

IALUMLANG – Tourism

Submitted by Raymond Lyngdoh Mawlong

This project is designed to introduce agro-tourism and create a tourist destination in rural areas with the objectives to create employment opportunities, enhance the community economic potential, increase income resource, enhance communication skills, facilitate cultural exchange etc. (see Table 1 for a bird’s-eye-view to the project)

Table 1- Project IALUMLANG

<u>KEY PARTNERS</u>	<u>KEY ACTIVITIES</u>	<u>VALUE</u> <u>PREPOSITION</u>	<u>CUSTOMER</u> <u>RELATIONS</u>	<u>CUSTOMER SEGMENTS</u>
<ul style="list-style-type: none"> • Villagers (human resource) • Skilled Employees • Travel agencies 	<ul style="list-style-type: none"> • Family space • Tours • Promoting 	<ul style="list-style-type: none"> • Accommodation/ lodging • Hospitality • Transportation • One desk solution. 	<ul style="list-style-type: none"> • Assistance on stay 	<ul style="list-style-type: none"> • Open to all • Families • Students • Foreigners

			<p><u>Channel</u></p> <ul style="list-style-type: none"> • Internet (Social Platforms) • Cards/ Posters • Travelling agencies 	
<p>Cost Structure to be worked out</p>			<p><u>Revenue Streams</u></p> <ul style="list-style-type: none"> • Accommodation • Travelling • Hospitality Services 	