

3 CITY TOURS AND EXCURSION



CITY TOURS AND EXCURSION

1. INTRODUCTION

City Tours and Excursions provide travelers with a comprehensive exploration of any state's cultural heritage, natural beauty, and spiritual places. In a place like Uttarakhand, local guides provide the service of city tours like Dehradun, Haridwar, Rishikesh, and Nainital, offering insights into historical significance and architectural marvels. These excursions extend beyond urban settings to include natural wonders such as Hemkund Sahib and the Valley of Flowers. Activities range from participating in local festivals to adventurous pursuits like river rafting in Rishikesh and trekking in Jim Corbett National Park. These are meticulously planned to provide travelers with an immersive experience, allowing them to unravel the layers of Uttarakhand's rich history and cultural significance.

2. SERVICE & ITS APPLICATION

City Tours and Excursions involve guided journeys through Uttarakhand's cities, historical sites, and scenic landscapes. The purpose of these tours is to offer visitors a curated and authentic experience, providing insights into the rich cultural tapestry and beauty of Uttarakhand. An insight into offerings is as follows:

1. Dehradun Delight

- Explore Robber's Cave in Dehradun.
- Experience the Ganga Aarti at Har Ki Pauri in Haridwar.

2. Haridwar Heritage Trail

- Visit iconic sites including Har Ki Pauri and the Forest Research Institute in Haridwar.
- Explore the Tapkeshwar Temple, Clock Tower, and Astley Hall.

3. Rishikesh & Haridwar Highlights

- Guided full-day tour exploring Triveni Ghat, Parmarth Niketan, Laxman Jhula, and Beatles Ashram in Rishikesh.
- Visit the Mansa Devi Temple in Haridwar.

4. Mussoorie Private Sightseeing

- Discover the beauty of Kempt Falls and the panoramic views from Gun Hill.
- Stroll through Camel's Back Road, explore Company Garden, and experience the vibrant Mall Road.

5. Lake Bliss Retreat in Nainital

- Enjoy a boat ride on Naini Lake.
- Visit Naina Devi Temple; explore The Mall Road, Snow View Point, and the lively Tibetan Market.

6. Himalayan Heights Adventure

- Witness sunrise at Bright End Corner in Almora.
- Explore the Kasar Devi Temple and the biodiversity of Binsar Wildlife Sanctuary.
- Reach Zero Point in Binsar for Himalayan views.

3. DESIRED QUALIFICATION FOR PROMOTER

A promoter in this industry should possess a deep appreciation for travel, a comprehensive understanding of Uttarakhand's cultural and historical significance, and effective organizational and communication skills. Qualifications include experience in the tourism sector, knowledge of local attractions, and a commitment to sustainable and responsible tourism practices.

4. BUSINESS OUTLOOK AND TRENDS

With a growing trend in experiential travel, there is an increased demand for authentic cultural experiences and nature-based tourism, aligning well with the offerings of city tours. Current industry trends emphasize sustainable practices, personalized experiences, and the integration of technology in tourism operations. Additionally, the evolving preferences of tourists include a desire for adventure tourism and this emerges as an opportunity for businesses to diversify their offerings. By adapting to these trends, city tour operators in Uttarakhand can enhance their appeal and stay competitive in the dynamic tourism sector.

5. KEY BUSINESS ELEMENTS

- **Diverse Tour Packages:** Offering a variety of tour packages tailored to different interests and preferences ensures a broad appeal to a diverse audience.
- **Safety and Compliance:** Ensuring the safety of tourists and compliance with regulatory standards is non-negotiable. Adhering to safety protocols, obtaining necessary permits, and following ethical business practices build trust and credibility among the tourists.
- **Local Guides:** Employing knowledgeable local guides enhances the quality and authenticity of the tours. Local guides not only provide insights into historical and cultural nuances but also contribute to a more immersive and genuine experience for tourists.
- **Local Engagement and Partnerships:** Building strong connections with local communities and businesses foster positive relationships and ensure the business positively impacts the local economy. Collaborating with local vendors, guides, and attractions enhances the authenticity of the tours.

6. MARKET POTENTIAL AND MARKETING ISSUES; IF ANY

The city tour business in Uttarakhand holds significant market potential due to the state's popularity as a diverse tourist destination offering cultural richness, spiritual sites, and natural wonders. The government's active support for tourism further enhances opportunities. However, challenges include seasonal fluctuations and intense competition, necessitating strategic marketing to maintain consistent demand. Infrastructure issues and environmental concerns also require attention, demanding a commitment to sustainability. Digital marketing effectiveness and crisis management are crucial elements for success in this competitive and dynamic tourism landscape.

7. BACKWARD LINKAGE

Backward linkage involves ensuring access to reliable transportation, maintaining partnerships with local guides, obtaining necessary permits, and collaborating with local businesses for various services, including accommodation and catering.

8. BUSINESS MODEL

The business model is centered on offering diverse and customizable tour packages, collaborating with local businesses for various services, and maintaining a strong online presence for bookings and customer engagement. Revenue streams include tour fees, partnerships, and collaborations with accommodation providers and local attractions.

9. BUSINESS PROCESS

- **Tour Planning:** The first step is curating diverse tour packages based on historical, cultural, and adventure themes.
- **Marketing and Sales:** Followed by that is implementing effective marketing strategies to reach the target audience and facilitate online bookings.
- **Operational Logistics:** The next step is managing transportation, guides, permits, and other logistical aspects for seamless tour operations.
- **Customer Experience:** The promoter must ensure a memorable and seamless experience for customers through professional guidance, comfort, and cultural immersion.
- **Continuous Innovation:** Adapting offerings based on market trends, customer feedback, and the introduction of new attractions is a continuous value addition to the business.

10. MANPOWER REQUIREMENT

Sr. No	Particulars	No.	No of month in year	Wages/Salaries per month (Rs. In Lakhs)	Annual Expense (Rs. In Lakhs)
1	Self-employed	1	-	-	-
2	Local Experts/Tour Guides	3	12	0.25	9
3	Driver	2	12	0.12	2.88
4	Safety and Emergency Response Person	3	12	0.2	7.2
	Total				19.08

11. IMPLEMENTATION SCHEDULE

Sr. No.	Activity	Time Required (in months)
1	Acquisition of premises	1
2	Construction (if applicable)	1.5
3	Procurement & installation of Plant & Machinery	2.5
4	Arrangement of Finance	1
5	Recruitment of required manpower	1
6	Total time required (some activities shall run concurrently)	3

12. COST OF PROJECT

Sr. No	Particulars	Annual Expenses (Rs. in lakhs)
1	Land	-
2	Building (rented)	-
3	Plant & Machinery	46.95
4	Preliminary & Preoperative Expense	0.12
5	Misc. Assets	0.50
6	Working Capital Margin	2.52
	Total Project Cost	50.09

13. MEANS OF FINANCE

Bank-term loans are assumed @ 60 %

Sr. No.	Particulars	Annual Expenses (Rs. in lakhs)
1	Promoter's contribution	19.84
2	Bank Finance	29.75
	Total	49.59

14. FURNITURE AND FIXTURES

Sr. No	Particulars	Unit	Price per Unit (Rs. in lakhs)	Total Amount (Rs. in lakhs)
1	Office Furniture	5	0.10	0.50
2	Waiting Area	1	0.20	0.20
3	Tour Vehicles	2	20.00	40.00
4	Audio Guide Systems	10	0.03	0.25
5	Safety Equipment	10	0.10	1.00
6	Navigation and Communication Tools	10	0.50	5.00
	Total			46.95

Local suppliers in India offer a wide range of furniture and fixtures. The entrepreneur can avail office furniture after thorough research and analysis. Below are the tentative suppliers in India. Besides these, online platforms such as India Mart, Trade Mart, etc. can also be explored for ordering online.

1. Nilkamal & Supreme Furniture

Doon zone, 137, Rajpur Rd,
Below The Great Indian Pub,
Jakhan, Dehradun- 248001,
Uttarakhand, India

2. Amaltas Furniture Studio
1043 Mouza, Kanwali,
General Mahadev Singh Rd,
Dehradun-248146,
Uttarakhand, India

3. Mount Craft
63, Old Connaught Place,
Chakrata Road, Dehradun,
Uttarakhand - 248001, India

15. UTTARAKHAND DAY TOUR PACKAGES

Sr. No	Product	City Tours Packages (Per person charges in INR)
1	Dehradun: Robber's Cave, Ganga Aarti at Har Ki Pauri Haridwar: Har Ki Pauri, Forest Research Institute, Tapkeshwar Temple, Clock Tower and Astley Hall	2500
2	Highlights of Rishikesh & Haridwar (Guided Full day Tour by Car) Rishikesh: Triveni Ghat, Parmarth Niketan, Laxman Jhula, Beatles Ashram, Haridwar: Mansa Devi Temple	2500
3	Mussoorie Private Sightseeing Tour Kempty Falls, Gun Hill, Camel's Back Road, Company Garden, Mall Road	1500
4	Lake Bliss Retreat (Naini Lake, Naina Devi Temple, The Mall Road, Snow View Point, Tibetan Market)	1500
5	Almora: Bright End Corner, Kasar Devi Temple, Binsar: Binsar Wildlife Sanctuary, Zero Point	2000

16. PROFITABILITY CALCULATIONS

The basis of profit calculation is;

Sr. No	Particulars	Annual Expenses (Rs. in lakhs)
A.	Sales realization	43.20
B.	Cost of production	
i)	Raw materials	8.64
ii)	Utilities	0.60
iii)	Manpower Cost (Salaries/wages)	19.08
iv)	Administrative expenses	0.28
v)	Selling & distribution expenses	0.90
vi)	Rent	0.20
vii)	Interest	3.41

	Total (B)	33.11
	Gross profit/loss (A – B)	10.09
	Less: Depreciation	4.71
C.	PBIT	5.39
D.	Income-tax	1.08
E.	Net profit/loss	4.31
F.	Repayment (Annual)	2.88
G	Retained surplus (E-F)	1.43

17. BREAKEVEN ANALYSIS

(Rs. in lakhs)

Fixed cost	
Land & Building Rent	0.20
Depreciation	4.71
Interest	3.41
Manpower	5.72
Total Fixed cost	14.04
Variable cost	
Raw materials	8.64
Utilities	0.60
Manpower	13.36
Administrative expenses	0.28
Selling & distribution expenses	0.90
Total Variable cost	23.78
Contribution margin	20%
Break-Even Point in Value	70.18

18. STATUTORY/GOVERNMENT APPROVALS

The project needs to carry out general formalities about firm establishment; tax registration and shops/establishment registration. It will need specific registration with the regional transport authority and permission from the police department for parking at tourist spots. Entrepreneur may contact the State Pollution Control Board wherever it is applicable

19. TRAINING CENTERS AND COURSES

Training centers that offer professional training and certification in entrepreneurship and business management are as follows:

1. National Institute for Entrepreneurship and Small Business Development (NIESBUD)
Regional Centre, Dehradun
NSTI Campus, Green Park, Dehradun-248001,
Uttarakhand, India