

Pushing them
physically essay



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While many conventional High-end products are lavish in their disregard for natural resource conservation, there is a growing segment that is tapping into the conscientious yet wealthy consumers concerned with responsible travel. High-end or luxury tourism connotes high quality services, accommodations, aesthetics, activities, and amenities. Increasingly, high-end travelers expect fine-dining, day spas, massages, excursions in style and in small groups (e. G. Hot-air ballooning and yachting) even in remote and impoverished destinations.

Customization from beginning to the end is the hallmark of luxury tourism, with tour impasses, accommodations, and staff ensuring clients' needs and wants are met at all times. High-end responsible tourism implies the same type of service and comfort but with elements of responsible travel. Once upon a time, some of the world's most prized nature destinations such as the Galapagos Islands, Nepal, game parks in East Africa, and even parts of Costa Rica, were visited only by the physically rugged and intellectually curious travelers.

However, with improved air and ground transport, better accommodations, and increased publicity, these destinations are now available to the masses. Increasing numbers of older, wealthier, and "softer" travelers are opting for comfort. Today, scores of companies can be found on the Internet that offer high-priced tours but heed little if any regard to conservation or local economic development. On the other hand, responsible High-end tour companies take into consideration the environmental, cultural, social, and economic considerations of the destinations they visit, while maintaining a high standard of comfort and service.

The level and type of responsible travel varies in High-end tourism as in any other reduce segment. In many cases, the type of accommodation is a key determinant of High-end tourism. This might mean staying at a four-star or higher hotel, resort or eco-lodge that have environmental policies or took environmental considerations into their design and construction, and have social standards for employing local people and treating destination communities fairly and equitably.

Many luxury tour companies incorporate the cost of carbon offsets for the emissions generated by the trip, and donations to local community projects and conservation organizations. These tour impasses may even arrange visits to local schools, wildlife centers and hospitals, including the traditional sightseeing tours and safaris that may cost anywhere from U. S. \$300 to \$3000 a day. At such a high cost, some clients might have an expectation that their tour company will donate part of the earnings from the tour.

Thus, High- end responsible tourism can also incorporate elements of philanthropy. CHAPTER 2 Consumer Profile Below is a general consumer profile of the responsible High-end tourist. These characteristics are similar across markets, but note that individual choices vary. Key Points Consumer Profile -> High-end Tourists Motivation These tourists are accustomed to the highest level of comfort -accommodations, food, and transport - both at home and while traveling. Primarily motivated by the holiday itself. They are experienced travelers and are looking for more meaningful and authentic trips.

They are philanthropists at home and want to incorporate philanthropy into their travels. They want to ‘give back,’ particularly in developing countries. They recognize that they are more fortunate than local peoples and are willing to pay a higher cost for the knowledge that their money will contribute to local development. They are self-actualized; gratified to contribute to a cause they believe in or have seen first-hand. Demographics/ Psychographics
The most affluent of all travelers. Tend to be older, well educated, successful, and highly experienced travelers.

They may have a high social conscience but tend to be the least aware of the social or environmental issues in the destination countries they visit. However, they are open to learning and will try to contribute in some way (usually monetarily). Key activities These tourists participate in all types of activities but pay a higher cost for philanthropic purposes. See activities in: – Nature-based Tourism, Cultural Tourism, Adventure Tourism, and Volunteer Tourism (some tour operators are beginning to offer ‘Luxury Voluntarism’ such as Hands-Up Holidays).

Table 1: Consumer Profile: Cultural and Community-Based Tourism Source: CREST, 2009. Segment trends ‘Echo-chic’ luxury accommodations (boutique hotels, resorts, lodges, camps) are a growing sector of tourism. Many High-end tour operators and service providers use ‘green’ accommodations. They provide, as a selling point, details on how their accommodations are environmentally friendly. As mentioned above, High-end companies practicing responsible tourism is no longer restricted to luxury accommodations and pampering.

More and more companies are offering High-end, nature-based, cultural, and adventure products where guests participate in soft or rugged activities but without skimping on the service or amenities. With the rising concern of climate change, many companies in the travel industry offer opportunities for clients to offset their carbon emissions for their flight and/or tours. High-end tourism is starting to take this one step further by incorporating the cost of carbon offsets into the trips they offer and in their own operations.

Travelers' philanthropy is a growing trend among tour operators because of the increased client demand for it, and as a method to improve the social and environmental responsibility profile of their company. Nearly all responsible travel companies support local projects, partner with charitable organizations, or make donations to international or local charities that support the environment and/or community development in destination countries. High-end tour companies do this as well, but are also beginning to incorporate travelers' philanthropy within their / core philosophy.

Environmental Considerations Sustainable design Locally sourced building materials Use of recycled materials Incorporating local landscape features Energy efficiency Monitor energy efficiency Use of solar panels Overall energy conservation practices Energy efficient water heaters Energy efficient appliances, light bulbs Optional towel and sheet changes Water management Water saving practices Use of biodegradable detergents Water collection method on roofs for irrigation

Re-use of grey water Waste water management Biological conservation Erosion prevention measures Use of native plants for landscaping Maintain

natural landscape Waste Management Reduce, reuse, recycle, compost
Minimize waste production Limited use of packaged materials Community
Supply chain management Life-cycle analysis of products Donate used or
excess items to local charities Buy organic, fair-trade, and local sustainable
items Community relations Employ local staff locally sourced products and
services Donate to local charities Staff encouraged and given opportunity to
volunteer free time at local organizations

Table 2: Examples of Responsible Environmental and Community Practices in
High-end Responsible Tourism Products Source: CREST, 2009. CHAPTER 3

Current market prevalent promotional strategies and price High-end tourism
is a specialized niche market. These products are placed in the highest price
bracket due to the above average expectations of the clients and the
superior service offered. Many High-end tour operators claim that they do
not focus on volume in this market; rather, their focus lies in quality and
service. This level of service is what differentiates these High-end companies
from other responsible tour operators.

Many High-end tour companies offer guided group tours with fixed
departure; however, the companies that focus on super exclusive luxury
travel tend to focus on tailor-made, customized holidays for their clients. This
might include private charters, flexible dates, access to private beaches,
special interest trips, and customized itineraries. These companies may also
specialize in certain types of exclusive travel. Typical words used in the
promotion of High-end tourism include: luxury, upscale, pampering, gourmet,
personalized service, exotic, ' see the real... UT in comfort, in style, high
quality, fine dining, relax, spa treatments. In addition, companies that

provide customized High-end trips also frequently use words like: tailor-made, specialized, personalized, private, custom-made, freedom, flexibility, exclusive, exotic, and remote. For travel with a philanthropic component, terms often used include: giving back, meaningful, making authentic contact, generosity, global patriot/ leadership, do more, benefits. Examples of Pricing for Luxury Tours in Selected Destinations NEPAL 17 days Himalayan Leadership Trek to Everest, from U.

S. \$6295 days individually designed itinerary, from EYE 14 days The Heart of Nepal, EYE 10 days Anaphora Lodge Trek, El 795 (including international flight from the U. K.) 13 days Nepal In Style, EYE (including international flight from U. K.) Table 3: Examples of Pricing for Luxury Tours source: CREST, 2009. Promotional images High-end tours operators often include images similar to those used in other product segments, but add an additional element of exclusivity and relaxation. These images suggest that the higher price is reflected in more services (e. . Spa) and amenities (e. G. Usury accommodations), and access to activities that might be beyond the average traveler (e. G. Taking small aircrafts to visit famous sites). The images also convey a personalized experience, where the traveler will be in close contact with nature and cultural experiences. Current marketing and distribution channels More so than in other product segments, High-end travel companies are featured in popular media. Several companies have been featured repeatedly in Condo Nasty Traveler (U. S.), Condo Nasty Traveler (U. K. , National Geographic Traveler, Travel + Leisure, and The Travel Magazine. In addition to travel-related print and online media used in other product segments, High-end tourism is often highlighted in popular

magazines, such as news (Time, Newsweek), business (Forbes), lifestyle (Town and Country, Food and Wine), high fashion (Vogue, Vanity Fair), and bridal (Modern Bride). Newspaper travel sections and in-flight magazines also feature luxury travel companies. Some magazines that specifically focus on High-end travel include Travel Connoisseur, Luxury Travel Advisor, and Luxury Travel Magazine.

Word of mouth and repeat clients represent a large portion of the luxury responsible tourism clientele. Pay-per-click advertising is also commonly used on Internet sites; though less so than in the youth product segment. There are also several luxury tourism web portals available. These feature mainly luxury hotel accommodations, although eco tours and natural destinations are sometimes featured as well. Some examples: Luxury Link – (feature web auctions for tours and accommodations) [http:// www. Luxuriant. Com/](http://www.Luxuriant.Com/) Luxury Travel – [http://www. Lucratively. Mom/](http://www.Lucratively.Mom/) Forbes Traveler – [http://www. Forestaller. Com/](http://www.Forestaller.Com/) International luxury travel trade shows are: The Luxury Travel Fair in London, U. K. November, 2009 (presented by Condo Nasty Traveler) The Luxury Travel Expo in Las Vegas, U. S. , December, 2009 (produced by Luxury Travel Advisor and Travel Agent Magazine) “ Meeting Luxury’ International Luxury Travel Exhibition in Laguna, Italy, April 2009 CHAPTER 4 Itinerary – Majestic Nepal DAY 1 Arrive at Tribhuvan International Airport, Katmandu. From airport you will be transfer to Darkies Hotel – an exquisite 5 star oasis.

After a short rest, we move to discover the enthralling sights of the capital. Katmandu. The discoveries will be of the great temples of Postulating, Sunbath and Badmouth that offer an interesting blend of Hindu and Buddhist

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architecture and rituals. At the evening we will go to have a massage at the Himalayan Spa. DAY 2 After a sumptuous buffet breakfast at Darkies, you will take a 50-minute morning flight to Nepalming. On a clear day you can watch the Landing Ranges unfold before you from the airplane. Upon arrival you will be transferred to Tiger Tops Lodge, approximately a two-hour drive away.

In the afternoon, head out on a dusk Jeep safari to the Bard National Park in search of elusive tigers and leopards. The evening will be spent with cocktails around an outdoor fireplace before dinner. DAY 3 Rising early, guests can take a tour of the Jungle to track tigers, elephants or the great one-horned rhinoceros in the morning light. In the afternoon there will be an elephant encounters. Spend a day with the mahouts, elephant keepers, and watch daily life at the elephant camp unfold. Help prepare the 1 kilograms of feed each elephant requires each day, head down to the river to watch the elephant bathing.

And take an afternoon stroll through the villages or community forest atop one of those gentle grey giants of the Jungle. These intimate, once in a life time experiences will give you a deeper connection to the Jungles of Nepal. DAY 4 Early in the morning we will move to Jungle to watch the brides. This is specially for the bride lovers to take the photographs. In the afternoon, guests will have most interesting event that is Elephant Polo. The adventurous and the rarest game in the world will be played among two teams. Later in the evening sit by the river where deep crimson sunsets fall behind the forest canopy.

DAY 5 Will go to Carnal River to do the whole day fishing. Carnal River is the habitations of beautiful dolphins along with soft shelled turtles and masher fish and other aquatic animals. The fishing at the Carnal River is combined with the beautiful sightseeing of the natural resources of the surrounding along with the rafting at the fast flowing water of the Carnal. While trekking towards the Carnal River, we will be pleased with the glorious view of the varieties of flora and fauna presented at the local surrounding.

The flow of the Carnal River will increase in great portion after the monsoon rain. Fishing at the Carnal River will helps us to gain so much experience in both rafting as well as fishing with the combination of great view of the surrounding. DAY 6 After breakfast you will take a 30-minute morning flight to Pokka. On a clear day you can watch the Anaphora Ranges unfold before you from the airplane. Upon arrival at Pokka airport you will transferred to the Tiger Mountain Pokka lodge (approximately minutes drive). This lodge is at thousand feet above the Pokka Valley.

The Lodge is renowned for panoramic views of Macrophages and three of the world's fourteen 8, mm peaks, Dialing , Anaphora I and Manages. The afternoon can be spent relaxing at the Lodge or getting out on one of the many short ekes accessible right from your front door. Sunset drink s on the large open terrace is a great way to unwind and take in the breathtaking beauty of the Unparsed. DAY 7 On this day you will have an opportunity to explore the Anaphora Mountains and surrounding sites of Pokka. It will be followed by the Arrived or Shiatsu massage, yoga and meditation in the privacy of your room or on your verandah.

A refreshing swim in the infinity pool. Possibly the highest swimming pool in Nepal, the water reflects the high mountains which drop away to the Bujumbura River far below. Lakeside offers a more relaxed dining and shopping experience compared with the hustle and bustle of Katmandu. DAY 8 After the breakfast flight back to Katmandu where you will spend another evening soaking up the beauty of Newar architecture at Darkies Hotel. In Katmandu you will visit Durbar Square to see the remnants of the old Nepalese kingdom and witness the only living goddess - Kumari'.

Before dinner there will be a cultural program at Hotel Vassar. After one and half hour program you will be taken to have the most authentic Nepalese Food in Darkies. DAY 9 International departure. CHAPTER 5 Marketing strategy We will use several different forms of communication for our marketing strategy. The first effort will revolve around the Internet site. Our demographic relies heavily on the Internet for information. The website will constantly be tested to determine that it is coming up as one of the top results when key words are entered into a search engine.

Another form of communication is magazine advertising. The advertising will occur in magazines whose readership has similar demographics as ours. The magazine advertisements will be used to increase visibility of the company as well as TTS offerings and position it as the top service provider in the high-end market of Nepal. As time progresses and a loyal customer base is established, we will rely on email newsletters and direct mail to the customers that are on the mailing list. The newsletters will share specials (both trips as well as special deals) to this select group of customers.

The goal of the newsletters is to incentive the past customers to Join us for another trip with a special deal. As operations progress, the company will continue to measure our progress relative to competitors and to the growth of the market(s) in which we operate. Though the primary target market has been defined, there may be new possibilities to serve additional segments. As the product is defined and the strategy differentiation is defined based on competitive strengths, we will be better able to determine whether adjustments in positioning are necessary.

The marketing strategy will be to develop long-term relationships with customers. We will keep a database from which to obtain important demographic & cryptographic information. As the business becomes profitable, plans will be implemented to expand our products and market reach. There is no limit to the number of packages that we can develop of niche market in Nepal. Target Marketing Our target market will include two groups: High income, health conscious individuals: These groups of people are typically professionals. This group works hard, but when they have time off, they play hard with active vacations.

They are willing to spend more money on a vacation to get more personalized attention. Young, active “ transfusions”: these groups of people tend to be younger than the other target segment. This group has a lot of disposable income, but not because they earn it, but because they have wealthy parents. This group tends to live in cities such as Boulder, CO, Bend, OR, Bellingham, WA or Taos, NM. They choose these cities because these are “ active cities. ” All of them have many outdoor activities within minutes of

the city. This group makes up a much smaller population relative to the other targeted group.

This group loves to play in the outdoors, pushing them physically, and have their parent's money to do so. We are targeting these special populations for several reasons: This segment up until now has been undeserved. This market segment traditionally spends a fair amount of money on adventure trips. This target segment seems to be willing to pay a premium for a top-shelf adventure excursion. Positioning The product will be differentiated as luxury hard adventure experience, which will be confirmed with the price and itinerary exclusivity.

Positioning will leverage the following competitive edge: The competitive edge in our services is the access we provide to popular "hard" adventure sports without the budget constraint of typical travelers. Not many providers cater to these people locally. The product we offer will be more exclusive, catering the spirit of echo tourism. Accommodations will be primarily in small luxury hotels and resorts. Meals will be exceptional, more like gourmet cuisine. The adventure activities will be better than average because the clients have more disposable income.

They won't get stuck with people they don't like; they will get access to the best terrain, sections of rivers, etc. Marketing Mix Our marketing mix is comprised of the following pricing, distribution, advertising and promotion, and customer service. Pricing: We will not compete on price, we compete on service. Additionally, the target market is not price sensitive. Too large degree price is irrelevant as long as it is reasonably proportional to the

services offered. Distribution: Our services will be distributed throughout Nepal and the world, depending on the annual tourist flow and spending habits.

Service will basically be the European High-end tourism. Advertising and Promotion: The most successful advertising will be the magazine advertisements as well as the direct mail. The promotion efforts will focus: Security, Safety and Comfort It is yet another most significant concern of high end travelers. Of course they want to participate in adventure tourism, but they are equally concerned of the safety of their life, security of their belongings and comfort of their Journey and they are happy to pay large price for these concerns being taken into considerations.

So the itinerary and other communication message intended to attract these travelers provides every activities they are doing during the tour as well as the measures to ensure their safety and security in detail. It also communicates that the Journey is more comfortable and different from ordinary tour. Responsible Tourism High End Tourists are more responsible citizens as they are elder and much experienced travelers. They are quiet concerned about the impact of their travel to the community and environment they visit.

So in order to grab the attention and interest of such travelers, we will portray responsible images through the use of vehicle with low carbon emission, preservation of natural and cultural resources of the places they visit, selection of environment friendly hotels and restaurants etc.

Participation in Wider Varieties of Activities High end tourists want

customized tour packages; at the same time they want to be involved in diversified set of activities such as nature based tourism, cultural tourism, adventure tourism and volunteer tourism.