The brother on seeing this was incestuously aroused by her felinity 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 there and then to physically abuse her in spite of it being a sin and incest. In spite of the humble please 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 reach the village of Mawsladiang where she turn into stone. Today the legend is evident in the fact that this stone has a vaginal like structure and like a women; this stone menstruates once a year in the month of July for about a week. At the same time this stones keeps on growing as year pass by.

The brother after realizing the abominable deed he had done to 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 chop off his phallus and cried by saying "because of you, I have lost my dear sister and committed incest. It's better to die than to live a shame". With this he chopped off his male phallus and put it on the top of the hill in Sawkhlieng village and breathed his last. This phallic structure is now a monolith and its stand to be 10 feet tall.

PROMOTION

Any new tourist place that opening a people must know by everyone so that they will know about the service and get attract to that place. The customer should know about the existence of the place. So it should be inform to a customer about the new tourist spot, so informing the customer is called a 'promotion'. Promotion is one of the important components of marketing as it boosts the brand recognition and sales.

Da-wan-ki as they currently started their tourist spot they can reach to that good level of promotion, so their promotion is not to that good level comparing with others. Even though they are just started they follow two tools of promotion that is:

1. Advertising

- Internet is the only tool that they advertise and face book.
- Word of mouth it is an advertisement that influence by the word, or by the communication of people. Example, if A and B communicate, A is the person who already know the place and he communicate to B and tell him about the place that is very good, and from that communication between them it has become an advertising and B get attract and want to visit that place.

2. Sales promotion

Dawanki promote itself by giving a discount or cut off the price, like if a tourist who went there if he is needed its depend upon the incident or its depend only in emergency cases.

3. Word of mouth

Another sales promotion is the word of mouth that influence the tourist to visit the place.

PROCESS

Service process is the way in which service is delivered to the end customer. Thus the process of service organization in delivery its product is the most important. It is a critical component in the service blue print where in before establishing the service, the organization depend exactly what should be the process of service product reaching to the end customer.

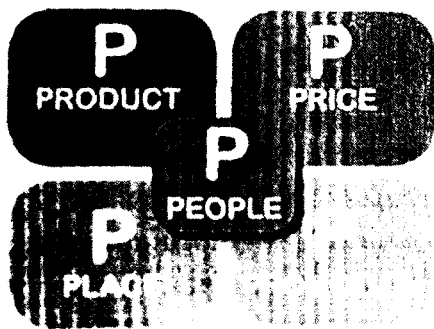
Dawanki farm and home stay process is that:

- ❖ Guide to those tourist who want to visit at the same time to the people who want to know the information by providing full information in the website. For those who want to reach there the processes of them are to take a sumo to Umpohwin from stand sumo in Shillong Garikhana which can ferry them till the home stay. The sumo leaves from Shillong between 3.00 pm-4.00 pm and leaves to Shillong at 7.00 a.m daily. This sumo can pick the tourist from the home stay prior to their departure to Shillong. These are the sumo driver that can help a tourist to reach to Umpohwin Da-wan-ki home stay:
- ❖ Mr. B Makdoh can be contacted at a mobile no.8575557424 and his sumo no. is MI-10 A5003
- ❖ Mr. D.Sten can be contacted at a mobile no.9856574607 and his sumo no is MI-10 A8482
- ❖ Mr. K.Shadap can be contacted at mobile no. 8014404055 and his sumo is MI-10 A 7431
- Food process
 - ❖ The tourist who stay in bam boo retreat house the food they can order from the restaurant. When the guest order a food from the restaurant the people from there go and serve the food to the guest in the bam boo retreat house.
- Boat ride

- ❖ Processing for the boat ride is that they come and open the locked of the boat let the tourist ride and also they provide a life jacket, and they wait till a person finish.
- Pony ride
 - ❖ The process is that they help the people and guide how to ride; they also provide the dresses to wear to look like a horse rider.

These are all the process in Da-wan-ki home stay it is a process that is just good yet it is still new but they are trying their best. Process as the one of the element it is very important, through processes tourist can judge it and if the process is good it can lead to an organization be in another step but if the process is fail then for sure it can fail. So selected of process should be better especially a service firm.

PEOPLE



People are one of the elements of marketing mix. People can define as a service. People can be an employee in the organization and they are the one who participating in the service, they can also be the tourist. People are the one who deliver the service. It is important to hire and train the right people to deliver superior service to the clients, whether they run support desk, customer service, copywriters,

programmers etc. People make a difference contact between customer and employees.

Da-wan-ki farm and home stay hire a people having and experience, who already did their training. They employed the local people from Unpolwin because they are very simple and very indigenous. They are satisfying with their job and having a good personal relationship between each other, they got both fooding and lodging. There are only 8 numbers of guest maximum and in bamboo retreat only 4 people who already visit in this place. The guest who is already visiting is from Assam, Calcutta and Shillong; mostly they come and visit only in Saturday and Sunday. It's provides benefit to the local people out there. They want that people who can be recruited is from Skill India Mission.

PHYSICAL EVIDENCE

Physical evidence is the last element of marketing mix and it is very important element. A service is intangible in nature but however to create a better customer experience, tangible element are also to be determined with service. Physical evidence pertains how a business and its product are perceived in market place. It helps the business presence and established. From physical evidence people know immediately and exactly presence in the market place. It also refers to the environment in which service is assembled and in which seller and customer interact combined with intangible commodities that facilitate programmed or communication of service.

The physical evidence provided by

Da-wan-ki farm and home stay is as follow:

- **WEBSITE:** It provides the information to the tourist, about the place, how to reach, the pictures of the home stay and the facilities.
- **Contact no:** a contact number if a tourist want to visit they can call and the contact number of the driver sumo.
- **Email :** An email are given so that if the people want to visit or they want to get more information, or they want to ask question they can just email to Dawanki.
- **Signboard:** A signboard in Umpohwin to direct the people to go that place.
- **Advance reserving.**

SEGMENTATION, TARGETATING, POSITIONING (STP)

Segmentation, targeting and positioning together comprising are the three stage process. First, determined which kinds of customers exist, then second select which one is the best off trying to serve and, finally implementing and segmentation by optimizing products/service for that segment and communicating that the choices is made to distinguish in that way.

Segmentation

Segmentation involves finding out of what kinds of consumers with different needs exist. **Dawanki farm and home stay** their segmentation is for:

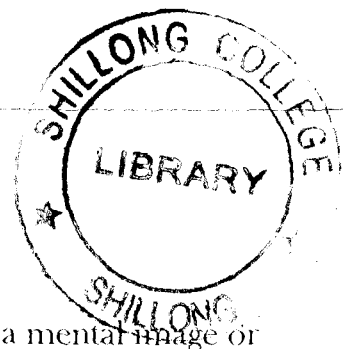
- People who love the nature.
- People who want a relaxation and pleasure.
- People who wants to be free from the city for relaxation and peaceful mind.
- People who love trekking, camping and fishing.

Gender classification	Foreign, domestic youth, executive political etc..
Holidays	Mass market, popular market, individual market
Psychographic	Lifestyle, personality.
Age base	Kids, youths, married and single.
Gender	Male and female
Region	Urban, rural, sub-urban etc.
Education	Worker, business, students etc...

TARGETING

To target one or more segments or it should depend in several factors. Firstly, how well are the existing segments served by other service firm? Second, how large is the segment and how it can be expected to grow. Targeting is very difficult because if the existing firm is already exist and it's more advance. Dawanki firm and home stay targeting on the following:

- Targeting the foreign tourist like for example from Turkey, Australia through travel agencies by communicates with them.
- They targeting the children, youth, old people, and students.
- The national, local, tourist.
- They target for those who want for picnic by providing a fire wood and utensils.



POSITIONING

Positioning involves implementing the targeting. Positioning is a mental image or picture that a business would like to have about itself in the consumer mind.

Dawanki farm and home stay positioning is to:

- Delivered a good service to the guest when they arrived, stay and departure.
- To give the best for them so that they can satisfy.

SWOT ANALYSIS

The SWOT analysis is a business analysis technique that an organization can perform for each of its product, service and markets when deciding on the best way to achieve the future growth. The process involves identify the strength and weaknesses of the organization and opportunities and threats present in the market that its operate in. The 1" letter of each of these four factors create acronym SWOT. The strength and weaknesses is an internal analysis and the opportunities and threats is an external analysis.

SWOT Analysis is popular and versatile tool but it involves lot of subjective decision making at each stage. It always is a guide rather than prescription and it is an iterative process.

Strength

Strength is something that has positive implication. It adds value or offer to organization, competitive advantage. Strength of DAWANKI HOME STAY AND FARM is:

- ❖ **Environment:** Umpohwin village the place where this home stay is located the environment there is very good, still they get the fresh air that come from those tree which is natural and feel good to breathe its

opposite comparing with the urban area. So the air environment is one which is very good there.

- ❖ Place: It is a beautiful place that attract most of the tourist even though they are just started, it really match with their aims because this place is far away from the city and if the quest when and stay in this place they will surely feel a relieved and experience the beauty of nature which can make the mind peaceful.
- ❖ Facilities: They had different facilities that some of the tourist place in Ri-Bhoi they don't have and this lead this home stay unique from others and attract more tourists to come and visit this place.
- ❖ People: People out there are very nice, good and simple they are not that up to the standard but they know how to treat the quest nicely.
- ❖ Natural resources: RIBHOI rich in lot of variety of natural resource especially the soil they can sow the plant and is always god only the floriculture they can plant. In this home stay the plan that by next year they will provide a food from their own organic farming.
- ❖ They have their own land.

Weaknessess

Weaknesses are the characteristic of service that are detrimental to growth. The weaknesses of this home stay and farm are:

- ❖ Financial: This home stay and farm being the new started business to enter in the tourism industry has a lot of limited resources because they have to develop more so that it can attract more of the tourist and advertise more so that the people from around the country would know this place and come to visit. The limited finance of them leads them that they can't raised the stock market.
- ❖ Limited of human resource: The human resource in this home stay is limited and more over they are not wearing and uniform which make them not look good without uniform and the main thing is they lack from training and development.
- ❖ Roads: The way to this home stay from Shillong till Bhoirymbong village is good from Bhoirymbong onwards till this home stay the road is very bad so

this lead to the tourist who heard the word of mouth from others fed up to come to visit to this place.

- ❖ TOILETS: The toilet available there is always closes and for the quest who want to go for the toilet have to ask a key and after use have to pay.
- ❖ Subtropical zone: Ri-Bhoi DISTRICT falls upon the tropical zone areas they want to plant the floriculture but it not suitable for the floriculture.
- ❖ Advertisement: The advertisement of this home stay is lack behind they still advertise only in internet like face book and for those people who don't use face book they won't know about this place.

Opportunities

Opportunities can occur for a variety of reason and may results from changes within the market. The opportunities of Da-wan-ki are:

- ❖ Increase the level of employment: Employment is the most important for the people, Dawanki want to increase the level of employment by providing a job to those people from that locality so that they can get the job.
- ❖ Promoted Ri-Bhoi District: Growth and development is very important so Dawanki want to promote Ri-Bhoi District as much as they can, so through this place people would know the Ri-Bhoi District and there will be a development on those places that needed to be developing.
- ❖ Agricultural tourism: The best opportunities there are an Agricultural tourism because they got to sow a plant by themselves.
- ❖ Natural resources: Soil is the best natural resource in this place and this is a best opportunities for them.

Threats

The final part of SWOT analysis involves assessing the external risk of the organization faces. The threats of the Da-wan-Ki are:

- ❖ Competition: The competition is the one of the biggest challenge that they face, there competition is with the tourism spot of the Ri-Bhoi District itself. For example like the hotels in Ri-Bhoi, Margngar resort and Ri-Kynja.

- ❖ New technology: The new technology is the one of the problem in these days, because most of the people in this generation expect advance technology. For some of the quest they don't like if they know the technology is not available.
- ❖ Government Regulation: Government regulation is the one that they faced because they can go beyond the limit that the government has set for them. For example for a home stay only four room is prohibited
- ❖ Sub centre: This place is far from the village so there is no nearby sub centre there, suppose if a quest need an emergency it would be difficult to the quest.
- ❖ Changes in consumer behavior: The behavior of the quest is the one that affect the firm, a person is different from one person to other so the wants of them also is different and this lead a problem to the firm.
- ❖ No proper skill: For the employee they don't have the proper skill because they are not train and this leads the threats to the quest as well as the firm.
- ❖ Lack of Avenues: The English is very important especially these days, if the people can't communicate by Hindi they can communicate by English but this place people are lack of avenues.

PORTER FORCES OF MODEL

Prof. Michael Porter identifies the five forces that determine the state of competitiveness in a market. The forces also influence the profitability of firms already in industry. These five forces are summarized in the above diagram. The five forces of dawanki are:

1. Threat of new entrants

Da-wan-ki being itself a new entrants just few months before, they are still in that middle of the way to success they still suffer comparing with the existing firm they have to attract more customer, more development to show up their firm is the best. But the most risky thing is if a new firm enters in the market that comes with the new development they will be in a problem to develop itself. The barrier to entry arises due to the following:

- ❖ Economic of scale: The economics of scale in production and marketing give a lower cost advantage to existing firm. Da-wan-ki home stay and farm they have to come with a large scale to accept the cost of advantage.
- ❖ Capital requirement: The investment that they made that finance by the UCO bank the minimum amount is 15, 00,000 and the project is 1 year and 2 months.
- ❖ Product differentiation: Differentiation is one thing that can make a different with the others. Da-wan-ki has come with a new differentiation of service comparing with the other tourist spot in Ri-Bhoi , the customer relationship there is very simple they has a good relationship between the boss and the employee. They try their best to overcome and attract a customer loyalty.
- ❖ Access to distribution channel: Yet Da-wan-ki being and new and just existing in few months have not that much developed a relationship with the customer but only a few customer they already have a relationship.
- ❖ Cost disadvantages independent of scale: Da-wan-ki face a higher cost than the others firm who already exist before. They still don't have the cost advantage which is not available to potentials rivals, irrespective of their size. The cost advantage is arising from the experience, proprietary technology, exclusive access to raw materials, cost assets etc. Therefore the new entrants with no experience can face a lot of risk.
- ❖ Government policy: Da-wan-ki was created with financial help from Meghalaya tourism department under the Meghalaya tourism department and investment promotion scheme prevent by the government through licensing, price regulation, pollution control standard, safety regulation and control over raw material supply.
- ❖ Rivalry among the competitors Firms with the industry are mutually independent. The derived to capture the market leads to rivalry among them. The rivalry of the Da-wan-ki is:
 - ❖ Competition within the Ri-Bhoi District: Da-wan-ki wants to compete within the Ri-Bhoi itself, because they want that through this home stay they can attract more tourists and through this tourist spot will help the village to growth and developed and make the village a smart village. They want also to know the position of the firm that through the completion they would know more what they need to developed their

self and also last but not the least they want to promote the Ri-Bhoi District.

2. Bargaining power of Buyers

Buyers have the power to bargain and their power can affect the pricing and quality. Consumers have the power when there aren't many of them. Buying power is low when consumers purchase products in small amounts and the seller product are very different from any competitors. The following bargaining power of the consumer to Da-wan-ki is:

- ❖ They want the best price from this home stay.
- ❖ A good hospitality is their bargaining power of the quest in this home stay.
- ❖ They want to get more profit to themselves.

3. Bargaining power of Supplier

Powerful supplier may raise price and reduce quality or level of the service. Such actions are likely to be reducing the profitability of the firm in the industry. The bargaining power of the da-wan-ki is:

- ❖ They generate the income their income of 30 days in 8 days.
- ❖ Even though they are a small firm but they focus to attract more to the customer by giving them a discount.
- ❖ They try to differentiate their product and service which is not available by the other tourist spot.
- ❖ They can get easily the quest.

4. Threats of the substitute

Service that is apparently different but satisfies the same customer need is known as substitute. The threat of substitute to Da-wan-ki is:

- ❖ **Relative price performance:** The price is the one that a customer's compare and check 1* if they found the price in the other firm which is a substitute is lower than, they will go with it. This led to affect the home stay through this substitute.
- ❖ **Switching cost** refer to the cost of buyer from one tourist spot to others. The customer has a great power and they don't stick with one single supplier so they might not choose only this home stay they might choose others also and this led to a threats to this home stay.

PEST ANALYSIS

A frame work of micro- environmental used in the environment scanning and it is the components of strategic management. It is a part of external analysis when conducting strategic analysis or marketing research, and give an overview of the different micro-environment factor to be taken into consideration. It is a strategic tool for understanding market growth or decline business position, potential and direction for operation. The PEST analysis of Da-wan-ki is:

❖ Political

Political factor are basically how the government intervenes in the economy. The political factor may also include the good and service aim to provide by the government, and those that the government does not want to produce. Furthermore a government has a high impact on the infrastructure of the nation. The political factors in Dawanki are:

1. Government policy

- Infrastructure for home stay for example;

1. Home stays are private houses providing accommodation to tourists with bed and breakfast.
2. Assistance of 30% of the project cost limiting the project cost to a maximum of Rs 16.00 lakhs.
3. The maximum number of rooms that can be constructed under this scheme will be limited to 4 (four) rooms.
4. Each room should necessarily be having a minimum area of approximately 15 sq m
5. Each room should consist of a bedroom and an attached toilet with modern fittings and a walk in closet.
6. Entrepreneur's contribution would amount to 2% of the project cost.

- Eligibility

1. **The cost of the project should be within Rs 16.00 Laks for home stays. In case the project cost is above Rs 16.00 Lakhs for homestays and the assistance would be limited**

To 80% of the amount of Rs 16.00 Lakhs for home stays.

2. The entrepreneur should own the land for the project in case of Resorts and should be the owner of the property with built up house in case of homestays.
3. The project should be completed and within a period of 12(twelve) months in case of home stays.
4. The scheme is available only for units set up on or after the date of notification of the incentive scheme.
5. The entrepreneur will have to follow the Minimum Wage policy of the Government.

- **Commencement**

The scheme “Meghalaya Tourism Development and Investment Promotion Scheme 2012” will commence from the date of issue of the notification.

Government reserves the right to make any amendments to the scheme from time to time.

- **DISBURSEMENT OF INCENTIVE**

Disbursement of State Govt. incentives will be done through the Directorate of Tourism directly to the financial institution providing the loan for the project.

- **SAFEGUARDS**

Entrepreneurs eligible for the incentive scheme would have to register with the Tourism Department and sign a formal Agreement before disbursement of the Assistance to the Bank/ Financial Institution approving the Loan for the Project. The Agreement would be an undertaking that the infrastructure created through this incentive is not misutilized for other purposes and in case it is misutilised the punitive actions to be taken to recover the incentive. The same has been broadly illustrated below :-

1. The incentive would be utilized only for the purposes of creation of infrastructure in the form of Home stays/Resorts to accommodate tourists.
2. The procedure to establish that the incentive has been utilised for the purpose provided and operating would be ascertained through inspections carried out on regular intervals and also ascertaining and verifying the tourist statistic records which are to be submitted to the Directorate of Tourism on a monthly basis.
3. At any point of time if the Home stay accommodation so created is misutilised the incentive will be recovered from the entrepreneur through legal procedures.
4. The entrepreneur established to have misutilised the incentive would be barred from availing any further or future incentive or benefit from the Government.

SPECIFICATION OF THE INFRASTRUCTURE HOMESTAYS

Constructing a maximum number of 4 (four) additional rooms or new rooms, each room having an area of approximately 15 sq m necessarily consisting of a bedroom and attached toilet with modern fittings and a walk-in closet limiting the project cost to Rs 16.00 Lakhs.

The specifications of the construction should be as follows :-

Meghalaya Assam type construction RCC framed building with CGI sheet roofing with high Specifications. Bathroom fittings should be of branded company with ISI mark. Water closet, cistern, basin etc should be of porcelain and bib cocks, towel rails, soap trays etc should be chrome plated. There should be provision of solid waste management with incinerators and rain water harvesting

Or

RCC framed type construction with RCC roof with high specifications

(i) Plastic paint to interior walls including providing marble flooring to 25% of floor area

(ii) Provision of anodised aluminium/wooden doors and windows

(iii) Provision of weather shield exterior wall finish

(iv) Bathroom fittings should be of branded company with ISI mark. Water closet, cistern, basin etc should be of porcelain and bib cocks, towel rails, soap trays etc should be chrome plated.

(v) Provision of solid waste management with incinerators and rain water harvesting

2. ENVIRONMENTAL LAW

Da-Wan-Ki they have to follow the environment law provided by environment protection act so that there will be no effects to the firm because if they don't follow it will be a great problem to them.

ECONOMICS

Economics factor include the economic growth, interest rate

1. **No more revenue:** In Meghalaya coal mining is the only revenue that rich the most, because the tax is high and due to the banned of NGT the Coal revenue is lost, so this has led an effect to the economy of Meghalaya as a whole.

2. Income distribution: The income distribution of the people is depending upon the work. Some of the people whose their income distribution is low and this lead them that they can go anywhere for enjoyment and for some people the income distribution is high they can enjoy and get a chances to go anywhere. This also affects the economic.
3. Cost of living: The cost living of the people is different from one person to another and this has cause an effect to the economic.

SOCIO-CULTURAL

1. Age distribution: The age distribution is different from age group wise to other age group.
2. Cultural aspects: The cultural aspect is the one that effect the firm there are different culture and each culture is different from one another.
3. Population growth: The increase number of people would effect because if too many customer come and the space to stay in this home stay is limited.
4. Health consciousness: To the customer who see that there is no sub-centre near this home stay would reject to come and visit this place.

TECHNOLOGICAL

1. New technology: The new technology has come and it is very easy to the customer and also effect to the firm. It has giving an advantage to the customer to know more about the firm by browse the information through the website that has given to them. It makes them easy also for advance booking before one week before they can come to visit this place. Not only that if customers have any queries they can just email and call to the office. It effect to the firm because internet this days has become expensive and will cost them a lot.
2. Rate of technology change: As a human change, the technology also it change from time to time it developed more advance and easier but it is a very expensive. The changes f technology has effect to Da-wan-ki because customer these days always wants and advance technology, they like to be advance and if they get the satisfaction their feedback will be there and this feedback will affect the firm.

TOURISM MANAGEMENT

TOURISM AS A POINT OF VIEW

Tourism in Da-wan-ki farm and home stay is that they choose the recreational tourism. A recreational tourism is tourism that a tourist can spend their leisure hour at the hill station etc...in this type of tourism the tourist get an opportunity to get away from the day to day humdrum and refresh their mind and energy to enrich the potential for delivery goods without developing monotony.

Elements of the tourism

The tourism product may be defined as a bundle or package of intangible and tangible components based on activity at a destination. The package is perceived by the tourist as an experienced available at a priced. Tourism is made of 4's A that is attraction, accommodation, accessibility and amenities. The following details of these elements that dawanki farm and home stay follows are:

1. Attraction

Attraction is a tendency to attract. So the location also must have a tendency to attract the visitors. Attractions are the elements which determine the choice of the tourist, through attraction it creates a desire to travel and motivate to travels.

The attraction in Dawaki farm and homestay is the natural resources that present in these places, the activities which attract because of its differences from the other tourist spot. The simplicity of people, the culture that they lived, and most important are that the people are very friendly. Another thing is the bamboo retreat house a house which is made up of bamboo and it is natural that make people feel natural and the best things it is this place is far away from the city.

2. Accommodation

Accommodation are the elements within the destination or related to tour, that make it possible for visitor to stay out night. Accommodation is two types that is service accommodation and supplementary accommodation. But here the service accommodation is more important.

The accommodation of this Dawanki farm and home stay is that they had the modern facilities inside the home stay, bamboo retreat house. Inside is very safe and protected because it is well build but not only that they influence the tourist to stay more in the home stay by pursue them to visit the place of interest so that they could stay in the home stay.

3. Accessibility

The quality of being accessible, it is that element that affect time value and dollar value of a traveler. It is related to the possibility to visit, to feel, to see or to acquire experience. It is the time and money and effort to fulfill the desired by created by attraction.

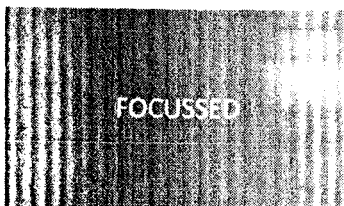
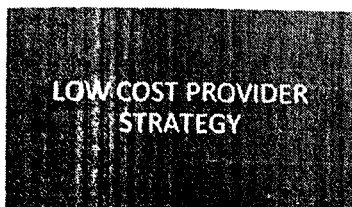
Dawanki farm and home stay the road to this place is not that good so it still not yet developed. But the service is good in this home stay actually it fast because of a low number of customer and they are very polite and good while serve a service to the customer.

4. Amenities

Amenities are the service and facilities added with attraction and accommodation and accessibility to create tourism. It is the soul of tourism which give life to the tourism. Without amenities a destination will be place, accommodation will be local hotel, and a transport will be local transport.

The amenities of Da-wan-ki farm and home stay are that it is the best place to visit in the winter time and autumn. They had a restaurant in this home stay so that when the guest arrived if they feel hungry they can order from the restaurant, from this it can lead the home stay earn something. The sumo that they already deal to let tourist easy to come direct to the home stay, the tourist just have to call them and they will take a tourist till the destination.

BUSSINESS STRATEGIES POINT OF VIEW



5

LOW COST PROVIDER STRATEGY

Da-wan-ki farm and home stay find a number of costumers they are much more sensitive to price, so through this low cost provider strategy it help the service generating an edge over the rivals. On the basis of the cost-effectiveness, the professionals succeed in minimizing the cost which makes the price affordable to the common masses.

DIFFERENTIATION STRATEGY

Da-wan-ki farm and home stay they find differentiation strategy occupying a place of outstanding significance because this strategy focuses on variation in price, keeping in view the customer and their paying capacity. So they want to make the service distinct from others, so that they can find the additional attraction and it will be easy to attract the tourist through this differentiation. There differentiation is that they create facilities which are different from the rival firm in Ribhoi which is natural and the location is far away from the city from any disturbance. The tourist who come here they can feel the beauty of nature and feel pleasant because of the weather.

BEST COST PROVIDER STRATEGY

The customer form an perception that they will getting more than they pay, so this strategy focuses an attention on making available to the customers the best value of money. Dawanki farm and home stay find the customer who wants to explore the beauty of nature, far from city, new technology and so on. So they try to promote themselves that this farm and home stay is far away from the city and they target those who wants t be free from disturbance to come and stay in this place so that they can feel the beauty nature, inside the home stay they provide with a new technology of facilities, they inform before that the network which is available in this place i.e AIRTEL network so that the customers would know before.

HUMAN RESOURCE DEPARTMENT

Human resource plays an important role in the organization, without human resources nothing can be fulfill, through human resource all things can be fulfill. The human resource in this home stay is very limited because they had only a limited number of employees.

There are 6 number of employees, some of them are in the restaurant and some of them are the guide for the activities, because the home stay is still small so they can manage but they are planning to expand by employee more and let them train well and be profession so that it will led a home stay more standardize.

- Recruitment; In this home stay the recruitment process is that they recruit the person who is 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.

FINANCE DEPARTMENT

Financial management is those aspects of the overall plan of the organization that concern financial manager. It includes different part of business plan, personnel plan and capital expenditure etc.. The objective of financial management is to maximize the shareholder wealth. 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 following

- 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

Finance strategies

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

SUGGESTIONS

1. Increase number of employee and skill developments: In this home stay the number worker are very less so this lead a problem in serving the service the when there is a large number of customer. If the number of customer is less then it will be fine but with a large number of customers will be affected and reputation of the firm. So by employee more it will protect the firm from any harm and effected. Another thing is to provide them wiyh a proper skill and development, training and many more to ensure and groom them.
2. Uniform: The workers in this Dawanki farm and home stay they don't wear any uniform and this make them not looking good. For a worker of a service firm mostly uniform is the best thing to recognize them. So uniform should be given to them so that they will look uniformity and look in a well manner.
3. Development of the roads: The road to this home stay is very bad this lead a tourist to feel tired and visit to this place. So the development of the roads should be done, so that it will make easy to the tourist to visit this place and feel good while travelling.
4. Doctor on calls: The nearby village of this home stay there is no sub centre and this create a big problem to the tourist who come and visit this place, suppose if the tourist need medicine or emergency treatment it will be a big problem. So it better to put a Doctor on calls so that if the tourist or a guest need an emergency treatment it will be easy to them.
5. More advertisement: Advertisement one of the promotion tool is the one that will lead da-wan-ki go up or go down. According to them they advertise only in the internet like facebook and the word of mouth, so they should put

more advertisement like in the billboard, and so on so that the people would know about this place, they should be in the list of the home stay in the tourism department of Meghalaya.

6. Development of the restaurant: Da-wan-ki had a restaurant, yet a restaurant is nice is made up of bam boo but it is very small and the seat arrangement is only one table and circle seat so it will be difficult to the people to eat suppose if they want to eat near the table they have to just stand, and again in case the rain come there is no window nor door so this will lead a problem to the customers for those customers who stay there it's okay they can eat the food inside the home stay or the bam boo retreat but for those who just come and visit only one day and who don't stay and will lead a problem. A restaurant should be in that manner that the guest can easily sit and enjoy the food.

CONCLUSION

DAWANKI FARM AND HOME STAY is the best place to visit yet they are still starting last years it is quite best far away from the city, beautiful hills, trees on the way to this and it feel like there is no cities while reaching in this place because it cover by the trees and beautiful nature and sound, free from disturbances of the noise that we hear in the cities, rich of natural resources, best climate as it fall in subtropical zone, organic farming that they practice, the facilities like natural pool for children and many more which is natural. They had a place of interest with the stories to visit to attract more tourists to stay more in the home stay to go and visit the place.

Comparing the price with others this tourist spot is cheaper even though it is already far from the city, the arrangement of the transportation to the quest to come to this destination is nice the guide in each and every of facilities they are nice they will sit till you stop to play. The people are very nice when there is an interacting about this place and they are very friendly.

Hence this place attract more tourist but a lot of development should be done because they are still lacks behind but hope that from time to time this home stay will develop and it will be in a good position as a years pass by. So that when the development of this home stay had done it will lead to attract more and more tourist not only local but international tourist as well.