



INTERNATIONAL RESEARCH JOURNAL OF HUMANITIES AND INTERDISCIPLINARY STUDIES

(Peer-reviewed, Refereed, Indexed & Open Access Journal)

DOI : 03.2021-11278686

ISSN : 2582-8568

IMPACT FACTOR : 6.865 (SJIF 2023)

Veena World Eminence in International Tour Packages in Satara

Dr. Rajashri Ramesh Chavan

Associate Professor,
Yashoda Shikshan Prasarak Mandal's
Yashoda Technical Campus
Vadhe Phata, Satara (Maharashtra, India)
E-mail: rrc_mba@yes.edu.in

DOI No. **03.2021-11278686** DOI Link :: <https://doi-ds.org/doi/10.2023-82478179/IRJHISIC2302034>

Abstract:

Paper attempted to know the eminence of Veena World in international tour packages in Satara to understand the scope for international tour operating business in Satara. 7P's of marketing mix Product (Tour packages), Pricing, Place and channel distribution; Promotion, Process, People and Physical Evidence considered to know the eminence of Veena World with reference to existing four tour-operating agencies in international tour packages in Satara as Sathe Tours, Global Holidays, Kadam Tours and Kesari Tours. Collected data analyzed and inferences presented in data discussion. The results shows that though there are five tour operating providers in international market, Kesari tours is close competitor to Veena World. More or less their offers are similar. Both are involved in number of packages, however some area offers are exclusively offered by Kesari and some by Veena World. It shows that their competition lies with product range. In case of pricing Veena World pricing range is lower compared to Kesari. Rest of the tour operating agencies in Satara is much behind in product range compare to Veena World. Thus, Veena World can compete only with product range and prices since promotion, physical distribution & place (location), people, process and Physical evidence are available and found similar so no scope to compete in these elements. Spot booking is not available in Veena World service delivery process as other do. Article provides input to the new comers in tour operating business in international tour packages in Satara. Veena World would come to know their eminence in international tour packages in Satara, would understand the competitive edge, and know the unmet areas in product offers. Comparison could help in selecting appropriate marketing mix model according to product's categories. Article raise few questions like is established brand make the difference in price competition. Is Veena World obtained the same results from other cities?

Keywords: Tour Packages, Veena World, Marketing Mix and International Tour

Introduction:

Tourism is the holiday's concept for customers to be based on national level, international level or all over the world. It is the purpose of enjoyment, to see attract views, to see nature creation, to roaming, for family trip, group tour, etc. activities involved in this sector. The concept of modern

tour came into being in the second half of 19th century with the development of road, rail, and sea transport after the industrial revolution. There are many tourism activities require big package with satisfaction cost with the quality services to be successful. There are many travel agencies are successful at an international level packages viz. Veena World, Kesari Tours, Global Holidays, Sathe Tours, Kadam Tours, etc are also working in Satara.

In Satara at international level tourism agencies provides some packages like Africa, America, Australia, New Zealand, Dubai, Europe, Sri Lanka, Hong Kong, Singapore, Thailand, Japan, China, Korea, Maldives, Mauritius, etc. A Veena world team extremely knowledgeable & extensively travelled professional strives to provide the best quality service and value for guest. Company working with a vision to provide a pleasant experience for everyone in the family, anytime, anywhere, around the world and continue to reach to the mission to offer affordable travel to everyone, anytime, anywhere around the world through personalized services at all levels and to have transparent dealing with guests, partners and Associates.

Veena World was started in a 30th June 2013 in Satara with an expectation that they can do better in their business. They did better since there was less competitors to compete the business but as the time passes new entrants started entered in the business with the new ideas, new marketing strategies, packages to attract the tourist flow and the competition is going tougher & tougher. Therefore, there is a need to design & develop marketing program to attract new customer, improve the sales figure, to improve the profit, to retain the existing ones and to survive in the competition. To determine effect and efficient marketing program need to redesign marketing mix by considering the comparative status of marketing mix with the competitors available in Satara. The new entrants in this tour operating business need to aware the eminence of existing players in Satara in international tour packages. Therefore two objectives set to suffice the purpose as to understand the marketing mix of Veena World with reference to existing players in Satara and to evaluate the elements to draw the inferences.

Review of Literature:

Researcher gone through previous researches to know research study undertaken to evaluate the elements of marketing mix and the study about tour operating business. It is briefed as follows:

It is significant to discuss whether established marketing models can be revised for products. First, the unique features of products were systematically reviewed, and then three typical products were analyzed and compared utilizing three established marketing models, including 4P, 4C, and 4S. It found that these marketing mix models have different suitability for three typical products. The intention of this paper was to provide a reference for enterprises in selecting marketing mix model according to product's categories and to provide a marketing strategy tool kit. (KanLiang Wang)

(Chan S.Yeu, 2012) Study examines the international marketing mix in two different important markets with an objective to analyze and understand the similarities and differences of the international marketing mix strategy implementation by the company. Using comparative analysis, this study focused on 4P approach of marketing mix which is based on product, price, promotion and place analysis. It found that the concern has adopted different kind of its 4P in their international marketing mix based on both, localization and globalization approaches.

As a service provider, Tour operator plays a vital and intermediate role between tourism and tourists. Article reviews how sustainability systems in Bharath International Travels (BIT) are being challenged by organizational habit and perceptions rather than analytical decision-making with respect to the relationship between health and safety, quality and sustainability with the concept of supply chain management. Environmental indicators are identified as the most conflictive and they demonstrate that most challenges require a change in human behaviour rather than a technical solution. The data suggests that tour operators need to develop sustainability auditing tools that consider the impacts upon health, safety and quality within the accommodations. The Travel life sustainability auditing system provides a useful case study to demonstrate the necessary requirement for a complementary approach when conducting accommodations audits. This research aims to measure the awareness and the implementation of tour operators (TOs) regarding to sustainable tourism supply chain management (STSM) and to explore the internal factors of Tour operators affecting their STSM implementation (Devaraja T.S., 2014)

Most of the challenges are originating from the external facilitators of the tourism but they have negative impacts in the internal business operations of tour operators. There are some obstacles towards the delivering of the services by the tour operators to the customers resulting from the improper functioning of other supporting factors such as poor infrastructure, safety etc. Thus, appropriate measures should be taken from the public and private sectors in joining forces to tackle the challenges by tour operators (Nkonoki, 2012).

Apart from technology transfer, capacity building among tour operators and consumer education are necessary to further disseminate feasible strategies to mitigate tourism's climate impact in the nature-based tourism segment (Laura Driscoll, 2007).

Study identifies motivations of tour operators in responding to responsible rural tourism development as well as the challenges and barriers faced by tour operators. Also proposes a theoretical framework which is built upon the motivation factors using the push and pull theory to present the initiatives of tour operators in the practice of responsible tourism development in rural destinations. (Chan, 2013)

(Ngesa, 2012) Study determine the reasons why inbound tour operators ignore sustainable

Tourism recommend appropriate incentives to encourage to embrace sustainability and found that they are generally positive about sustainable tourism and know that they have a role to play hence they should be actively involved and felt that an eco-rating scheme was not urgent. What is required is: Training, education and awareness. Involvement of more people & organizations within and outside tourism industry in the pursuit for sustainable tourism since tourism impacts on many people and organization cutting across various industries and regions. Suggest that there is a need for the national tourism policy and vision for ecotourism, identification of the needs of tour operators about sustainable tourism, communication of the benefits of sustainable tourism to tour operators and promotion of the ownership of the concept among tour operators and the public. Recommended Tools for engaging tour operators as 44% mandatory code of conduct, 30% eco-rating schemes, 19% own initiatives. There is need for the different players to take responsibility: Government – Policies, national ecotourism/ sustainable tourism strategy, provide infrastructure e.g. collecting and disposal of waste responsibly, provide generic guidelines to guide the industry. Organizations (Tour operators, Hoteliers, Travel Agents, Destination managers, Trade Associations etc) and should take responsibility for their carbon footprint.

Tour operating firms are key players in the tourism sector. Recognizing this fact, study aimed at identifying the major roles played by tour operating firms in Ethiopia, and their defining characteristics such as their branch distribution, promotional methods they employ, the skills and training of their personnel, and the level of involvement of local communities in their operations. Findings indicate that tour-operating firms are highly vertically integrated, have low branch distributions in tourist attraction sites, employ a few promotional media, and involve local communities in some forms of tourism activities at tourist destination sites. The sector is also characterized by lack of skilled man-power and appropriate infrastructures (Seleshi, 2011).

Article argues that perceived risk is inhibitor for the emerging domestic market to develop a culture of going on holiday, which necessary for the sustainable development of tourism in South Africa. Entrenching a culture of travel can be expedited through appropriate package tours in the same way as it stimulated domestic travel in former Eastern European societies. Packaged tours provide convenience and both psychological and financial security in a single transaction which can be considered a surrogate for the benefit of risk avoidance when visiting friends and relatives. Study identified the importance of decision factors for domestic packaged tours. The most important perceived decision criteria were cancellation possibility, affordability and safety whilst on tours the three least important were radio promotion, train transport and proximity. The result may be used by new and small tour operators to improve decision making and render competition more knowledge based and proximity. The results would used by new and small tour operators to improve decision

making and render competition more knowledgeable. It would serve the need of both tourist buyers and tourism sellers and contribute to sustainable development (Bresler, 2011).

Well traveled: Rebounding travel rates will keep the industry soaring despite high competition. The industry report identifies the leading companies and offers strategic industry analysis of the key factors influencing the market. (Tour Operators in the US: Market Research Report, 2015),

<http://www.ibisworld.com/industry/default.aspx?indid=1482>

Tour operators function as intermediaries in the tourism distribution system linking producers and consumers. Their expertise in packaging tourism products allows for more offerings to a wider range of tourists. This study examined the role tour operators fill in packaging travel to developing countries using Indonesia as a case study. Many developing country governments, including Indonesia, have assumed active roles in tourism development. (Tour Operators' Role in the Tourism Distribution System; January 1993)

Research Methodology:

Present study conducted in Satara during 2021-22. Survey conducted to know marketing mix of five tour operators Sathe Tours, Global Holidays, Veena World, Kadam Tours and Kesari Tours, who offers foreign international tour package to customer in Satara. Aim to know the Marketing efforts of Veena World in International Tour Packages in relation to competitors in Satara. Therefore, structured schedule prepared to probe into the details. The Primary (schedule, discussion and observation) and secondary data (organization documents, advertising materials, brochures etc) used to suffice the set objectives. Collected data presented with the help of tabulation, interpretation and findings.

Data Discussion and Presentation:

Veena world embarked on a new and exciting journey to give a lifetime experience of travelling with the best services like Signature Holidays, Corporate Travel- MICE (Meeting, Incentives, Conferencing, and Exhibitions), Inbound Holidays, Short Break, Group Tours- Jubilee Tours, Senior's Special, Women's Special, Student's Special, Honeymoon Special, etc.

In Honeymoon special package, Only Veena World and Kesari Tours offers the packages. Of which Veena World provide Thailand Rs.46631, Mauritius Rs.84917 with lower price compare to Kesari Tours Thailand Rs.54550, Mauritius Rs.99943. However, Bangkok Rs.79851 distinct offer by Veena World and Singapore Rs.76708 distinct offer by Kesari Tours.

In Women Special Package Only Veena World and Kesari offers this product. Veena World provide offer Bhutan, North East, America, Sri Lanka, Europe, Dubai, Scandinavia-Russia, Scandinavia, Russia, Australia which are not with Kesari Tours. Veena World also takes the

advantage of Mauritius Rs.88262, Thailand Rs.46631 that is more affordable than Kesari as their rates for Mauritius Package Rs.101665, Thailand Rs.51038 packages. However, Kesari Tours offer some exclusive packages China, Hong Kong-Macau-Shenzhen, Singapore Malaysia, Sri Lanka Maldives, New Zealand, Australia-New Zealand. Thus, Kesari Tours is the close competitor to Veena World.

In Seniors Special Package available only with Veena World and Kesari Tours. Of which Veena World's price of Thailand Rs.46631, Mauritius Rs.88262 is affordable than Kesari Tours prices of Thailand Rs.51038, Mauritius Rs.101665 package. Kesari Tours take the advantage of Sri Lanka-Maldives combine package, which is not with Veena World. Veena World offers reasonable packages as Nepal, Europe, Sri-Lanka, Scandinavia, Bhutan, Australia, America, New Zealand, Singapore Malaysia with Cruise, Australia-New Zealand.

Jubilee Special package as Thailand, Dubai, Mauritius, Europe, America, Singapore with Cruise available only with Veena World. So it does not have the competition in this package to compare the cost.

In Single Special Package Thailand, Dubai, Turkey, Europe, Nepal, and Singapore with Cruise are provided only by Veena World. No competition in this package.

In Student Tour Package only two agencies are involved in this offer in Satara. Where America Rs.267632 package available only with Kesari Tours. Whereas Singapore Rs.69884, Europe Rs.103974, Switzerland Rs.146165 offers available only with Veena World. Mauritius packages Rs.45631 offered by Veena World and Kesari offers Rs.49660. It shows that Veena World is more affordable compare to Kesari Tours.

Short weekend packages Singapore, Hong Kong, Bali exclusively offered by Kesari in Satara. No competition in this offer to compare.

Economy Tours packages Dubai with Sharjah, Mauritius, Sri Lanka-Maldives, Thailand-Hong Kong, Thailand exclusively offered by Kesari Tours in Satara.

In Family Tour packages, Sathé Tours offers only Singapore-Thailand-Malaysia Rs. 113000. Of which, almost all package offers available with Global Holidays. Kadam Tours offers 4 packages Singapore-Thailand-Malaysia, Singapore-Malaysia, Bangkok-Pattaya-Phuket and Hong Kong-Macau in addition to that Macau-Shenzhen- Hong Kong, Singapore-Malaysia-Hong Kong and Singapore-Hong Kong offered by Kesari. However, Veena World provides maximum packages in affordable price. Singapore-Malaysia Rs.78000, Bangkok-Pattaya-Phuket Rs.65000.

In Dubai-Mauritius Tours Packages all five tour agencies are involved in this offer. Sathé Tours offers 2 packages, Kadam Tours, Veena World and Kesari Tours offers 5 offers whereas Global Holidays offers 6 tour packages. Veena World offers exclusively Mauritius Kenya Dubai and

Mauritius-Seychelles tour packages. In this category, Veena World offers lower Prices compared to other.

In Italy-Austria-Swiss-Paris-London Tours Packages except Sathe tours all are involved but Veena World and Kesari Tours packages offer are more compared to other. London-Swiss-Paris package offered by four tour agencies where Kadam Tours prices are lowest compared to other. Veena World exclusively offers Austria-Swiss-Paris-London, Italy-Austria-Swiss-Paris. In rest of tour packages in this category its prices are lower compared Kesari Tours.

Europe Continent Tours Packages offered by all except Sathe Tours. All of Europe package is offered by Global Holidays and Kesari Tours. Best of Europe and All of Europe does not available with Veena World whereas European Treasurer, European Discovery, European Dream and European Magic only like tour packages in this category exclusively available only with Veena World. Compare to Kesari tours Veena World package prices are lower.

In One Country Tours Package all tour agencies are involved. However, Sri Lanka offer only available with Sathe Tours, Veena World and Kesari Tours. Veena World offers highest number of packages in this category compared to others as 'Sri Lanka, Switzerland, Greece, Poland, Spain, Turkey, Egypt, Singapore, Jordan-Israel, Thailand, New Zealand, Australia, Alaska, Canada and Spain with La Tomatina Festival'. Norway is only offered by Global Holidays. Alaska, Canada, Greece, Egypt and Poland exclusively offered by Veena World in Satara. Whereas Ireland, Portugal exclusively offered by Kesari Tours in Satara.

In the category of United States of America & Scandinavia-Russia Tours Packages all tour operators available except Sathe Tours. Global Holidays offers only two options as Scandinavia-Russia and Scandinavia-Midnight Sun. Kadam Tours offers only single option as USA Whereas Veena World and Kesari Tours offers almost all. USA East-West Coast only available with Kesari Tours and South America offer is only available with Veena World. Kesari Tour is close competitor to Veena World but Veena World prices are lower compared to Kesari Tours in Satara.

Japan-China-Korea Tours Packages are offered by Sathe Tours, Veena World and Kesari Tours. Japan-China-Korea package offer is only available with Veena World and Japan China is exclusively available with Kesari Tours. Prices in this category lowest prices only available with Sathe Tours compared to other. China-Hong Kong-Macau offer is available only with Sathe Tours and Kesari Tours.

Two-Three Combine Countries Tours Packages all samples are involved. Highest options available with Veena World compared to other. Bali-Indonesia and Sri Lanka-Maldives only two offers available with Sathe Tours in this category. Israel-Jerusalem-Tel Aviv offer only available with Global Holidays. Sri Lanka-Maldives is a single option offered by Kadam Tours. Mysterious

With Egypt, Slovenia-Croatia and Amsterdam-Paris-London-Scotland are exclusive options only available with Kesari Tours whereas England-Scotland-Ireland-Wales, Greenland-Iceland, Tashkent-Samarkand offers exclusively available only with Veena World.

Veena World offers lowest pricing compared to Kesari Tours-

In Place and Channel Distribution few variable tested by Researcher to compare among the tour agencies. All types of transportation is offered by all the tour agencies except rail with Veena World. Communication regarding offline and online is available with all the agencies. Infrastructure finds best in Sathe Tours, Global Holidays whereas find better with Veena World and Kesari tours. Find good with Kadam Tours. It shows that few agencies give more weight age to infrastructure. All agencies find easily accessible to the tourist. Professional Staff is available with all tour agencies in Satara. Hospitality also finds in all the tour agencies in Satara.

In case of Promotional Activity, Advertisement did by all the tour agencies. Flex and Hoardings are also by all agencies. Newspaper is preferred by all except Global Holidays. Seminar and Conference conducted by all except Sathe Tours and Kadam Tours. Television media is only preferred by Veena World and Global Holidays. Except spot-booking all types of promotion tools executed by Veena World.

In Service delivery process almost all the tour agencies follow the standard process. Six element of marketing mix People, all the agencies going in similar ways except with more or less experience about product knowledge.

About physical evidence, almost all tour agencies in Satara have similar pattern of physical evidence.

Finding:

There is various international tour packages offered under product range by existing players in Satara under different heads. Data shows that Honeymoon special package is available only with Veena World and Kesari Tours. Bangkok is exclusive offer by Veena World. However, Singapore offer is missing by Veena World's Honeymoon special package. Kesari Tours is only one competitor to Veena World in Women Special. Where Kesari Tours offer some exclusive packages China, Hong Kong-Macau-Shenzhen, Singapore Malaysia, Sri Lanka Maldives, New Zealand, Australia-New Zealand. However, Bhutan, North East, America, Sri Lanka, Europe, Dubai, Scandinavia-Russia, Scandinavia, Russia, Australia are offers exclusively available only with Veena World. Thus Veena World has advantage to highlight into competition. Veena World has only single competitor in Senior Special Package where Sri Lanka-Maldives combine package available only with Kesari Tours. Thailand, Dubai, Mauritius, Europe, America, Singapore with Cruise Jubilee Special package are available only with Veena World. No competition to Veena World in this segment. In Student

Tour Packages also Kesari is the close competitor to Veena World But Singapore, Europe, Switzerland offers available only with Veena World. Short weekend packages Singapore, Hong Kong, Bali and Economy Tours packages Dubai with Sharjah, Mauritius, Sri Lanka-Maldives, Thailand-Hong Kong, and Thailand exclusively offered by Kesari only. Here Veena World is lacking. Maximum family tour packages available with Veena World compared to other competitor. Mauritius Kenya Dubai and Mauritius-Seychelles tour packages in Dubai Mauritius tours only available with Veena World.

In Italy-Austria-Swiss-Paris-London Tours Packages, Austria-Swiss-Paris-London, Italy-Austria-Swiss-Paris are the exclusive offers only available with Veena World. In Europe Continent Tours Packages, European Treasurer, European Discovery, European Dream and European Magic only available only with Veena World however, Best of Europe and All of Europe offer is only available with Kesari Tours. Veena World offers highest number of packages in one country tour package. Ireland, Portugal exclusively offered by Kesari Tours. South America offer is in United States of America and Scandinavia-Russia only available with Veena World and not with Kesari Tours. Whereas USA East-West Coast only available with Kesari Tours. Japan-China-Korea package offer is only available with Veena World and Japan China is exclusively available with Kesari Tours. In two three-combine countries, highest options available with Veena World compared to other.

Considering pricing option of close competitor Kesari Tours, Veena World is pricing is lower. All types of transportation is offered by all the tour agencies except rail with Veena World. Television media is only preferred by Veena World and on the spot booking avoided only by Veena World. Other promotional tools are preferred by almost all the tour agencies. All the tour agencies follow the standard process of tour service delivery. In People, all the agencies following similar ways except with more or less experience about product knowledge. Almost all tour agencies in Satara have similar pattern of physical evidence.

Conclusion:

To conclude that there are few tour agencies available in Satara to provide the International Tour Packages with various offers as Jubilee Tours, Senior's Special, Women's Special, Student's Special, Honeymoon Special, etc. It found that Kesari Tours is a close competitor to Veena World. It also found that the some offers are exclusively available with Kesari and some with Veena World. However, pricing range of Veena World offers are reasonably lower compared to Kesari Tours in Satara. Only Product and Pricing are the elements of marketing mix are available to the Veena World to compete in market and Promotion, Location, Physical Distribution, People, Process and Physical Distribution like elements do not have scope to compete as they are equally available with

other competitors. Therefore Veena World should understand their strengths and weaknesses and should design proper marketing strategy to tap and compete the target market. The present study gives the scope for further research as to comparison of customers' feedback towards same package, Is established brand and market reputation makes the difference in creating positive impact on customer's preference of tour agencies?

Managerial Implications:

After realizing the strengths and weaknesses in tour operating business in Satara with reference to competitors' elements of marketing mix, Veena World can restructure its product range and would take competitive advantage of its pricing as price is sensitive factor in buying behaviour of Indian Customer especially Satara inbound tourist where Satara is known for pensioners city. Veena World should design their product range and marketing strategy to suit to the demographic profile of Satara. New entrants could design appropriate marketing mix model before introducing in Satara.

References:

1. Bresler, N. (2011). Decision Factors for Domestic Package Tours-Case Study of a Region in South Africa. *TURIZAM*, 15 (2), 53-64.
2. Chan S.Yeu, K. C. (2012). A Comparative Study on International Marketing Mix in China and India: The Case of Mc Donald's. *Behavioral Sciences*, 65, 1054-1059.
3. Chan, T. K. (2013). A Study of Tour Operators' Motivation and Views on Responsible Rural Tourism Development in Sabaj, Malaysia. *TEAM Journal of Hospitality and Tourism*, 10 (1), 17-31.
4. Devaraja T.S., K. D. (2014). Role of Tour Operator in Sustainable Supply Chain Management of Tourism- A Case study on Bharath International Travel(BIT) in Mysore City. *Global Journal for Research Analysis*, 3 (8).
5. KanLiang Wang, Y. W. (n.d.). A Comparative Study on Marketing Mix Models for Digital Products.
6. Laura Driscoll, C. M. (2007). Nature Tour Operator's Attitudes and Actions Concerning Travel Related Greenhouse Gas Emissions website analysis and survey of members of International Ecotourism Society. *International Adventure Travel Trade Association*.
7. Ngesa, F. (2012). Sustainable Tour Operating Practices: A Case Study of Inbound Tour Operators in Kenya. *4th National Ecotourism Conference*.
8. Nkonoki, S. (2012). *Challengers of Tour Operators Case: Dar-es-Salaam, Tanzania*. Thesis, HAAGA-HELIA, University of Applied Sciences, Degree Programme in Tourism.
9. Seleshi, M. (2011). *The Role of Tour Operators in Ethiopian Tourism Development*. Thesis,

Degree of MA in Tourism and Development in the Institute of Development Studies.(2015).

10. *Tour Operators in the US: Market Research Report*. IBIS World's Tour Operators.

11. Tour Operators' Role in the Tourism Distribution System:. (January 1993). *Journal of International Consumer Marketing* , 161-179.

Annexure

Table: 01 Honeymoon Special Package

Following table shows comparative status of Veena World with the competitor of Honeymoon Special Package.

Sr. No.	Name of Package	Sathe Tours	Global Holidays	Veena World	Kadam Tours	Kesari Tours
A.	Thailand	-	-	46631	-	54550
B.	Mauritius	-	-	84917	-	99943
C.	Singapore	-	-	-	-	76708
D.	Bangkok	-	-	79851	-	-

Source: Primary Data

Table: 02 Women Special Package

Following table shows comparative status of Veena World with the competitor of women Special Package.

Sr. No.	Name of Package	Sathe Tours	Global Holidays	Veena World	Kadam Tours	Kesari Tours
A.	Bhutan	-	-	55900	-	-
B.	North East	-	-	60900	-	-
C.	America	-	-	290226	-	-
D.	Sri Lanka	-	-	63930	-	-
E.	Europe	-	-	163400	-	-
F.	Dubai	-	-	88560	-	-
G.	Scandinavia-Russia	-	-	250900	-	-
H.	Scandinavia	-	-	164025	-	-
I.	Russia	-	-	1220650	-	-
J.	Australia	-	-	241066	-	-
K.	Mauritius	-	-	88262	-	101665
L.	Thailand	-	-	46631	-	51038
M.	China	-	-	-	-	159895
N.	Hong Kong-Macau-Shenzhen	-	-	-	-	107201
O.	Singapore-Malaysia	-	-	-	-	101555
P.	Sri Lanka-Maldives	-	-	-	-	104134
Q.	New Zealand	-	-	-	-	237990
R.	Australia-New Zealand	-	-	-	-	341330

Table 03 Seniors Special Package-

Following table shows comparative status of Veena World with the competitor of Seniors Special Package.

Sr. No.	Name of Package	Sathe Tours	Global Holidays	Veena World	Kadam Tours	Kesari Tours
---------	-----------------	-------------	-----------------	-------------	-------------	--------------

A.	Thailand	-	-	46631	-	51038
B.	Mauritius	-	-	88262	-	101665
C.	Sri Lanka-Maldives	-	-	-	-	104134
D.	Nepal	-	-	49900	-	-
E.	Europe	-	-	120835	-	-
F.	Sri Lanka	-	-	62851	-	-
G.	Scandinavia	-	-	160875	-	-
H.	Bhutan	-	-	55900	-	-
I.	Australia	-	-	242716	-	-
J.	America	-	-	200695	-	-
K.	New Zealand	-	-	202178	-	-
L.	Singapore Malaysia with Cruise	-	-	112938	-	-
M.	Australia-New Zealand	-	-	369097	-	-

Table 04 Jubilee Special Package-

Following table shows comparative status of Veena World with the competitor of Jubilee Special Package.

Sr. No.	Name of Package	Sathe Tours	Global Holidays	Veena World	Kadam Tours	Kesari Tours
A.	Thailand	-	-	46631	-	-
B.	Dubai	-	-	85560	-	-
C.	Mauritius	-	-	88262	-	-
D.	Singapore with Cruise	-	-	99361	-	-
E.	Europe	-	-	220660	-	-
F.	America	-	-	275511	-	-

Table 05 Single Special Package-

Following table shows comparative status of Veena World with the competitor of Singles Special Package.

Sr. No.	Name of Package	Sathe Tours	Global Holidays	Veena World	Kadam Tours	Kesari Tours
A.	Thailand	-	-	46631	-	-
B.	Europe	-	-	135800	-	-
C.	Turkey	-	-	80905	-	-
D.	Dubai	-	-	77394	-	-
E.	Nepal	-	-	45900	-	-
F.	Singapore With Cruise	-	-	97361	-	-

Table 06 Student Tours Package-

Following table shows comparative status of Veena World with the competitor of Student Tour Package.

Sr. No.	Name of Package	Sathe Tours	Global Holidays	Veena World	Kadam Tours	Kesari Tours
A.	Thailand	-	-	45631	-	49660
B.	America	-	-	-	-	267632
C.	Singapore	-	-	69884	-	-
D.	Europe	-	-	103974	-	-
E.	Switzerland	-	-	146165	-	-

Table 07 Short Weekend-

Following table shows comparative status of Veena World with the competitor of Short Weekend.

Sr. No.	Name of Package	Sathe Tours	Global Holidays	Veena World	Kadam Tours	Kesari Tours
A.	Singapore	-	-	-	-	76708
B.	Hong Kong	-	-	-	-	72440
C.	Bali	-	-	-	-	64660

Table 08 Economy Tours Package-

Following table shows comparative status of Veena World with the competitor of Economy Tour package.

Sr. No.	Name of Package	Sathe Tours	Global Holidays	Veena World	Kadam Tours	Kesari Tours
A.	Dubai With Sharjah	-	-	-	-	69096
B.	Mauritius	-	-	-	-	82684
C.	Sri Lanka-Maldives	-	-	-	-	90354
D.	Thailand-Hong Kong	-	-	-	-	93019
E.	Thailand	-	-	-	-	51038

Family Tours Packages-

Following table shows comparative status of Veena World with the competitor of Family Tour Package.

Table 09 Singapore-Thailand-Malaysia Tours Packages-

Sr. No.	Name of Package	Sathe Tours	Global Holidays	Veena World	Kadam Tours	Kesari Tours
1.	Singapore-Thailand-Malaysia	113000	110000	103253	120000	128132
2.	Singapore-Hong Kong	-	80000	-	-	119878
3.	Singapore-Malaysia	-	100000	89731	78000	106805
4.	Singapore-Malaysia-Hong Kong	-	145000	-	-	154160
5.	Bangkok-Pattaya-Phuket	-	42000	79688	65000	86613
6.	Singapore-Kulu lumpur-Malaysia	-	75000	-	-	-
7.	Singapore-Thailand-Malaysia-Hong Kong	-	125000	155308	-	-
8.	Singapore-Hong Kong-Macau	-	11000	10988	-	-
9.	Hong Kong-Macau	-	75000	-	85000	-
10.	Macau-Shenzhen- Hong Kong	-	100000	91656	-	106954
11.	Vietnam-Cambodia-Philippines	-	140000	149550	-	-

Table 10 Dubai-Mauritius Tours Packages-

Sr. No.	Name of Package	Sathe Tours	Global Holidays	Veena World	Kadam Tours	Kesari Tours
1.	Dubai-Abu-Dhabi Ferrari Park	79900	74000	80388	70000	91224

2.	Dubai With Sharjah	-	60000	-	60000	68972
3.	Dubai With Burj Khalifa	-	60000	58225	50000	
4.	Dubai-Abu-Dhabi-Oman	-	82000	101415	-	136235
5.	Dubai-Abu-Dhabi	75000	70000	-	-	-
6.	Dubai-Mauritius	139000	120000	-	95000	-
7.	Mauritius With Dubai	-	-	-	-	132894
8.	Mauritius Kenya Dubai	-	-	194772	-	-
9.	Mauritius-Seychelles	-	-	100328	-	-
10.	Mauritius	-	-	87777	75000	101478

Table 11 Italy-Austria-Swiss-Paris-London Tours Packages-

Sr. No.	Name of Package	Sathe Tours	Global Holidays	Veena World	Kadam Tours	Kesari Tours
1.	Austria-Swiss-Paris-London	-	-	240582	-	-
2.	Italy-Austria-Swiss-Paris	-	-	230158	-	-
3.	Italy-Austria-Swiss	-	-	183355	-	187472
4.	Italy-Swiss-Paris	-	-	188355	-	234950
5.	London-Swiss-Paris	-	200000	208391	195000	244910
6.	Austria-Swiss-Paris	-	-	193391	-	225686
7.	Swiss-Paris	-	-	166624	-	182122
8.	Austria-Swiss	-	-	166624	-	-
9.	Italy-Swiss	-	-	161201	-	-
10.	Italy-Austria	-	-	156165	-	-
11.	Austria-Munich	-	-	137750	-	-

Table 12 Europe Continent Tours Packages-

Sr. No.	Name of Package	Sathe Tours	Global Holidays	Veena World	Kadam Tours	Kesari Tours
1.	Best Of Europe	-	-	-	-	279740
2.	All Of Europe	-	235000	-	226000	339870
3.	European Jewels	-	-	230158	-	287110
4.	European Wonders	-	-	199238	-	295390
5.	European Highlights	-	-	162931	-	177786
6.	European Treasurer	-	-	417189	-	-
7.	European Discovery	-	-	454343	-	-
8.	European Dream	-	-	325960	-	-
9.	European Magic	-	-	297348	-	-

Table 13 One Country Tours Packages-

Sr. No.	Name of Package	Sathe Tours	Global Holidays	Veena World	Kadam Tours	Kesari Tours
1.	Sri Lanka	64000	-	64090	-	76672
2.	Switzerland	-	-	156165	-	183878
3.	Greece	-	-	145056	-	-
4.	Poland	-	-	93434	-	-
5.	Spain	-	170000	140317	-	157822
6.	Turkey	-	-	136823	-	128890

7.	Egypt	-	-	120741		
8.	Portugal	-	-	-	-	169854
9.	Singapore	-	-	67777	40000	-
10.	Ireland	-	-	-	-	162830
11.	Jordan-Israel	-	-	180335	-	191913
12.	Thailand	-	30000	41192	40000	58883
13.	New Zealand	-	-	193394	-	265205
14.	Australia	-	-	236726	-	272950
15.	Alaska	-	-	243349	-	-
16.	Canada	-	-	372789	-	-
17.	Norway	-	270000	-	-	-
18.	Spain With La Tomatina Festival	-	-	139191	-	128890

Table 14 United States of America & Scandinavia-Russia Tours Packages-

Sr. No.	Name of Package	Sathe Tours	Global Holidays	Veena World	Kadam Tours	Kesari Tours
1.	USA	-	-	274928	250000	373016
2.	USA West Coast	-	-	200637	-	213668
3.	USA East Coast	-	-	175340	-	187684
4.	South America	-	-	679311	-	-
5.	Canada-Alaska	-	-	496519	-	519835
6.	USA East-West Coast	-	-	-	-	288096
7.	Scandinavia-Russia	-	215000	252348	-	268972
8.	Scandinavia	-	-	177931	-	197140
9.	Russia	-	-	119858	-	148190
10.	Scandinavia-Midnight Sun	-	210000	324962	-	352150
11.	Scandinavia-Northern Light	-	-	251500	-	255830

Table 15 Japan-China-KoreaTours Packages-

Sr. No.	Name of Package	Sathe Tours	Global Holidays	Veena World	Kadam Tours	Kesari Tours
1.	China-Hong Kong-Macau	159500	-	-	-	173263
2.	China	109500	-	129699	-	159533
3.	Japan-China-Korea	-	-	296210	-	
4.	Japan-China	-	-	-	-	268137

Table 16 Two-Three Combine Countries Tours Packages-

Sr. No.	Name of Package	Sathe Tours	Global Holidays	Veena World	Kadam Tours	Kesari Tours
1.	Bali-Indonesia	76500	-	105358	-	-
2.	Sri Lanka-Maldives	76500	95500	101475	75000	116878
3.	Australia-New Zealand	-	-	350054	-	397916
4.	South Africa-Kenia With Victoria Falls	-	260000	249750	-	325075
5.	Mysterious With Egypt	-	-	-	-	127478
6.	Israel-Jerusalem-Tel Aviv	-	115000	-	-	-

7.	Greece-Turkey	-	90000	156165	-	172786
8.	Tashkent-Samarkand	-	-	83596	-	-
9.	Slovenia-Croatia	-	-	-	-	165910
10.	Greenland-Iceland	-	-	366063	-	-
11.	England-Scotland-Ireland- Wales	-	-	193355	-	-
12.	Spain-Portugal-Morocco	-	-	177931	-	221790
13.	Amsterdam-Paris-London- Scotland	-	-	-	-	214474

Table 17 Channel Distribution-

Following table shows comparative status of Veena World with the competitor of Channel Distribution in Satara.

Sr.	Location	Sathe Tours	Global Holidays	Veena World	Kadam Tours	Kesari Tours
1.	Transportation					
A.	Air	√	√	√	√	√
B.	Rail	√	√	-	√	-
C.	Road	√	√	√	√	√
D.	Own Vehicle	-	-	√	√	√
2.	Communication					
	Online	√	√	√	√	√
	Offline	√	√	√	√	√
3.	Infrastructure					
A.	Good	-	-	-	√	-
B.	Better	-	-	√	-	√
C.	Best	√	√	-	-	-
4.	Easy Accessible					
A.	Near	√	√	√	√	√
5.	Professional Staff					
A.	Yes / No	Yes	Yes	Yes	Yes	Yes
6.	Hospitality					
A.	Yes / No	Yes	Yes	Yes	Yes	Yes

Table 18 Promotional Activity-

Following table shows comparative status of Veena World with the competitor of Promotional Activities in Satara.

Sr.	Promotional Activity	Sathe Tours	Global Holidays	Veena World	Kadam Tours	Kesari Tours
A.	Advertisement	√	√	√	√	√
B.	Flex & Hoardings	√	√	√	√	-
C.	Newspaper	√	-	√	√	√
D.	Seminar & Conference	-	√	√	-	√
E.	Television	-	√	√	-	-
F.	Radio	-	-	√	√	-

G.	Websites	√	-	√	√	√
H.	Word of Mouth	√	√	√	√	√
I.	Seasonal Offer	√	√	√	-	-
J.	On the Spot Booking	√	√	-	-	-
K.	Personal Visit	√	√	√	√	√
L.	Public Relation	√	√	√	√	√

Table 18 Process

Following table shows comparative status of Veena World with the competitor of Process in Satara.

Sr.	Process	Sathe Tours	Global Holidays	Veena World	Kadam Tours	Kesari Tours
1.	Shake Hand	√	√	√	√	√
2.	Serve Water	√	√	√	√	√
3.	Serve Tea & Coffee	√	√	√	√	√
4.	Travel Information	√	√	√	√	√
5.	Itineraries	√	√	√	√	√
6.	Way of Transport	√	√	√	√	√
7.	Hotel Accommodation	√	√	√	√	√
8.	Planning & Costing Tours	√	√	√	√	√
9.	Ticketing & Receipts	√	√	√	√	√
10.	Foreign Currency & Insurance	√	√	√	√	√
11.	Passport & Visa	√	√	√	√	Only Visa
12.	After Sales Service	√	√	√	√	√
13.	Complimentary Gifts	Caps, Bags	Caps, Bags	Caps, Bags, Visa Files	Caps, Bags, Rubber Band	Caps, Bags, Visa Files

Table 19 People

Following table shows comparative status of Veena World with the competitor of office Staff in Satara.

Sr.	People Management	Sathe Tours	Global Holidays	Veena World	Kadam Tours	Kesari Tours
A.	Proper Training	√	√	√	√	√
B.	Educational Background	√	√	√	√	√
C.	Liaison With Customer	√	√	√	√	√
D.	Product Knowledge	30 years	27 years	30 years	11 Years	31 Years

	(Since)					
E.	Market Intelligence	√	√	√	√	√
F.	Sales Personnel	√	√	√	√	√
G.	Expertise Speciality	√	√	√	√	√
H.	Tourist Guide	√	√	√	√	√

Table 20 Physical Evidence

Following table shows comparative status of Veena World with the competitor of Physical Evidence in Satara.

Sr.	Type of Physical Evidence	Sathe Tours	Global Holidays	Veena World	Kadam Tours	Kesari Tours
A.	Brochure	√	√	√	√	√
B.	Itineraries	√	√	√	√	√
C.	World Map	√	√	√	√	-
D.	World Continent	√	-	√	√	-
E.	Air Conditioner	√	-	√	-	-
F.	Photos with Famous Personality	√	-	√	-	-
G.	Cleanliness Office	√	√	√	√	√
H.	Layout	√	√	√	√	√
I.	Lift Service	√	-	√	-	-
J.	Public Utilities	-	√	√	-	-
K.	Information regarding Rules & Regulation	√	√	√	√	√
L.	Other (if any 1)	-	Frames Of Famous Destination	World Clock	Photos of Destination	-