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 Maharastra sightseeing, once you get well with it national tour packages like Himachal Pradesh, Rajasthan, Kerala, and 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 & its 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 on a startup which can reach masses in shorter time & build a value in the minds of the customers.

OPERATIONAL VALUE CHAIN ELEMENTS

- Preparation of Package
- Target
- Segmentation
- Role of Travel Agent and Distribution Channel
- Information source
- Marketing Channels

PLANNING
- Preparation of Package
- Target
- Segmentation
- Role of Travel Agent and Distribution Channel
- Information source
- Marketing Channels

SELECTION
- Price and Value decision factor
- Find Selection criteria
- Preferred Package & method of purchasing
- Designing attractive banners & pamphlets

ON-TRIP
- Travel mode
- Accommodation
- Food
- Local travel mode
- Tour Operators
- Shopping
- Entertainment
- Adventure Activities
- Visas’, Immigration, Customs, Baggage

POST TRIP
- Experience feedback
- References to other people
- Suggestions for improvement
- Grievance address if any

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

EXECUTIVE SUMMARY

India has been recognized 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 Rs. 32.05 Trillion in 2028.

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
- Religious Groups
- Mihda Buildings and Societies
- Schools and Swami Samarth Temples
- Seniors
- Newly married couples

Spiritual Settling 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

Continues and Constant business for 12 months a year

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-Shantinagpur, Aihalavayakut-Tulagur-Pandharpar Kash-Uttarakhand

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

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.

GROUP MEMBERS

Onkar Dhamale
Guddi Palecha
Sumit Goel

NEEDS ANALYSIS