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Vice Prin. Shri. N. T. Patil M. A. B.Ed.	I/C Prin. Dr. R. B. Bhuyekar M.A., M. Phil., Ph.D.
Ref. No. GKG/ /2023-2024	Date: 01/11/2023

**Title of Activity :** **WORKSHOSP**

**Guest Name :** **Dr. Ravikiran Kore**

**Date :** **01 November 2023**

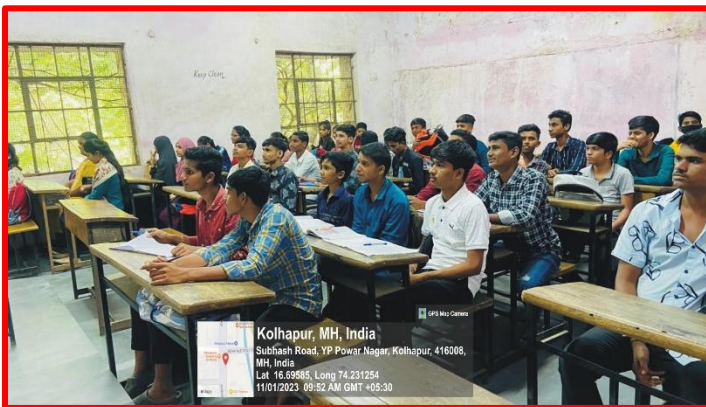
**Participants No. :** **31**

**Organized by :** **Department of B. Voc. Tourism and Service Industry**

**Topic :** **Opening and Organization of Travel Company**

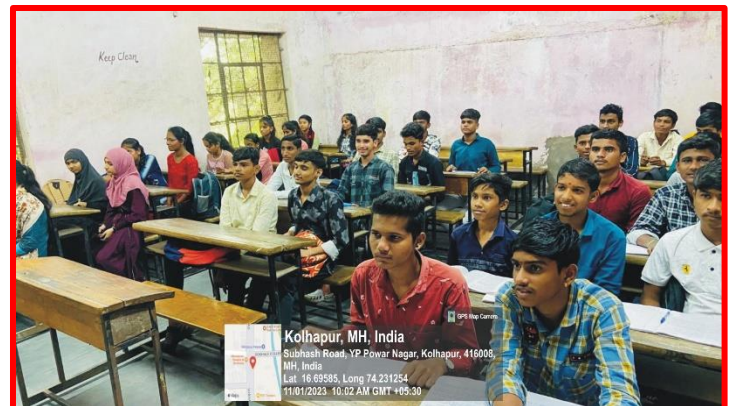
**Summary :** Guest have discuss on **Identify Target Market:** Determine the demographic, preferences, and needs of your potential customers. **Competitive Analysis:** Study competitors to understand their offerings, strengths, and weaknesses. **Trends and Opportunities:** Stay updated on industry trends, emerging destinations, and customer preferences. **Vision and Mission:** Define the purpose and objectives of your travel company. **Services Offered:** Specify the types of travel services (e.g., adventure tours, luxury travel, business travel). **Revenue Model:** Outline how the business will generate income (e.g., commissions, service fees). **Marketing Strategy:** Develop a plan to attract and retain customers.


**Snapshots:**



**Outcome:**

1. Understand the company opening process and policies.
2. Seek investment from venture capitalists or angel investors.
3. Provide training on customer service, travel products, and booking systems.



  
 Principal  
 Gopal Krishna Gokhale College  
 Kolhapur.

