



## THE PROFILE OF A START UP ENTERPRISE IN TOURISM

Dr Saraswathi Moorthy

Associate Professor and Head of Accountancy Department.  
R.J.College of Arts, Science and Commerce, Ghatkopar west Mumbai

**Abstract:** Tourism refers to the activity undertaken wherein people travel and move from one place to another mainly for pleasure. Start ups refer to any newly established business. The article attempts to examine the profile of a start up enterprise in Tamilnadu. The information obtained has helped to bring out the social relevance of the business, the challenges to be faced by tourism enterprises , future plans and impact of such tourism ventures .

**Key terms-** *startup, innovation, Tours and Travel,*

**Introduction:** Tourism refers to the activity undertaken wherein people travel and move from one place to another mainly for pleasure. Tourism is the activities of people travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business. Startup is the action or process of setting something in motion. Start ups refer to any newly established business .On April 17, 2015, the Ministry of Commerce and Industry released a notification to define

‘startups’. According to the government notification, an entity will be identified as a startup-

- Till up to five years from the date of incorporation.
- If its turnover does not exceed 25 crores in the last five financial years.
- It is working towards innovation, development, deployment, and commercialisation of new products, processes, or services driven by technology or intellectual property.

**Objective of the paper:** To examine the profile of the startup enterprise in tourism

**Research methodology:** The paper being descriptive in nature focuses on data obtained through personal communication with Advisor to the Founder, Mr .E. Ramanathan. All

**For Correspondence:**

onlysaras@gmail.com

Received on: April 2018

Accepted after revision: June 2018

Downloaded from: [www.johronline.com](http://www.johronline.com)

information obtained is presented in keeping with the objective of the paper and inferences drawn there from.

### **Profile of the company-**

Name of the company : Yatra Tourism (Yatra Travels)

Name of the founder : Dhinakar B

Chief Executive Officer - Ashok Kathirvel

Status of the startup : Individual sole proprietary concern

Year of starting operations : 2013-14

Sector operating in : Travel and tourism

Currently Operating from-Coimbatore (Tamilnadu state)

Area of operations- All over India

Initial Investments : Rs 50,000/- in the year 2013-14

Investments through : Personal savings

Number of Employees currently working- 08

Website : [www.yatratourism.in](http://www.yatratourism.in)

Email- [info@yatratourism.in](mailto:info@yatratourism.in)

Facebook-

<https://m.facebook.com/Yatratrip/?tsid=0.6807245566483617&source=result>

Target customers- Students of Educational Institutions-schools and colleges, corporate houses, academicians and general public

How and Why the Idea originated

How Travel / tours?

The founder had seen many colleges /institutions struggling to organize their educational trips due to the difficulties being faced in exploring new places . Thus the idea was born to start a business venture to provide a helping hand in organizing and conducting tours which resulted in the birth of a start up- Yatra Tourism/ Yatra Travels .

Why Travel/ Tours?

- The founder's passion towards travel and tourism and experiencing the joy of exploring new places
- The irresistible urge of Indian travelers to travel more these days.
- The founder believes that a lot of education and learning can take place through travel

.The students community need to know about the rich cultural diversity of India and travel to far off places other than their place of birth to understand, appreciate and respect the regional diversities, culture, heritage and experience the natural beauty of different states of India.

### **Business Philosophy – Explore Heritage and Culture:**

Yatra Tourism strives to keep the customers happy and ensure they enjoy the travel experience Yatra Tourism ensures the clients satisfaction and hopes to be the preferred travel partner of their customers by offering the best tour packages at a reasonable cost.

Social relevance of the business- To help create awareness among the younger generation of the country's glorious heritage and culture and to bring about better effective learning. Tourism provides employment directly and indirectly. It brings about regional development, growth in the infrastructural facilities and boosts the regional economy.

**Innovation in operations:** Social media and digital presence ensures real time reach and instant exposure to the prospective clients about the events organized by Yatra Tourism.

Yatra Tourism offers corporate login to premium Institutions/colleges in order to ensure easy accessibility and provide uninterrupted , quick and timely services to fulfill all their travel needs .

**Vision:** To give our valuable customers a seamless holiday experience and develop ourselves as one of the leading tour operators in the ever expanding travel industry.

**Mission:** To not just to be an travel agency, but a preferred travel partner to take care of the travel and leisure requirements

To provide customizable tour packages to clients and promote and develop tourism.

The main objective of Yatra Travels-

- ❖ Ensure clients experience satisfaction, provide unforgettable memories of their travel and tours at affordable price
- ❖ To explore Heritage and culture of India.

❖ To support and promote the development of medical tourism and eco tourism in India.

How the start up functions to generate revenue in the initial years- :

- Bifurcate the company like Operations, Sales and On trip support and Assign right regularity for each division .
- .Since sales is the backbone of each tourism company, the sales team has to focus on any one of the targeted audience like students, corporates, honeymooners in order to generate the revenue in the initial startups.
- At the initial stage of startup , it is necessary to create awareness in the social network and provide an attractive website to grab the attention of the customers .

#### Marketing strategy-

Sustainability and progress of any enterprise is based on successful marketing strategies and building an ever expanding customer base. Success of such service oriented customer

#### A snap shot of the tours undertaken ;

centric ventures depends on referrals by a satisfied , happy customer. Yatra Travels hopes to not only satisfy the customer but also delight the customer by providing Wow moments through their excellent services. Personal interaction with clients, customer relationship, 24/7 customer service ensures customer loyalty and continued patronage. Digital marketing through Facebook and other social media ensures visibility, transparency and publicity Designing unique tour products based on the requirement of travelers like Honeymooners, Corporates, Students .

No of students who has travelled through Yatra tourism .

Year 2013-14	11,000
Year 2014-15	29,000
Year 2015-16	39,000
Year 2016-17	51,000
Year 2017-18	69,000 (till date)

Type of tour	Clients	Objective of tour
Educational Tours	Students of schools and colleges	Arranging Industrial visits, field tours, study tours to museum, science exhibitions, places of cultural interest, heritage sites and architectural sites to help students discover the historical richness and cultures of the past. The students learn out of the classroom and this practical field exposure creates awareness and understanding of the past and present
Medical Tourism	Medical and nursing college students and foreign visitors	To help students know about various medical technologies. To help foreign visitors to explore the traditional medical practices of India.
Corporate tours	Corporate houses	Retreats, Weekend getaways for corporate employees which acts as a stress buster – Team outing for team building
Cultural Tourism	General public	Pilgrimages and Heritage tours to highlight the local cultural attractions
Farm Tourism	General public	To underline the harmonic relationship between humans and nature , life sustainability, ecological restoration, to experience rural lifestyle , understand rural economy, ancient traditional practices
Eco tours	General public	To refresh the minds and souls – to relax , discover inner peace in pristine, undisturbed natural surroundings

### **Future plans :**

- The start up plans to grow, expand and extend its limits of operations in other states by adopting a Franchise model and have a pan India presence in the near future
- The Founder hopes to establish and mark the enterprises presence by registering as a limited company and get the company's shares listed.
- The founder wishes to expand the customer base and provide more services to the customers. The promotion of travel and tours can be better managed with the ownership of related facilities like transport, hotels and resorts. The founder hopes to diversify in these areas to ensure the financial feasibility of operations and enjoy better financial outcomes.

Plans to sustain grow and develop the business :

1. Organising industrial visits in top companies to develop technical skills of the students
2. Providing additional safety precautions to the travellers during their period of tour like travel insurance.
3. Special emphasis on comfort, safety and security of women travelers has resulted in a large number of women institutions to choose Yatra travels as their travel partners.
4. Offering special discounts at regular intervals for our fellow customers.
5. Organising unique customized packages for the honeymooners to make their trip memorable.
6. Exploring new places providing destination options to satisfy the requirements of customers..
7. Arranging for international tourists to enjoy a comfortable stay and travel safely to learn and know more about medical tourism and make them aware of some traditional medical practices in India such as Ayurveda, Unani, Siddha etc.
8. Presence and Visibility in social media - social network to make customers aware of the ongoing offers .
9. Organising heritage and cultural tours to make the travelers aware of India's rich heritage

and cultural

practices being followed traditionally from the ancient times such as farm tourism ,adventure tourism ,  
herbal tours ,food & festival tours etc .

10. Introducing many travel support softwares that will help in business automation and result in prompt

Service delivery to customers. .

### **Challenges:**

1.The travel industry has turned online, and there are numerous unverified reviews which Impacts the credibility and image of the business.

2. There is no proper complaint cell which can help in redressal of complaints and customer related issues.

3. Tourism is an open industry . However there aren't any proper regulations framed by the government.

Thus lack of a regulatory body leads to presence of fly-by-night operators who indulge in unscrupulous and fraudulent activities.

4 There is a huge demand for the skilled persons in the travel and tourism field. There is a good potential for employment generation but lack of trained and skilled people affects the growth prospects of the Industry.

5. The government has not allocated proper funds to develop the tourism sector..

6. Lack of awareness of social impact of Tourism-- public are not much aware about travel and leisure,

ecological restoration, causes and consequences of deforestation, life sustainability , Details

**Conclusion** – Tourism has become an important sector that has impact on the countrys economy. The main benefits of tourism are income creation and generation of jobs. It is an important source of regional welfare. The startup has been operating in a very vibrant sector of Travel and Tourism and has a promising future .

### **References-**

A proceeding of Envisage 2018

National Conference on Start - Ups: Innovation To Reality (from Ideas to Markets)

[www.johronline.com](http://www.johronline.com)

Doherty Fraser,-48 Hour Start-up from Idea to Launch in one weekend – Thorsons (2016)

Gogte Jyoti Dr- Startup and New Venture Management –Vishwakarma Publication- Pune (2014)  
[www.wikipedia.in](http://www.wikipedia.in)