

UNDERSTANDING THE NEED OF A TOURISM STARTUP & EXPANDING IT'S HORIZONS FASTER BY BUILDING BRAND POSITIONING THROUGH SPIRITUAL TOURISM



EXECUTIVE SUMMARY

India has been recognised as a destination for spiritual tourism for domestic and International tourists. Total contribution by travel and tourism sector to India's GDP is expected to increase to increase from Rs. 15.24 trillion to rs. 32.05 Trillion in 2028.

Tourism is a very fast growing business in a beautiful and serene country like India. This sector output per annum has increased 7% per annum. For a travel & tourism startup there are various ways to do good business and earn money. The basics of this startup always starts with railway and air ticketing and then it is followed by local sightseeing & then local Maharashtra sightseeing. once you get well with it national tour packages like Himachal Pradesh, Rajasthan, Kerala, Kashmir are offered.

Mostly this tourism sector is a kind of seasonal choice business. As to when rainy season starts, people go to waterparks, resorts, beaches in Summers and in winters they go to hillstations.

Nowadays, it has become a weekend business. Every couple or family wants to explore the dimensions every weekend. A major chunk of this business is also earned through car & bus hires. In short, all the above pave their way to generate commission based revenue streams based on the services you offer.

A Travel & Tourism startup always focus on simple customer acquisition method like word of mouth, banners, pamphlets, quality of service, social media. Once these all perform good then comes the entry of websites & it's digital marketing.

Mostly it's a free cash flow model. Money taken from customers keeps on rolling in system & commission is earned at every stage by travel company & agents. For any tourism startup to grow and build brand positioning faster, it has to provide a product which can reach all stakeholders with ease and used by them all 12 months and generate income. So a research from a startup which can reach masses in shorter time & build a value in the minds of the customers.

Tourism Operational Value Chain Elements

Planning	Selection	On-Trip	Post Trip
<ul style="list-style-type: none"> Preparation of Package Target Segmenting Role of Travel Agent and Distribution channels Information sources Marketing Channels 	<ul style="list-style-type: none"> Price and Value decision factor Find Selection criteria Preferred Package & method of purchasing Designing attractive banners & pamphlets 	<ul style="list-style-type: none"> Travel mode Accommodation Food Local travel mode Tour Operators Shopping Entertainment Adventure Activities Visas, Immigration, Customs, Baggage 	<ul style="list-style-type: none"> Experience feedback References to other people Suggestions for improvement Grievance addressal if any

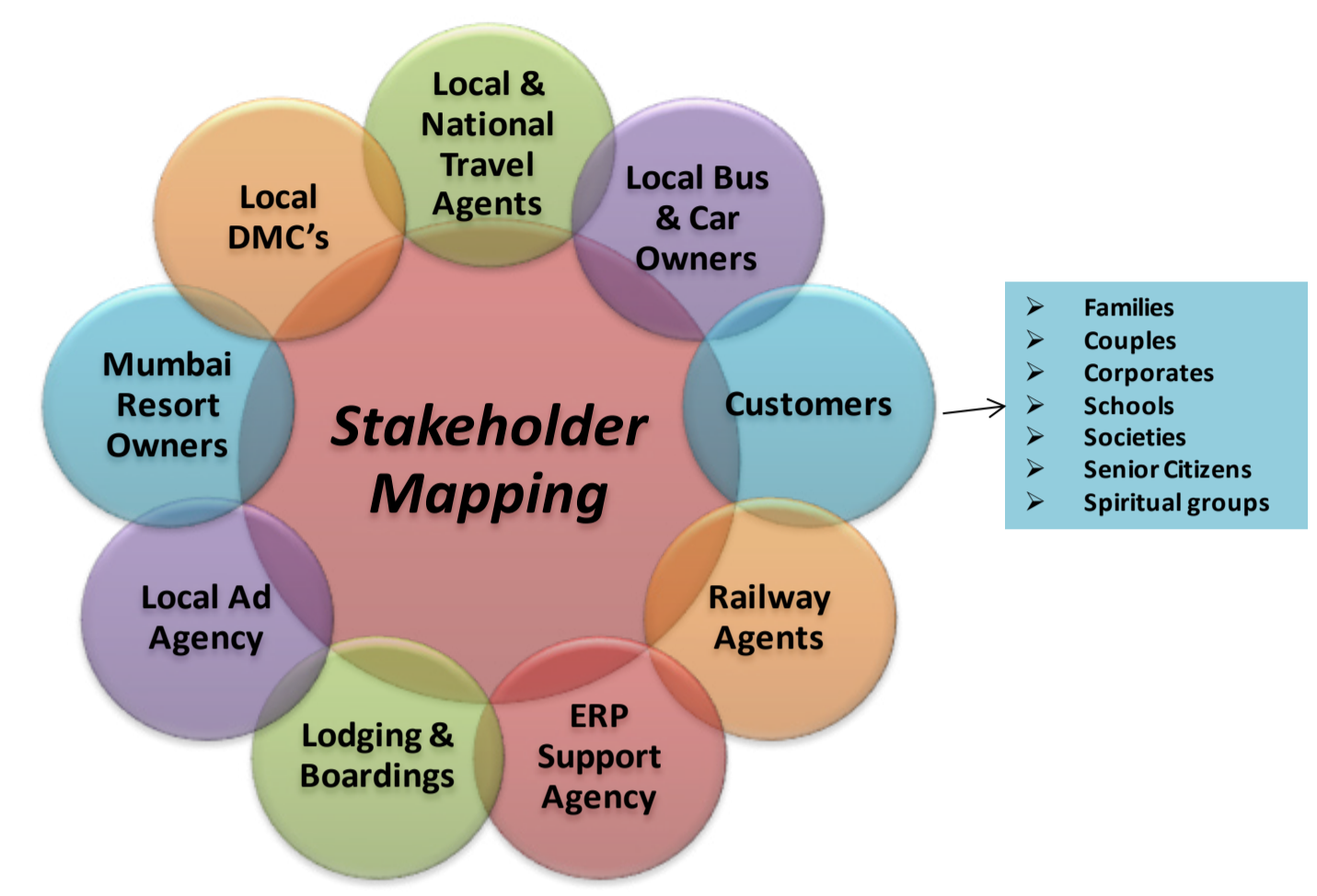
Key Partners <ul style="list-style-type: none"> Local Travel Agents. Local Bus & Car Owners. Railway Agents. Air Ticketing Agents. ERP support agency. Hotel owners. Local DMC's Resort & Water parks owners. Local Ad agency. 	Key Activities <ul style="list-style-type: none"> Marketing Ticketing Luxury Low cost packages Fast ERP usage 	Value Propositions <ul style="list-style-type: none"> Luxury India Packages Local Maharashtra Packages Spiritual Packages School Picnics Local Resort Tours Car & Bus Hires Railway & Volvo & Air ticketing International Tours Campings & Adventure trips 	Relationship <ul style="list-style-type: none"> In person one on one. Acquire through word of mouth, social media, banners & pamphlet marketing. 	Customer Segment <ul style="list-style-type: none"> Married couples Families Corporates Schools Societies Senior Citizens Spiritual Groups
Key Resources <ul style="list-style-type: none"> Office Laptop ERP software Banners 		Channels <ul style="list-style-type: none"> Websites Word of mouth Social Media Pamphlets Attractive Banners 		
Cost Structure <ul style="list-style-type: none"> Office Rent & Stationeries cost including Laptop. Salary of 3 employees Marketing cost Social media Advertisement cost ERP software cost 		Revenue Stream (Season to Season) <ul style="list-style-type: none"> Commission from sale of packages, spiritual tours, school picnics, resorts. Railway, Volvo, Air ticketing commission Commission from Car & Bus hires. 		

Operational Value Chain

Any tourism startup will plan & prepare a particular package after segmenting and accessing various information sources.

Proper selection is done in terms of price, preference, travel agents, marketing channels. When trip is customized, on-trip facilities like accommodation, food, activities, visas etc is taken care of.

Operation chain is completed by post trip



IDEATION

Fear of God is the most core feeling embedded in most people in a country like India. This fear can be actually made use to generate business. This Fear of and Strong belief in God prompts people to visit spiritual places every year without fail. So the most important concept was to analyse and identify those famous attractive spiritual tours where pilgrims visit throughout the year.

After proper research, we found out the below divine places most visited by pilgrims in India: Tirupati Balaji- Kolhapur Mahalaxmi Shirdi-Trimbakeshwar-Shanishingnapur Ashtavinayak-Tuljapur- Pandharpur Kashi-Uttarakhand

Actually, one day spiritual tours are completed by families by themselves. But 2-3 days tour is very difficult. So, our main focus is on these big tours. Pilgrimages give you ready fast cash conversion as margin is less and customers are more in groups. Through these spiritual tours, tours startups develop more brand positioning in the minds of middle class customers which can get you more business in future and publicity through word of mouth in your local area in Mumbai.

BMC MODEL

Any tourism startup after identifying customer segments, plans its value proposition as to what services it is going to give them.

The startup needs to develop key partnership to make things happen. It has to develop proper customer relationships through proper marketing channels.

This tourism startup mostly has its major revenue streams from the commission it receives from packages, resorts, school picnics, car & bus hires, railway & air ticket booking

WHY SHOULD INVESTOR INVEST IN YOUR IDEA???

Spiritual Pilgrimages is a continuous 12 months business which helps in market penetration & build strong brand positioning of the startup in their minds. Parallel Business will grow simultaneously to take tourism startup to next level. Initial investment will only consider digital marketing and banner & pamphlet marketing costs. Tourism startup will take a leap within 2 years if spiritual tourism is done at a mass level.

NEEDS ANALYSIS

Spiritual Tourism is a hot property for tourism sector which has customers from lower middle class to higher income group.

A proper understanding of the consumer mind is needed as to, What do they prefer and which are the spiritual destinations they would like to visit?

Also, the identification of target customers and groups is needed for the core product to reach the customers at right place, right time and right price.

TARGET CUSTOMERS & BENEFITS

- Target Customers**
- Temples
 - Women Group
 - Mhada Buildings and Societies
 - Saibaba and Swami Samarth Temples
 - Senior Citizens
 - Newly married couples
 - Spiritual Satsang groups

- Benefits**
- Luxury tour at affordable prices
 - Margins are low but the volume of revenue is huge
 - Fast Cash Conversion
 - Faster brand positioning from door to door
 - Continuous and Constant business for 12 months a year

GROUP MEMBERS

- Onkar Dhamale
- Guddi Palecha
- Sumit Goel