

# Sustainable Business Project

# पर्यटक

आपका अपना गाइड



## PROBLEM STATEMENT

- Tour guides segment in India is very unorganised with no clear identification of those with official licenses.
- They are perceived as being intrusive and as such their services are not valued.
- Tour guides are considered synonymous with fraudsters further limiting the opportunities available.

1

Prejudiced Opinions

2

Tourist Safety

3

Well Being and Future Security

4

Skill Building

5

Unorganised  
Network

6

Government Support

7

Limited earning potential



Amit Kumar, Regional Guide, Red Fort

We are licensed guides, still we have to hassle our way to procure tickets. This results in negative feedback by clients and loss of business for us.



Rajendra S., Regional Guide, Red Fort

We don't have any salary or a regulated fee structure and have to compromise with whatever minimal fee we get. The work is also seasonal and limited.



## SOLUTION

Paryatak is an exclusive portal for licenced guides across India. Tourist Guides would register on the app and record interesting short clips about the monuments where they work. Tourists would access the portal through QR codes placed at various locations inside and around monument premises.

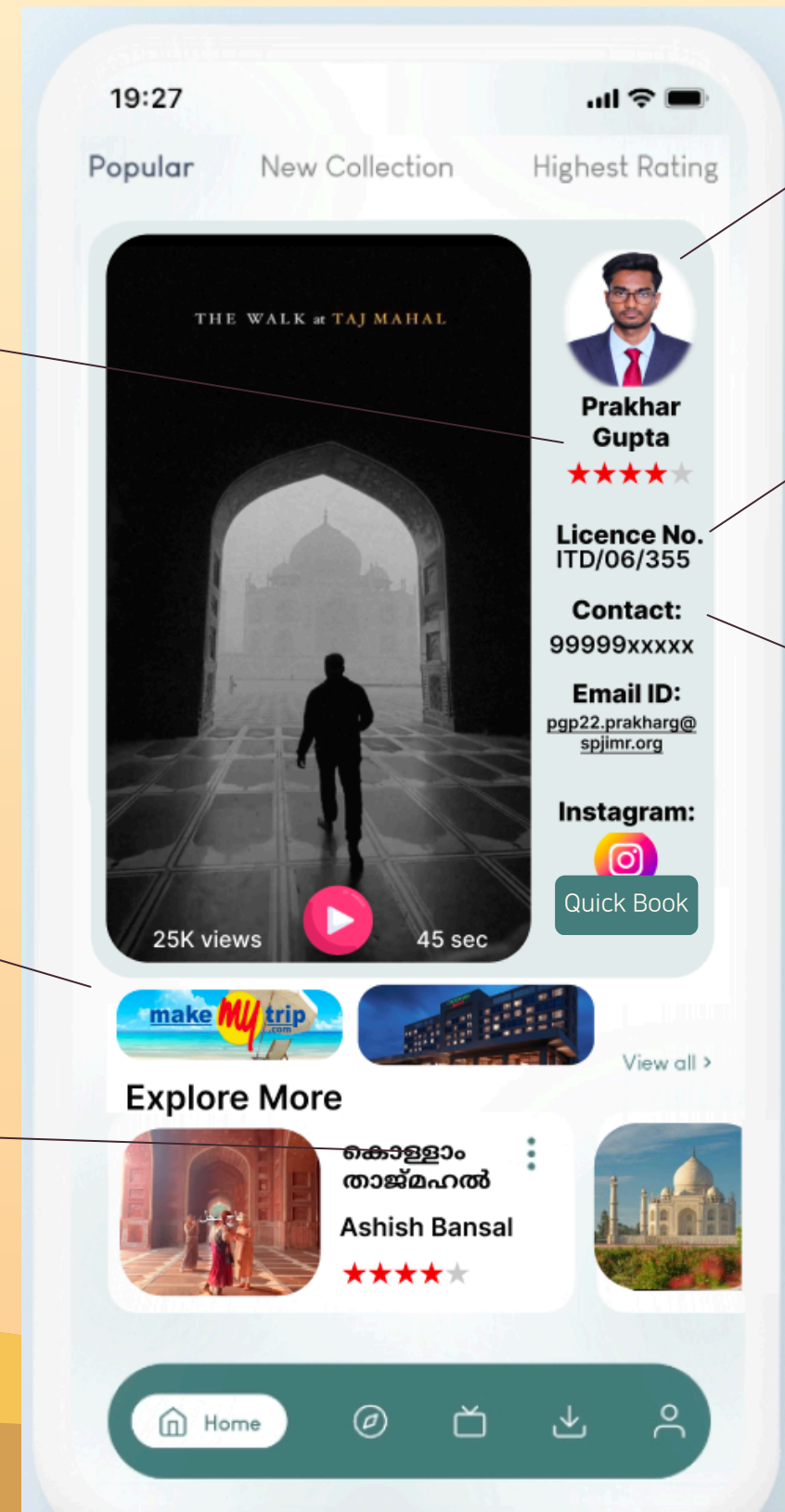
### App Onboarding: Tour Guide

### App Onboarding: Tourist





# SOLUTION



Review and Rating System

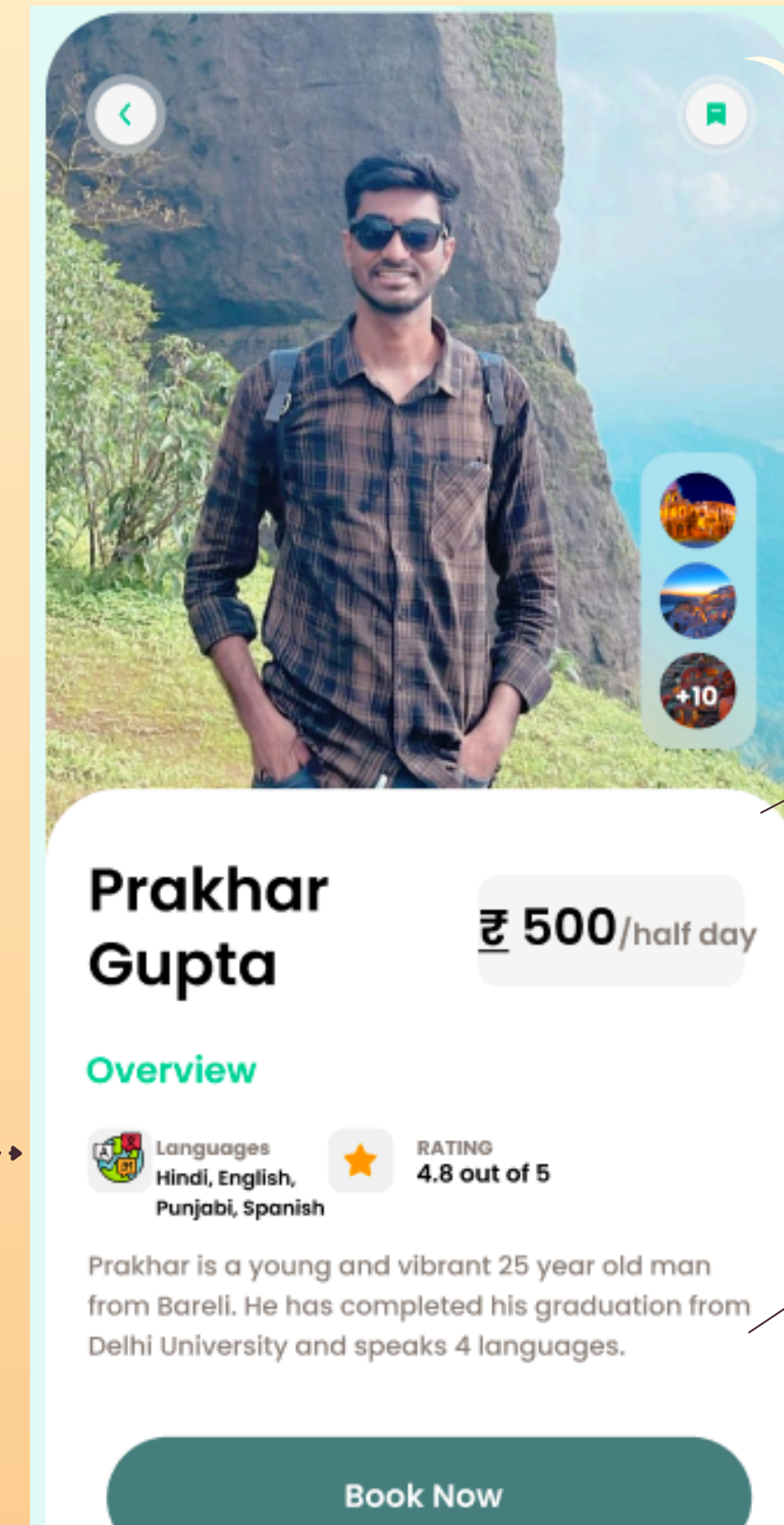
Google Ads

Option for multilingual videos

Guide Name

License Number

Contact Details



Guide Quotation

Guide Booking Option

## REVENUE MODEL

The main source of revenue for Paryatak will be advertisement through website and commission on guide booking through our app for first few years. However, in long term, once website is well known for its use, we may shift to another source of revenues too like customized itinerary planning, tour and travel booking etc.

### Target Customers for Advertising



Hotels



Airlines



Restaurants



Cab services



Shopping Goods

### Ways of Advertising



Banner Ads



Video Ads



Interstitial Ads



Native Ads



Brand partnership



Commission on  
Guide Booking

### Long Term sources

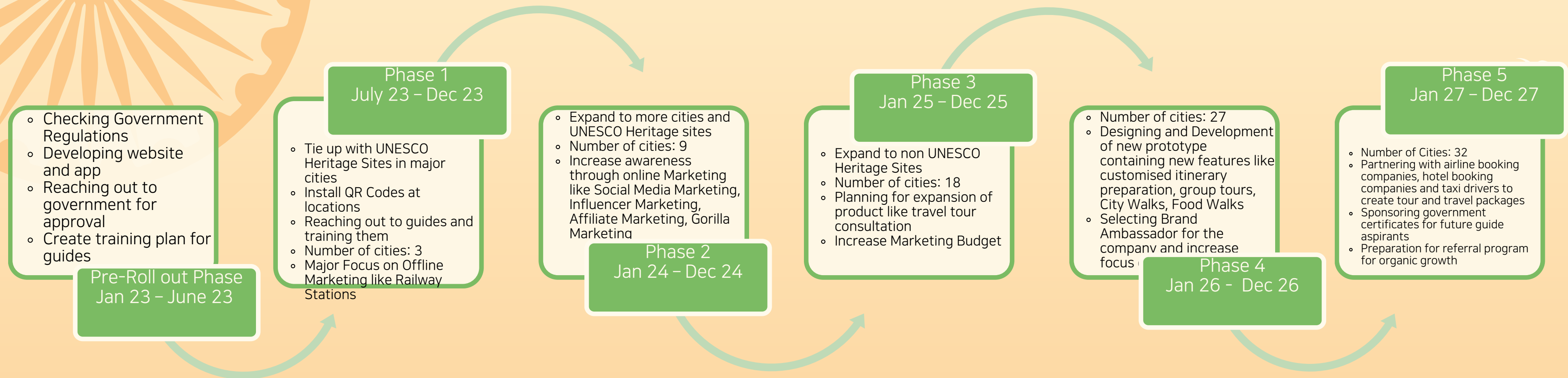


We can start with tour guide booking on the website. For this we can charge commission from tour guides



Tours and travel business can be started through the website

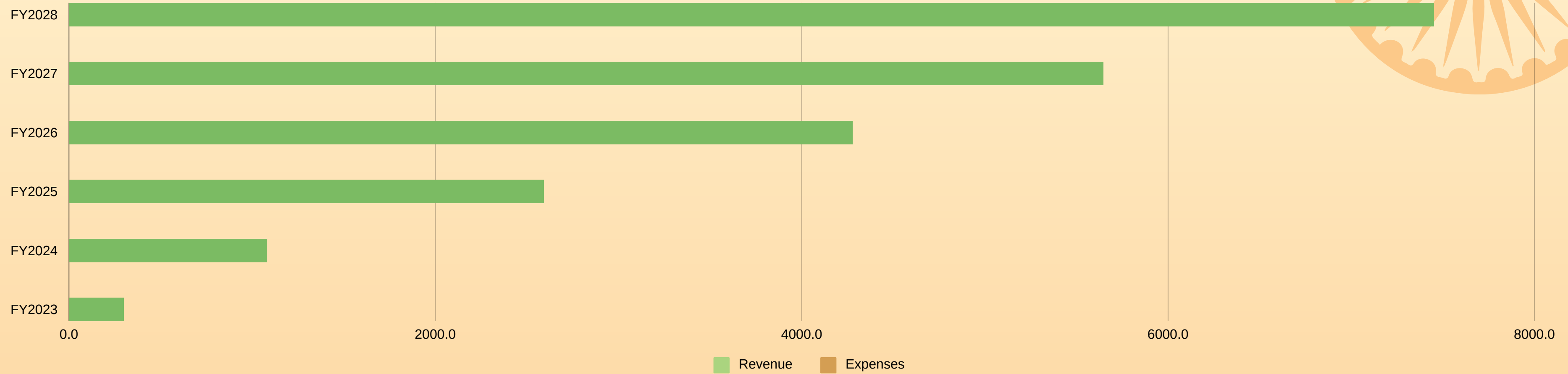
## TIMELINE



### Future Planning for Technological Advancements:

- 1.Placing local routers on monuments where Internet Connection is not available.
- 2.Testing AR/ VR technology on major locations and use the network and knowledge of guides on our portal to recreate the experience of sites/ monuments which have transformed over time.
- 3.Moving website and app on Blockchain.

# FINANCIALS



Revenue Expenses

50000000.0

40000000.0

30000000.0

20000000.0

10000000.0

0.0

2023

2024

2025

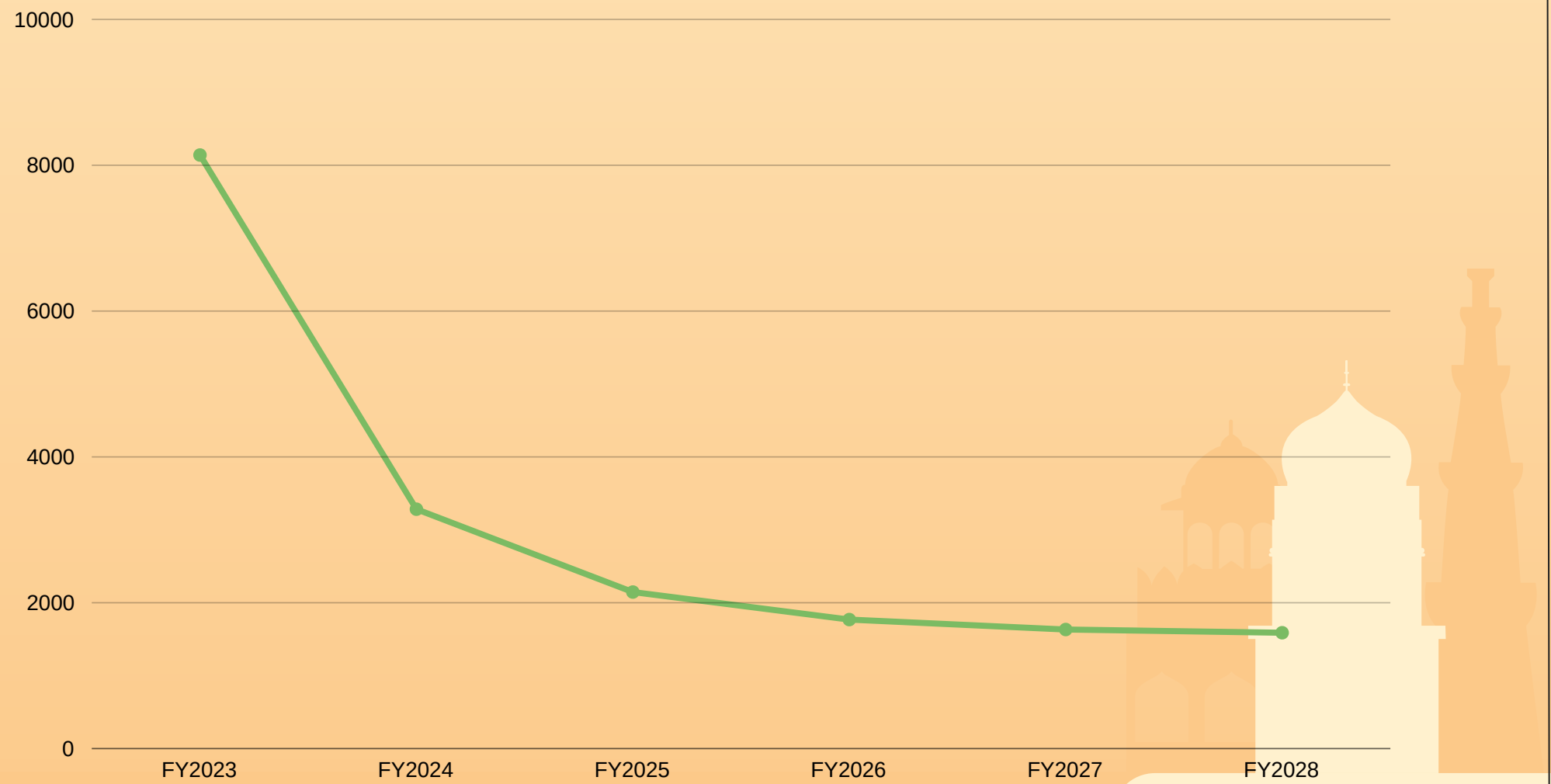
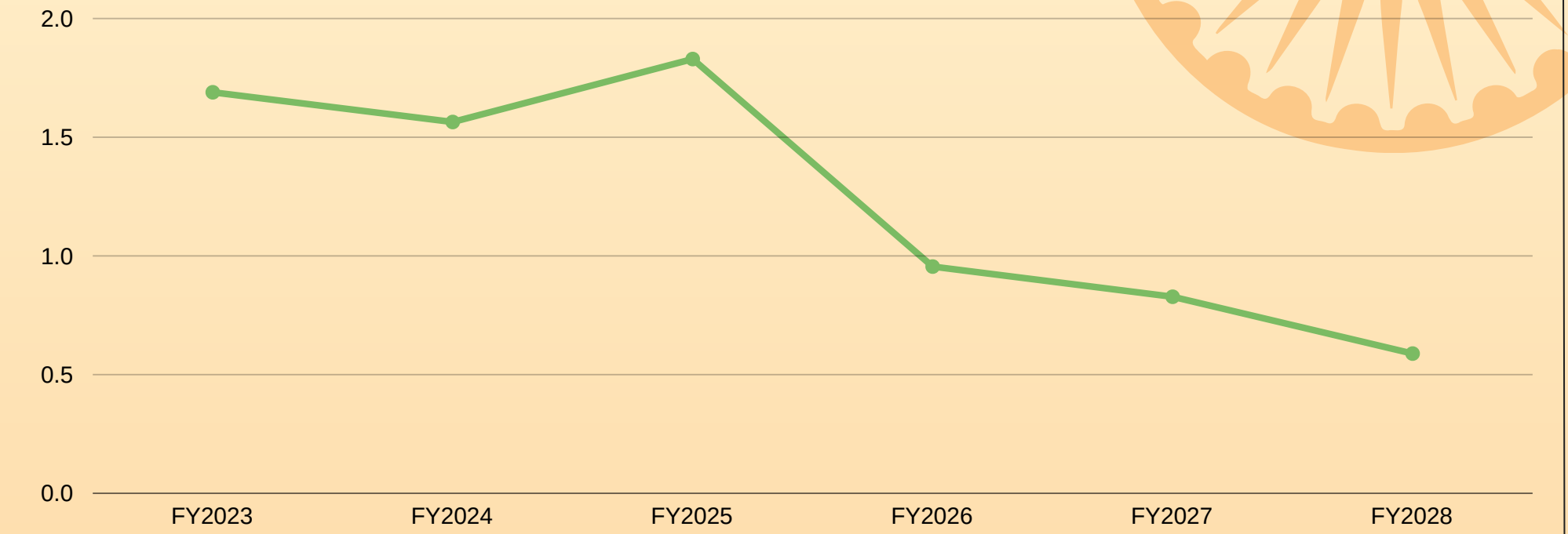
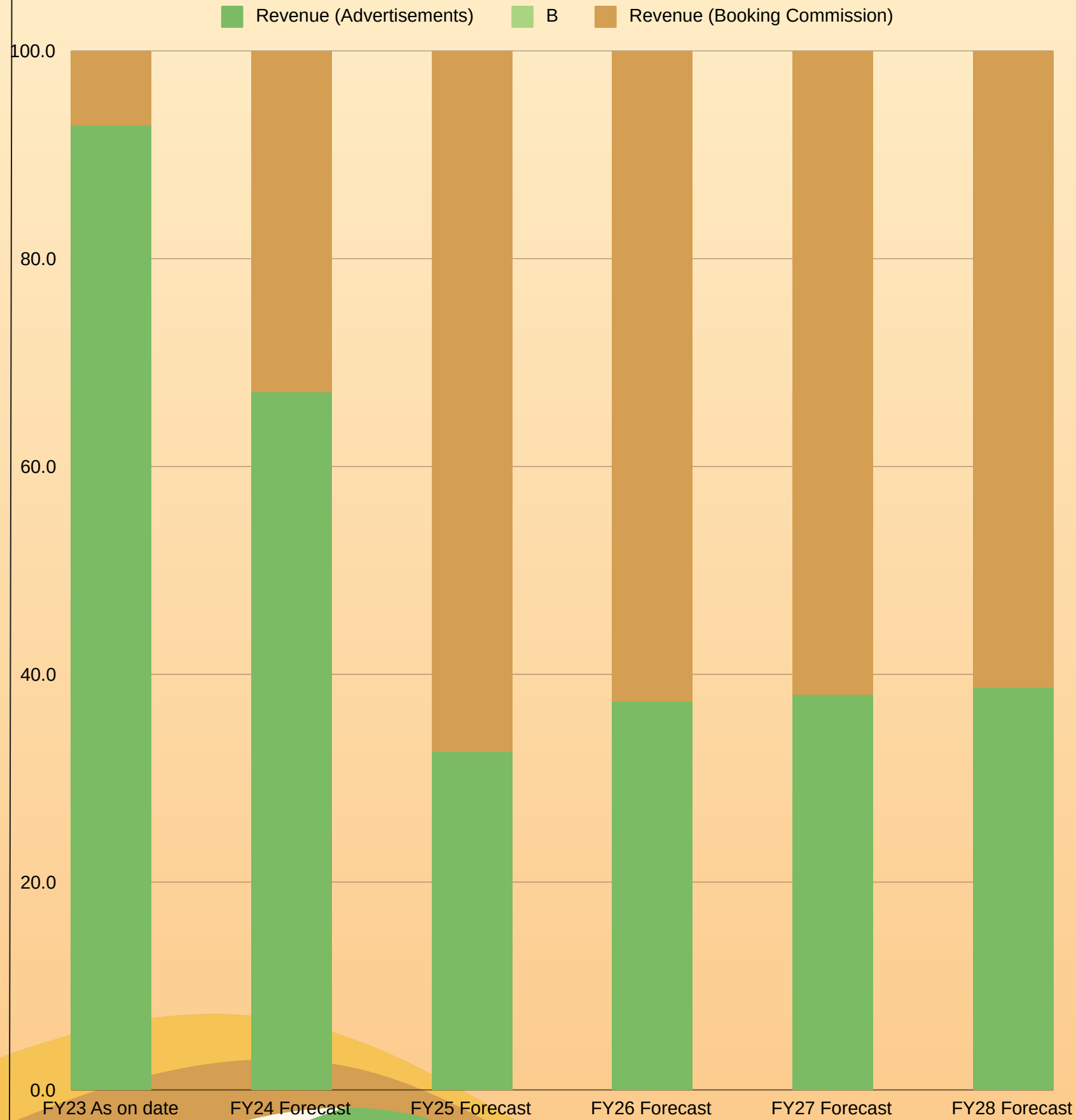
2026

2027

2028



# FINANCIALS





## Appendix: Impact on Triple Bottom Line and SDG Goals



### TBL Metrics:

#### Profit:

- Approximately 50% increase in number of licensed guides to 7500 guides in next 5 years
- Income diversification of licensed guides through Google AdSense
- Increased revenue of approximately of INR 13 Cr in tourism industry

#### People:

- Rise in female labor force participation due to awareness from social media
- Moving 15000 unregistered guides towards registered guides in next 10 years
- Equipping people in tourism sector with technological advancements in the industry
- Rise in percentage of people with a professional certification in tourism

#### Planet:

- Spread awareness and business of local eco-friendly products

### Impact on SDG Goals



## APPENDIX: User Persona of Indian Tourist vs Foreign Tourist



Indian Tourist

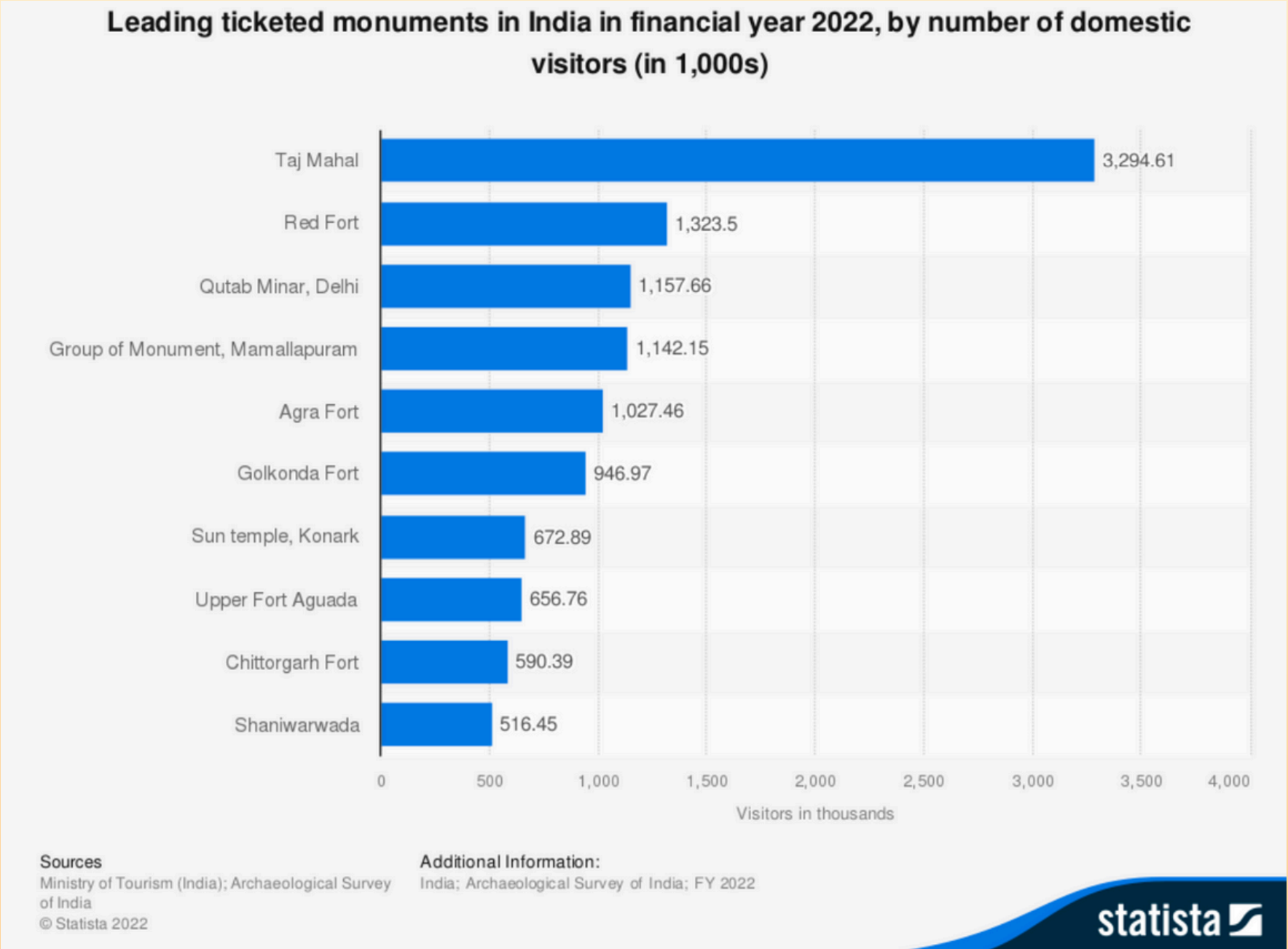
- Less faith in tourist guides
- Bargain a lot on fees
- Take unlicensed guides for lower rates
- Poor listeners
- Prejudiced opinions and bias due to traditional backgrounds

- Much more aware about the location
- Does a lot of research before visiting
- Eager to know about the heritage of the place
- Sometimes suffer cultural shock
- Health issues due to food and water
- Linguistic issues due to lack of competent guides

Foreign Tourist



APPENDIX: Footfall at various monuments across the Country



A) Revenue from Organic and Inorganic advertising.

NUMBER OF VISITORS TO CENTRALLY PROTECTED TICKETED ASI MONUMENTS (ANNUAL FIGURES)			
Cities	Monuments	2021-22	
		Domestic	Foreign
Delhi	Jantar Mantar	1,25,545	521
	Red Fort	13,23,501	5,579
	Qutub Minar	11,57,664	8,456
	Humayun Tomb	3,92,378	4,892
	Purana Qila	4,66,334	848
Mumbai	Elephanta Caves	2,19,837	1,321
	Shaniwarwada, Pune	5,16,448	478
	Kanheri Caves	87,182	576
	Cave Temple, Junaar	1,73,143	20
	Janjira Fort, Murd	1,87,947	68
Agra	Taj Mahal	32,94,611	38,922
	Agra Fort	10,27,462	13,598
	Akbars Tomb	1,87,182	1,028
	Fatehpuri Sikri	1,57,253	2,122
	Mousoleum	3,17,653	643
Total Annual visitors		96,34,140	79,072



## APPENDIX: Revenue Calculation through Google AdSense

A. Revenue (Ads hosted on platform through Google Asense)						
	FY23As on date	FY24Forecast	FY25Forecast	FY26Forecast	FY27Forecast	FY28Forecast
Revenue (in Indian Rupee)	₹ 19,55,027	₹ 35,19,048	₹ 42,22,858	₹ 91,21,373	₹ 1,31,34,777	₹ 1,89,14,079
Revenue (in dollars) (\$0.0097 page per visit)	\$ 23,555	\$ 42,398	\$ 50,878	\$ 1,09,896	\$ 1,58,250	\$ 2,27,880
Organic Traffic (Annual)	24,28,303	43,70,945	52,45,134	1,13,29,490	1,63,14,466	2,34,92,831
Traffic %	25%	30%	36%	43%	52%	62%
Case 1:	25%	30%	36%	43%	52%	62%
Case 2:	15%	17%	20%	23%	26%	30%
Case 3:	10%	11%	12%	13%	15%	16%

Tour Guides Benefit from Ad revenue						
	FY2023	FY2024	FY2025	FY2026	FY2027	FY2028
Total guides on platform	300	1,080	2,592	4,277	5,645	7,452
Ad Revenue	19,55,027	35,19,048	42,22,858	91,21,373	1,31,34,777	1,89,14,079
Per Guide Ad revenue generation	6,517	3,258	1,629	2,133	2,327	2,538

**Per click Revenue** = rate \* cost  
per click \* number of  
impressions/100

**Per Impression Revenue** =  
cost per mile (CPM) \*  
impressions

## APPENDIX: Operational feasibility and risk assessment

### Immediate/ short-run

1. Why would government be willing to tie up with us? Any policies that would help us?

- In India, monuments and historical places come under the ASI
- Recently, the government has emphasized its policies towards tourism
- The government has launched e-marketplace for booking travel guides (scope for synergies)

2. How would guides benefit from bookings done through our portal vs done individually?

- Differentiation from unlicensed guides
- Diversified Source of Income
- Awareness about latest technological changes in the Industry and scope of future growth

3. How will we record videos?

The videos will be recorded and uploaded on YouTube, and then will be integrated to our portal via an API, to focus on cost savings.

### Long-term

In the coming years, maximum tourist attraction is going to be from tech-savvy people. Would the pre-recorded videos and online content availability act as a threat to the guides' traditional business?

## APPENDIX: References

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