

International Guest House

International Guest House is a hotel in the city of Kathmandu, Nepal. It is strategically located in the popular Thamel tourist district, where visitors from around the world come to shop for souvenirs and to visit the area's multicultural restaurants. International Guest House's room rates are inexpensive, but the facilities are clean, attractively decorated, and comfortable. All rates for rooms in the hotel are quoted in US\$ and payments are taken in this currency to avoid foreign exchange differences and the fluctuating nature of the Nepali Rupee versus other currencies.

The Hotel used to have its own web site but now uses a third-party booking sites such as this one:

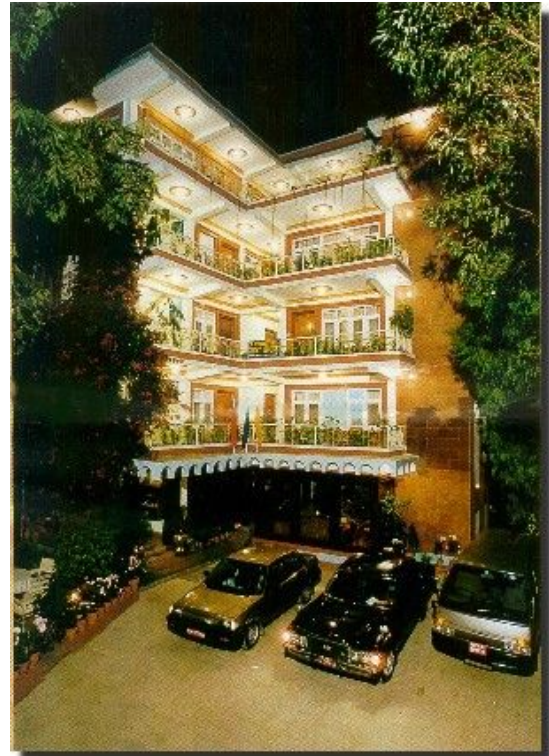
<https://www.agoda.com/en-ca/international-guest-house/hotel/kathmandu-np.html>

These booking sites attract tourists who are planning to visit Nepal and who need to stay for one or more nights in Kathmandu, often before transiting to other locations in the country, such as the:

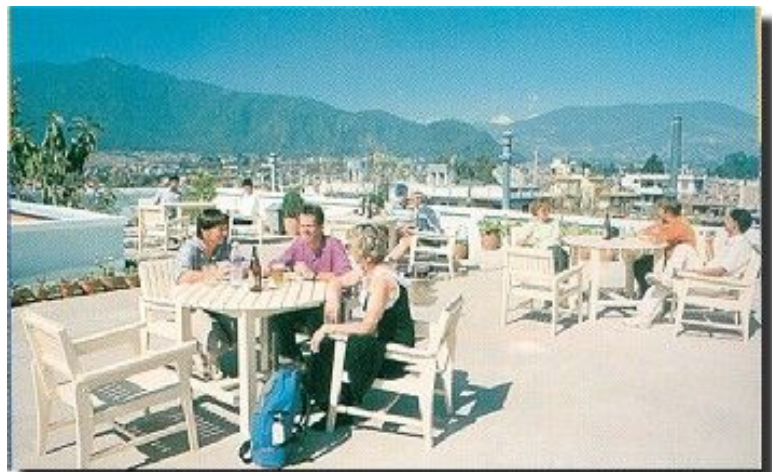
- Mount Everest area for viewing and climbing.
- Annapurna region for trekking
- Royal Chitwan National park in the south of Nepal for safaris.

Visitors learn about the hotel through the use of Google, travel web sites, TripAdvisor, or through word of mouth. Another marketing tool the hotel uses is a brochure which is given to a visitor as part of a tour group information package. The photos in this case study are taken from that brochure.

International Guest House is not the most well-known hotel but many tour companies give out the hotel's brochure and point people to booking sites.



The International Guest House, Kathmandu, Nepal



The Internet is widely available in Nepal, now primarily through the cell network, and is used by a large percentage of the citizens (60+%). The country is not a wealthy one, being one of the ten poorest countries in the world. Most of its citizens live and work in rural areas, typically earning their living from agriculture. In the city of Kathmandu and in most of the other major tourist destinations in the country, the Internet is available through numerous Internet cafes in popular tourist areas, WIFI at hotels and restaurants, and for those staying longer, through the cell network.

Nepal is a mountainous country, sandwiched between India on the south and Tibet on the North. It has been a popular tourist destination since the 1950's when trekkers wishing to explore the Himalayas and hippies seeking social freedom began visiting the country in large numbers. Today Nepal is a favorite destination of Europeans, North Americans, and affluent Asians from such countries as Singapore, Japan, and South Korea.



The ground level garden seating area where guests can eat a meal or have a coffee.

Two distinct age groups visit Nepal:

1. Young people, aged 18-25, who typically backpack and are on longer trips.

Individuals in this group visit Nepal for up to two or three months and like to stay inexpensively as they are often on a tight budget. This group often uses the Internet, both in their home country and in when in Nepal, using whatever services they can access.

Get the rest of this case with your license purchase!

Licensed cases are in **Microsoft Word** format so you can easily edit them if you wish.

You also get the teaching note with solution suggestions in the package!

Instructor licenses are for **your individual lifetime use** of the case.

(Institution licenses are also available)

Great cases that are classroom proven for great learning!

Questions for Consideration:

Important: Please do not ask the hotel questions regarding this case. Do not attempt to complete a reservation through a booking site to try it out. This would be very inconsiderate and a waste of the hotel's time.

1. How well is the International Guest House using the Internet to market themselves? How could they improve their use of the Internet? Could they use their own web site and social media to help them?
2. How do logistics problems affect how the company uses the Internet?
3. How could the hotel generate more sales for itself, other than by using the Internet?
4. What impact might a web site like Tripadvisor.com have on the success of the International Guest House?

The author thanks Ganesh Khadka and the International Guest House for two happy stays in the hotel and the use of their photos and information for this case study.