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# Travel Photography: Destination Workshop

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## **Travel Photography: Destination Workshop**

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Travel photography is a growing and highly popular form of tourism in most parts of the world but despite huge potentials, certain places in the world have yet to capitalize on this opportunity. Among these destinations, Nepal, a country filled with breath-taking landscape and ever-vibrant and growing urban cities has done little to provide this experience of travel photography to travelers. Hence, the goal of this Bachelor's thesis was to develop an attractive, affordable and unforgettable travel photography product that would provide a complete travel photography experience.

To achieve this goal, the thesis has primarily emphasized on relating the basic concept and theories of product development and marketing with the destination. With a very thorough and theoretical approach, a strong guideline for product development and marketing was firstly discussed and then eventually these guidelines were incorporated into the product. Furthermore, the thesis looked into a very up to date and efficient marketing strategy while focusing on the practical issues for a travel product. Also, a strong emphasis into a disciplined and thorough product development process has been made. While implementing these theoretical ideas for the product development, practical and realistic issues have been strongly considered in every part of the thesis leading up to the final product.

Ultimately, an attractive, affordable and unforgettable travel photography experience of Destination Workshop was created incorporating the theoretical base of product development and marketing, and invaluable practical knowledge and experience from the writer.

Keywords: Product development, Travel photography, Destination marketing, marketing tools

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## 1 Introduction

Photography and travel are widely considered to be fundamentally linked to one another. Travel photography consist of the documentation of an area's landscape, people, culture, customs and history. And it plays a crucial role in promoting destinations, culture, and history of those places and also allows you to meet new people and have new learning experiences.

Travel is the movement of people between moderately distant geographical locations, and can involve travel by foot, bicycle, train, boat, airplane etc., with or without luggage, and can be one way or round trip. Travel can also include quite short stays between successive movements. Reasons for traveling include recreation, tourism or vacation, research travel for the gathering of information, for holiday to visit people, volunteer travel for charity, migration to begin life somewhere else, pilgrimages and mission trips, business travel, trade, commuting, and other reasons, such as to obtain health care or fleeing war or for the enjoyment of traveling. Travel may occur by human powered transport such as walking or bicycling, or with vehicles, such as public transport, automobiles, trains and airplanes. (Norton 1993 & 2001.)

Motivation to travel include pleasure, relaxation discovery and exploration, getting to know other cultures and taking personal time for building interactive relationships. Travel may be local, regional, national or international. In some countries, non-local internal travel may require an international passport, while international travel typically requires a passport and visa. A trip may also be part of a round-trip, which is a particular type of travel whereby a person moves from one location to another and returns. (Hillary 2015, fstoppers.com.)

Travel photography is one of the growing sectors of photography, which are recipe of photography and travel and that carries perfect flavor of showing you destination and feel of that place photographing it. And workshop also falls under the category of travel-based photography. Since, it's solely concentrated on improving photography skills by giving those workshops on how to take better picture and portrait the place you travel.

The idea of this thesis was generated from the tours I made in Nepal and while I did some workshop while I was travelling there. This thesis consists of two main parts. The first one is concerned with the location-based travel and the second part embraces the theoretical base where a new product is introduced namely landscape and cityscape based photography. The photography workshop product includes both customers and business perspectives. Theoretical part includes step by step process of actual product development and Internet marketing plan. And the main objective of this thesis is building a new product based on test photography workshop done in Nepal.

## 2 Tourism Destination

In the following chapter, the concept of destination marketing/workshop, location-based travel and landscape and cityscape based photography will be introduced. And this chapter includes the total overview of the process on location-based travel.

### 2.1 Destination

Destinations are places that attract travelers for a short stay, and range from continents to countries to states and provinces to cities to villages for some unique reason and whatever achievements they want to have. (Pike 2004.)

At the basis level destinations are for all intents and purposes communities based on local government boundaries. The WTO presented the following working definition of a 'local tourism destination' as- A local tourism destination is a physical space in which a tourist spends at least one overnight. It includes tourism products such as support services and attractions, and tourism resources within one day's return travel time. It has physical and administrative boundaries defining its management, and images and perceptions defining its market competitiveness. Local destinations fit in various interested party often including a host community and can hive and network to form larger destinations. Tourists travel to destinations, which are places with some form of actual or perceived boundary, such as the physical boundary of an island, political boundaries, or even market created boundaries. (Kotler et al., 2006.)

Destinations may not welcome tourists regularly due to location, climate, limited resources, size, and cultural heritage, some places have few economic choices other than to participate in tourism. The desire to become a recognized travel destination presents a difficult marketing challenges.

### 2.2 Destination Marketing

Destination marketing is a most important part of developing and retaining a specific location's popularity. Too often, on the other hand tourism planners focus only on destination developments without paying attention to retaining and maintaining the elements that attracted travelers to the destination in the first place. Also, he offered the following definition of tourism destination marketing: the management process through which the National Tourist Organizations and/or tourist enterprises identify their selected tourists, actual and potential, communicate with them to ascertain and influence their wishes, needs, motivations, likes and dislikes, on local, regional, national and international levels, and to formulate and

adapt their tourist products accordingly in view of achieving peak tourist satisfaction thereby fulfilling their objectives. (Kotler et al., 2006.)

Destination marketing is the process of communicating with possible visitors to motivate their destination preference, intention to travel and ultimately their final destination and product choices. Destination marketing is a major part of the application process, it is the communication of the ethics, vision and competitive features of the destination. The actions implemented in the destination marketing phase should be highlighted by the findings of the destination planning, process and the following destination development activities. (Ispas 2008.)

### 2.3 Destination Workshop

The lines seem to crossing between the terms workshop and photo tours. When they do participants may be confused or have false expectations. The most common mistake is signing up for a photo tour and expecting a teaching workshop. One reason for this is that there is many tours offered that are incorrectly labeled as workshops. A workshop is an educational experience to help you improve your craft. A workshop is design to teach you new techniques in the field, teach you new techniques in a studio or teach you post-production and business skills. A photo tour is designed to take you to a great location at the best time of year and get you to the right places for the best light. A photo tour is designed to maximize the photographic opportunities with minimal or casual instruction along the way. Taking a workshop is a great way to prepare for a photo tour and will increase your chances of bringing home extraordinary images. (Mackay 2012.)

Destination workshop is a process of meeting group of people and engaging in intensive discussion or activities at particular destination. Destination workshop focuses on place and its importance. Before developing a photography tour, it's important to identify what destination workshop actually means. Although there are many definitions of destination workshop relating many fields. But at this thesis we are focusing only on the travel aspect and photographic workshop. So we can gain an insight into successful approaches to which we can give proper presentations and interactive reasoning on how this destination workshop is one of the most important and first part of this product development process.

Here we learn about the development of target action plans to improve the quality of the traveling experience, and as well as improve the ability to attract the attention by giving proper knowledge on photographing the location, using the gears like camera, lenses, lens filters, how to use camera settings like white balance, aperture, shutter speed, exposure compensation and bracketing and editing.



This is the process of understanding how to improvise all the basics in creating an amazing photograph from the scratch. And also presenting that it's not the gear that matters but the right knowledge that will get you good experience and photograph.

#### 2.4 Nepal - Tourism Destination

This chapter focuses on the importance of destinations and overview on the role of the place. Travelling and location are two of the most important factor where experience of travelling and choosing right location plays key factor in creating the perfect experience for the clients. So, before we make our product design, here we go on a location scouting to find the perfect location, so that it can have versatility on experimenting while giving workshop for clients. So that, we can give them more knowledge and lesson in a given time frame. Here we find out all the routes and places and make proper accessible road map for ourselves so we can get this workshop running on a smooth flow. And now talking about the country Nepal.

Nepal is a landlocked country located between two giant country of Asia, China and India. It's a small country but rich geographical topography which extends along the south of Himalayas in Central and India covering the total land of 147 181km square. And its borders are contiguous with India in East, West, South and the People's Republic of China in the North. This country is not only distinguished not only for higher mountains but also for its unique cultural heritage, artistic monuments and exotic wildlife, which are reflected in Kingdom's language, architecture and bio-diversity. It has eight of the world's tallest peak, which includes the highest peak of the world, Mt. Everest ranging 8 848 meter above sea level. The climate of Nepal ranges from sweltering heat of the Terai in the low- land to the freezing cold in the Himalayan Highland to moderate breath taking climate in the hilly region. So due to these extreme variations in altitude and climates, the flora and fauna of Nepal demonstrates a wide range of diversity. Competing for space within 1 000km east west and 200 km north south, this small rectangle of topographical and hydrological extremes host over 6 500 flowering plant, 181 mammals, 862 birds and 640 butterfly species. It is also home to more than 26 million people. Although Nepal occupies only 0.1% of the total and surface of the earth, it has nearly 4% of mammalian species of the world total. (welcomenepal.com, geography.)

### 3 Visual Marketing

Visual Marketing is the practice of telling a brand's story and engaging consumers using pictures, videos, GIFs, and other visual media. By using one's visual content to shape brand identity is probably the best known example of Visual Marketing, but the best strategies go beyond pure branding. Visual Marketing can be used to build networks with customers in more personal, interactive ways and will eventually help drive sales and boost customer lifetime value. (offerpop.com.)

Visual marketing is the process of studying and analyzing the image that can be used to make a marketing plan more powerful and more memorable. And it also allows you to tell your story at the same time build the brand awareness. And I will be using internet marketing methods as the main tool of visual marketing tool here for my product, which is explained in-depth on topic number six. And here are some of the other ways that I can use visual marketing as a tool by showing you how we can sustain the product by describing its objective and target audience.

#### 3.1 Importance of Visual Marketing

In the age of digital-online world, images carry a powerful punch. "The word 'visual marketing' as used in the book is all about using design elements, graphics, and images in marketing. Most of people have heard the old saying about 'a picture being worth a thousand words?' Connecting the power of images and visuals will make marketing more powerful and more memorable. 'Images' when done precisely can turn concepts and intangible things into something concrete. That helps people visualize brand and message in their mind's eye and remember us when it comes times to buy. (Schawbel 2011.)

Moreover, young consumers regularly spring up towards famous social networking sites like Facebook, Instagram etc. Part of this trend is due to consumer's shift from desktop to mobile apps. This shift to less screen real estate means that brand experiences must be greatly streamlined, and Visual Marketing is a great strategy for creating these optimal experiences as the saying goes, 'a picture is worth a thousand words.' But this picture doesn't have to be one of the brand products. More and more brands are seeing the benefits of 'User Generated Content' in Visual Marketing programs. This 'User Generated Content' feels far more genuine than brand generated visual content and is more effective at driving clicks, conversions, and revenue. (offerpop.com.)

### 3.2 Visual Marketing - Key In The Travel & Tourism Industry

Social Media is becoming gradually more visual, with networks such as Flickr, 500px, Instagram and existing platforms such as Facebook repetitively improving visual marketing functionality. Sharing photos and videos is a great way to communicate with customers/potential customers. This is predominantly important in industries that be dependent on visuals, such as travel and tourism. People search online for photos and videos of their interested locations, services and attractions to help them in the decision making process. (Carla 2015.)

### 3.3 Potential of Visual Marketing In The Travel & Tourism Industry

Words alone aren't going to be sufficient to keep customers and prospective customers engaged and involved. Exhibiting and creating copy with eye catching photography and illustrations, to tell amazing stories about the holiday destination or perhaps the travel services and products to be endorsed. When it comes to travel, people are not looking for decently truthful content, they're looking for meaningful stories that build connections to destinations and help them better understand if your business will contribute to the success of their journey. Storytelling is appealing and the most effective form of communication, because good storytelling makes people sit and listen. It inspires positive and feel good emotions on them, using creativity to tell one's own stories. Whether this be endorsements from customers, own staff, amazing events happening at a holiday location or a leisure center, etc. Telling story through stunning visuals also draws the traveler's attention away from commoditized elements like price and also qualities a sense of 'well worth money' into it. It also shows a human side to your brand by sharing unique stories about your business. The brand 'Virgin Holidays' is a major example of how fascinating it can be when you join together telling story and visual marketing.

No business nor brand in the travel and tourism sector is an isolated chamber. Every single one is connected and related to other businesses. As a result, make sure share visuals not only about one's business but letting customers see more of the big picture. For example, if one have a business partnership or specific promotion with other brands, showing visuals of their products and services too. If one is in a hotel in a holiday destination, sharing visuals not just about the hotel but also about the surrounding area, events taking place, things to do, sports, etc. This way one can do marketing not just their brand, but a whole lot more so potential customers can see the benefit of choosing the enterprise.

Industry which relies heavily on visuals, make sure always delivering high quality and top professional photos and videos at all times. This is key to attracting and help audience in their

decision making process and also key for reputation and trust as well. However, make sure this doesn't result in content that looks just like everyone else's. This is unremarkable and uninspiring. Visuals that break this could and have well thought out and articulated storylines that inspire positive emotions are the ones that are more interesting and have the potential to really set a travel and tourism business away from each other. (Carla 2015.)

### 3.4 Visual Travel Content - Tourism Boards

Getting hired to make photographs that look and feel like one's personal work is the Holy Grail for many photographers. For travel and adventure shooters, working with tourism marketing agencies in the social media age can provide one such opportunity.

Like a lot of marketers, organizations that promote tourism at the state, regional and national levels have recognized the value of social referrals and looser, more experiential imagery. Research shows that noble review and noble encouragement are becoming more and more trusted, says Rishad Daroowala, a photography and creative media producer for the Canadian Tourism Commission. 'We go for a style now that is authentic, that's based on an experience,' he adds. 'Even though we're going to have a professional photographer take a photo with a professional camera, the look and feel is something you think any traveler could take.'

As a result, tourism boards are hiring photographers who are influencers on platforms like Instagram, sponsoring outdoor adventure and urban culture trips that result in content for social media channels. Photos from those trips are also being licensed for photo libraries and traditional advertising efforts. This is a transposition of the model in which social media is thrown in as an extra on a commercial shoot. (Risch 2015.)

### 3.5 Benefits of Visual Marketing

The things that need to be gained from visual marketing are:

- Create awareness and gain loyalty of the product among potential clients.
- To build image of this product in such a way that this will create channel between learning photography and experience travel in a new dimension.
- Build product value.
- Build demand and need.
- Build customer.
- Retention of old customer and attract new customers.

The marketing strategy is targeted towards all kinds of category of photographers or general people who are interested in photography. The target audience can be from any age group or even with different photography skills or no skills. People those include in this area are:

- Interested in learning photography,
- Interested in travelling as well as learning in depth of landscape and cityscape photography,
- Interested in just travelling but and also learn basic of photography.

### 3.6 Landscape Photography & Cityscape Photography

Landscape photography the subdivision of photography production with the representation of natural scenery to photos of pretty much anything as long as it is in outer space. Landscape photography shows spaces within the world, sometimes vast and unending. Landscape photographs naturally capture the presence of nature but can also focus on manmade features or disturbances of landscapes. Landscape photography commonly involves daylight photography of natural features of land, sky and waters at a distance though some landscapes may involve subjects in a scenic setting nearby, even close up, and sometimes at night (astrophotography).

In old times, landscapes were originally used primarily to fill in the background space behind a person or scene by painters and other artists. Conversely, as art and photography has evolved, the 'background' was seen to have artistic value in and of itself. Today, landscape photography is a very popular seek. These days, almost everyone carries a camera from the small pocket digital cameras to DSLR cameras and to smart phones. It is now for all intents and purposes free to take as many photos as you want, and you can view them instantly. These changes in photography have meant that we are now flooded with images on social media, television and in advertising. (Carter 2013.)

Cityscape photography is a category meant to expose the beauty of the urban city and has become a priceless tool in encouraging conservation and protection. Taking shots and capturing the beauty of populated places serves to bring the urban areas to life in the public eye. A cityscape is the urban equivalent of a landscape. Townscape is coarsely synonymous with cityscape, though it implies the same difference in urban size and density understood in the difference between the words city and town. In urban design the terms refer to the configuration of built forms and interstitial space. In the visual arts a cityscape (urban landscape) is an artistic representation, such as a photographs of the physical aspects of a city or urban area. (Norton 2002.)

Visual marketing examples of Landscape and cityscape in below pictures:



*Fig: 1 Travelling Photos Collection (Mukul Pradhan Photography)*



*Fig: 2 Landscape Photography example: (Mukul Pradhan Photography)*



*Fig: 3 Cityscape Photography example: (Mukul Pradhan Photography)*

## 4 Product Development

Product development is the techniques of designing, creating and marketing new products or services to benefit customers. Sometimes, mentioned to as new product development; the discipline is motivated on developing systematic techniques for guiding all the processes involved in getting a new product to customer. Product development involves either improving an existing product or its presentation or developing a new product to target a particular market section or sections. Reliable product development is a necessity for companies struggling to keep up with changes and trends in the marketplace to ensure their future profitability and success.

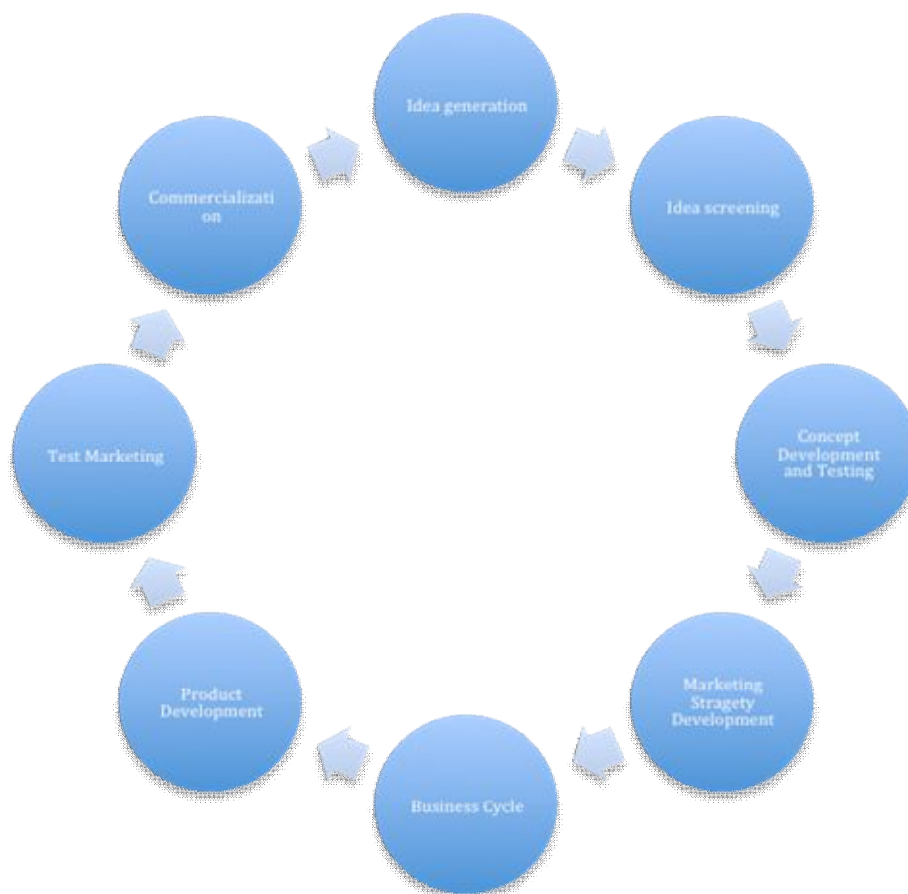
A competitive product development strategy should take account of a companywide assurance to creating items that fulfill particular consumer needs or characteristics. These characteristics may include consumer's desire for the following products that are high quality or low cost products that provide the consumer with speed or flexibility, or products that offer some other form of differentiation that hypothesizes them a desirable purchase. (Rouse 2014.)

### 4.1 Product Development Process

The new product development process starts with idea generation - the continual search for new-product opportunities. A successfully developing company generates plenty of new-product ideas, but only really good ones are implemented. New-product ideas arise from internal (employees) and external sources (customers, competitor, suppliers, etc.). The stage of idea screening selects successful ideas, which could be turned into profitable products. Then a selected idea should be developed into a product concept and tested with groups of target customers. Based on the product concept marketing strategy is planned. The strategy has three main parts - the first one describes target market, product positioning and differentiation, and sales volume for the first years; the second part finds out product's planned price, distribution and marketing budget; and the last part concentrates on planned long-run sales and profit goals. The stage of business analysis involves a review of the new-product's expected sales and profit in order to decide whether they correspond with company's plans. If the product concept satisfies these plans, it is developing into a real product. Next stage is the test marketing, the stage at which the product and its entire marketing program are tentatively introduced into the real market. This stage needs a big investment while risks are high; therefore many companies often skip this step. The final stage in the product development process is commercialization, which is launching the new product. Before it, a company should decide on the most favorable time of introduction as well as where, in which market, to launch the product.



The chosen approach implies holistic and systematic view of new-product development process. It is not just generating new ideas and making them come true, but the permanent process of creating new valued experiences for customers. Successful new product development requires the high level of commitment of a whole company, when initiatives and innovation are supported and encouraged (Kotler 2012, 296.)



*Fig: 4 Product Development Cycle (businessstudies.com)*

According to (Duval 2013.), there are eight simple steps for product development process, which are as follows:

#### 4.1.1 Idea Generation

The progress of a product will start with the idea. The rest of the process will confirm that ideas are tested for their possibility, so in the beginning all ideas are good ideas to certain point. Ideas can/will come, from many different directions. The best place to start is with a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis, which incorporates cur-

rent market trends. This can be used to analyze company's position and find a direction that is in line with business strategy.

In addition to this business-centered activity, are methods that focus on the customer's needs and wants? Perhaps, this could be:

- Under-taking market research.
- Listening to suggestions from target audience, including feedback on current products' strengths and weaknesses.
- Encouraging suggestions from employees and partners.
- Looking at competitor's successes and failures.

#### 4.1.2 Idea Screening

This step is key to confirm that inappropriate ideas 'for whatever reason' are rejected as soon as possible. Ideas need to be considered factually, ideally by a group or commission. Specific screening criteria need to be set for this stage, looking at ROI, affordability and market potential. These questions need to be considered carefully, to avoid product failure after considerable investment down the line.

#### 4.1.3 Concept Development and Testing

One can have an idea and it is passed the screening stage. Yet, internal opinion is not the most important. One need to ask the people that matter customers. Using a small group of one's true customer base those that convert the idea need to be tested to see their reaction. The idea should now be a concept, with enough in depth information that the consumer can visualize it. 'Do they understand the concept? Do they want or need it?' This stage gives a chance to develop the concept further, considering their feedback but also to start thinking about what marketing message will be.

#### 4.1.4 Marketing Strategy Development

Marketing strategy has three main parts - first one describes target market, product positioning and differentiation, and sales volume for the first years, second part finds out product's planned price, distribution and marketing budget, and last part focuses on planned long run sales and profit goals.

#### 4.1.5 Business Cycle

Once the concept has been tested and finalized, a business case needs to be put together to calculate whether the new product will be profitable. Where it should include a detailed

marketing strategy highlighting the target market product positioning and the marketing mix that will be used. This analysis needs to include, whether there is a demand for the product, a full concern of the costs, competition and identification of a breakeven point.

#### 4.1.6 Product Development

Once, the new product is accepted, it will be passed to the technical and marketing development stage. This is when a pattern or a limited production model will be created. This means one can investigate exact design & specifications and any manufacturing methods, but also gives something perceptible for consumer testing, for feedback on specifics like look, feel and packaging for example.

#### 4.1.7 Test Marketing

Testing the market is not the same as concept or consumer testing, in which it introduces the pattern product following the proposed marketing plan as whole rather than individual components. This process is required to validate the whole concept and is used for further alteration of all components from product to marketing message.

#### 4.1.8 Commercialization

After the concept has been developed and tested, final decisions need to be made to move the product to its launch into the market. Pricing and marketing plans need to be finalized and the sales teams and distribution instructed, so that the product and company is ready for the final stage.

## 5 Travel Photography Product

### 5.1 Product Idea

The product idea consists in offering a location-based tour with photographic activities. This photography tour is meant for those people who are interested in travelling with the main objective of learning how to photograph a place and produce high quality professional pictures. This photography tour is for all those three categories of photographers such as professional, enthusiast and beginner photographers. During this tour all the participants will be guided by a professional photographer where they teach you all the aspect on creating an amazing photograph like framing, composition, aperture, shutter speed, ISO, exposer compensation, exposer bracketing and other aspects for composing a great picture.

In addition, they teach you how to capture images in various weather conditions and improvise at it also teach you how to incorporate those images in post processing to producing a perfect image. So the development of this product is beneficial for both the organizer and clients. There won't be heavy expenses because this is location based photographic workshop. All the location will already be sorted out beforehand. This kind of product is appropriate in any season and can be planned in advance and can still be very flexible depending on client's wishes.

### 5.2 Market Analysis

Although, Nepal is one of the most popular destination among many foreigners for viewing landscape and wildlife. There aren't any similar types of services offered or organized. So this was a very new product in the market and it really doesn't have much of a competitors. And this service product can be introduced in any part of the world and it will still be market feasible because while I was travelling in Nepal I had a group of German tourist whom I experimented this workshop and the results turned out very well and also I given workshop to Nepalese people and it so much better than I expected. Nepalese people were more interested and were more curious and excited to learn photography and travel. It was a perfect get way of escape as well as knowledge for them.

### 5.3 Product Goals and Objectives

The main goal of this service product is to create new experience on photography, for the people who are interested in travelling and learning photography at the same time.

Objective:

- Plan an itinerary
- Arrange accommodations, transportations and create attractive activity package.
- Develop internet marketing plan
- Calculate total estimated budget of the whole plan.

#### 5.4 Components of Products

The components of the products are:

##### 5.4.1 Attractions

The main attraction of this service driven product, “Travel photography: Destination workshop” is landscape photography and cityscape photography. Where give in-depth teaching to our clients about the main essence of this travel. We show them that quality is better than quantity. And show them that it’s not easy to get best conditions for the shot or mood you want on landscape and cityscape photography. But we also show that it can be achieved by proper preparation and planning ahead in any location you visit. And show them how gear and equipment play vital role in achieving that perfect shot. And Nepal is a country with a geographic diversity. It has three regions from plains to hilly to Himalayan regions. These makes landscape and cityscape photography easier and allows you more options. And this is the uniqueness of this travel that makes you experience the real diversity of different locations.

##### 5.4.2 Facilities and Services

There are all kinds of facilities necessary for this tour to become comforting and successful. Like different accommodation facilities like hotels, apartment’s holiday village, guesthouses, food facilities from fast food to fine restaurant dining’s, sports like bungee jumping, rafting, trekking etc., transportation such as buses, taxi, rental cars, rental bikes etc. And also there are different kinds of shops, equipment rentals and information services.

##### 5.4.3 Accessibility of Destination

Easiest and fastest way to reach Nepal is by airplane, as there is an international airport in Kathmandu, the capital city of Nepal. And from there we can use our reserve busses to reach our destination of travel in any part of the country. However, accessibility of destination can happen only through buses, cars, motorbikes and domestic flights because there aren’t other

services available. So clients are given the possibility to choose any kind of transportation facility they feel comfortable.

#### 5.4.4 Price to the Consumer

The product price to the customer consists of three main parts:

- Accommodation expenses
- Transportation expenses
- Location expenses

## 6 Tools for Marketing

### 6.1 Internet Marketing

Internet marketing is a subgroup of digital marketing. In circumstance the most important component since the majority of digital marketing activities fall within the boundaries of Internet marketing. Below we will see how digital marketing budgets are used up and their association with Internet marketing. (Chris 2014.)



*Fig: 5 Internet Marketing Plans (reliablesoft.net)*

The major channels of Internet Marketing are:

#### **6.1.1 Website**

In either way, a personal website or a corporate website or even a personal blog hosted on a shared platform (like WordPress or Tumblr) for many campaigns a website is the starting point and the destination which is; you run a digital marketing campaign to promote a website with the purpose of getting more visitors.

#### **6.1.2 Search Marketing (SEM)**

Search Marketing is the basis of Internet Marketing and content of two important activities, SEO and PSA. SEO has to do with optimization techniques for the purpose of achieving higher rankings in Search engines. It has two major components: On page SEO and off page SEO. Paid Search Advertising is about getting visitors by placing ads on search engines. The most popular approach is the Pay per Click and the most well-known tool is a Google Ad word, which lets you advertise on the Google and partner network. So search marketing has to do with promotion methods related to search engines.

#### **6.1.3 Social Media Marketing**

Social Media Marketing is another component of Internet marketing and one which is gaining a lot of attention the last couple of years. Millions of users spend a considerable amount of their online time on Facebook, Twitter, Google+, YouTube, and LinkedIn and on other social media platforms and this fact alerted digital marketers to take social media seriously and make it a part of the digital marketing campaigns.

#### **6.1.4 Content Marketing**

Previously, when we talked about social media marketing we essentially meant link building but this trend has changed since 2011 and content marketing has become the new social media marketing. It simply means that good content has become again the foundation of social media marketing and it is through content that you will build a better internet presence and not through cheap link building techniques.



### **6.1.5 Email Marketing**

Email is collapsed but on the contrast it is one of the most necessary tools in every digital marketing campaign. Despite the influence of social media, email is still the most efficient way to convert visitors or readers into customers (formal method). In terms of marketing, email marketing is the process of gathering email addresses from people interested in your products or services for the purpose of sending them newsletters or offers.

### **6.1.6 Mobile Marketing**

Moreover these days users use their mobile phones to search the web content, engage on social media, or find products or services to buy. In fact it is estimated that 30% of the traffic coming to a website is from mobile. Mobile marketing is about creating content or ads that is viewable and suitable for a mobile device. For example, websites should have mobile friendly versions and an advertisement shown on a mobile device may take into account the location of the device and show the nearest shops that sell the particular product.

### **6.1.7 Banner Advertising**

You can find banners in almost all web properties i.e. websites, mobile websites, mobile apps, search engines, newsletters, Facebook, Twitter, YouTube etc. Digital marketers try to promote their products or services through different types of banners, text, animated, images, videos etc. in different platforms.

## 7 Estimated Expenses and Revenues

The estimated expenditure and revenue are here by calculated for the group size of five people. The gross profit

Service	Expenses per person	Expenses per group of 5 people	Revenue per person	Revenue per Group of 5 people
Accommodation expenses	150	750	50	250
Transportation expenses	20	100	6	30
Location expenses Kathmandu	40	200	12	60
Location expenses Pokhara	40	200	10	60

*Table: 1 Product Expenses and Revenue (all prices are in euros)*

- The gross profit of the product is 80 euro per person. Which is 32% profit margin.
- The net profit after income tax of 1% is 72 euro per person, in Nepal and the Gross profit for a group is 400 euros. And Net profit after income tax of 1% is 360 euros for a group.
- The minimum number of products sold during one season is eight groups of each including minimum of five people.

## 8 Conclusion

During the process of writing thesis the theoretical area of this destination workshop was properly analyzed and this product have been developed in order to become a successful product in the market. And this “Travel Photography: Destination Workshop” product have been worked out based on the various product development process.

The main goal of this thesis was to create new product that intended for the people who are interested in learning photography and as well as travelling. This concept of travel photography and this product development was based on Kotler’s approach of new product creation. And the other main part of this thesis was online marketing plan. That was designed mostly to generate the demand of this product so that it could reach to the target audience.

The main feature of this workshop is to give interested audience the possibility to experience the destination and to teach them how to capture that place in a magical way. So that they can build their own travel photography portfolio with the given knowledge and also allow them to enjoy the beauty of the place. And the idea of this product has potential to grow and further develop as a prime product by which it can penetrate the market for those audiences and can grow and become a culture.

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## 10 Appendixes

### Product Form (Source: [outdoohimalayan.com](http://outdoohimalayan.com))

Name of tour: Travel Photography: Destination Workshop

Tour description: This is photography tour where you will learn in-depth about landscape and cityscape photography with touch of basic photography skills.

Time period: September-October 2016.

Length: 4 Days / 3 nights.

Number of clients: 5 People.

Language: English, Nepali, Finnish, German and other language on request.

Price: 1250 Euros.

Price includes: Accommodation expenses, Travelling expenses, two cities (Kathmandu and Pokhara) or any city bases on group preferences. Extra charges will include based on the location the clients prefer.

Additional Information: Any SLR, DSLR or mirror less camera will do.

Cancellations: Cancellations can be made free of charges, 45 days before the tour dates. Cancellation made before 30 and 20 days before tour dates will require 40% and 60% fees respectively of the total price. Cancellations done, one week before the tour dates are non-refundable.

### Information and Itinerary

Days	Activities
Day 1	Kathmandu
Day 2	Leave to Pokhara at evening
Day 3	Pokhara
Day 4	Leave to Kathmandu at evening

**Day 1:**

- The groups are gathered in Thamel, Kathmandu in 10am in the morning and orientation is given on the workshop and travel.
- And at 12noon after the lunch we travel around Kathmandu Durbar Square, and Monkey Temple till 7pm and teach how to capture the art of the temples and cityscaping the cultural heritage site.
- Back to Hotel and Dinner at 8pm.

**Day 2:**

- 9am Breakfast.
- After breakfast move to Manokamana Devi for visit by cable car.
- Then leave for Pokhara and reach by 2:30pm and visit World Peace Pagoda and experience the beauty of nature and teach basics on how to work with lighting conditions and use various lens filters to bring out good picture on sunny day or cloudy day.
- And boating at Fewa Lake and landscaping workshop in sunset.
- Free walk after 7pm.

**Day 3:**

- 8am Breakfast.
- 9am leave for David fall, Gupteswor Mahadev, Begnas Lake and Seti river, lunch in between and teach them how to capture good image in low light condition at cave (David fall, Gupteswor Mahadev) and incorporate with angles, use of tripod, capture lake and river and how to improvise on those places.
- 5pm to 7pm processing class and lunch at 7:20pm.
- Departure to Kathmandu.

**Day 4:**

- Early morning visit to Nagarkot and Bhaktapur Durbar Square. Experiment all the knowledge given.
- Breakfast at 10am with post processing class.
- Visit Pashupatinath temple, Boudhanath at 12 noon.
- Lunch at 3pm.

Then move to Airport for International tourist and homes for Locals.