**Study of Management and Marketing Strategy for Goat Milk Sale in Hotels of Mount Abu**

**Abstract**

Goat milk has gained international recognition as a high-end dairy product due to its distinct flavor and health advantages. Goat milk presents an unexplored prospect for hotel services in Mount Abu, a popular tourist destination in Rajasthan. This study examines efficient management and marketing techniques for boosting goat milk sales in lodging establishments while taking the local environment, visitor demographics, and market dynamics into account. A mixed-method approach was adopted, combining qualitative interviews with hotel managers and quantitative surveys of tourists visiting Mount Abu. A good way to improve visitor experiences and help out local farmers is by including goat milk in Mount Abu hotels' menus. By implementing efficient management procedures and focused marketing plans, hotels may take advantage of the rising demand for distinctive and health-conscious culinary items. Scalability and long-term effects on the local economy may be the subject of future studies.

**Keywords:**Management, Marketing Strategy, Goat Milk Sale, Mount Abu

**Introduction**

The lone hill station in Rajasthan, Mount Abu, draws a wide range of visitors looking for leisure and unusual experiences. With its many health advantages, including its rich nutritional profile and ease of digestion, goat milk fits well with the growing desire for natural and organic products. With the use of efficient management and marketing techniques, this study explores how Mount Abu hotels may serve goat milk as part of their menu. According to Sharma et al. (2020b), environmental sustainability is promoted by wise decision-making and action that protects the interests of our environment and nature, with a particular focus on preserving the natural support system that is vital to human life. Human resource management makes it easier to carry out different HR tasks, such as hiring, onboarding, training, and performance reviews (Sharma and Agrawal, 2020c). It is a decision-making process that preserves the environment and acknowledges the complete influence of corporate entities on it (Sharma and Agrawal, 2021). The difficulties and obstacles of teaching from far-off places have been eliminated by evolving conditions and a desire to learn, and because lifelong learning is becoming more and more important, online learning has gained popularity as a means of learning under challenging circumstances (Sharma & Choudhary, 2020d). In order to educate the unmotivated kids in rural schools, digital education is a top goal for the Indian government (Sharma and Choudhary, 2020e).In order to counteract the effects of environmental destruction and take into account organizational practices for starting environmental protection, organizations have become more interested in strategies that address environmental aspects and pursue new opportunities for sustainability, creating a competitive landscape (Sharma and Agrawal, 2019a). In the past, the educational system was reliable enough to transfer information through hands-on teaching and fostering a close bond between the Guru and the Shishya (Sharma et al., 2020f). For an economy like India, which has a sizable population, health care services are essential and vital in order to meet the growing need for high-quality healthcare (Sharma and Jain, 2021a). Due to the highly competitive global business environment, advertising has become a crucial strategy for any corporation looking to generate attention in the community (Sharma and Gupta, 2017). Advertisements that convey messages about social issues are called social advertising. In recent years, many business organizations have begun to publicize their names in the press, whereas previously only government and nongovernmental organizations for health purposes could do so (Sharma and Gupta, 2020g). India is currently the world’s largest milk producer with an annual growth rate of approximately 4%. The country’s milk production was estimated at 110 million tonnes in 2010. The majority of milk produced in the country (more than 46%) is consumed in the form of milk powder. The production of animal products and their use for human consumption are of great interest. (Singh et al., 2012).
The production capacity of dairy cattle can be improved with appropriate management, feeding, processing, etc., which will affect the genetic expression of the product. Animals should be screened according to their physical characteristics before being identified for breeding and production (Singh et al., 2013). The number of goats in our country increased from 47.14 million in 1951 to 124.5 million in 2005 (Singh and Sharma, 2013a) and (Singh and Sharma, 2014 and Singh et al., 2013b). Goats are an important part of livestock farming and play an important role in the economic development of the rural poor. The aim of this study is to investigate the importance and significance of dairy goats in India in terms of nature and agriculture. Goat farming in India has adverse ecological and physiological constraints (Singh et al., 2014a). Goats play an important role in the agricultural economy of Asia, especially for resourcepoor people living in harsh environments (Singh et al., 2014b). There are currently 921 million goats in the world, over 90% of which are in developing countries. Asia is home to the largest number of goats in the world, accounting for 60% of the world's total goat population; goats are the largest breeders at 26%. Goats play an important role in Asian agriculture, particularly in the economy of people with no resources in harsh environments. Noncow milk accounts for approximately 15% of all human milk consumed worldwide (Singh et al., 2014c). Goats are often poorly managed because they suffer in harsh conditions, and rural people often keep goats for family consumption. Such results often do not reflect national estimates due to illegal trade and poaching (Singh et al., 2014d). Milk is always homogenized because it does not contain protein lectins. This milk (fat content etc.) is also more similar to human milk than cow milk. For these reasons, goat milk may be suitable for infants and people who have difficulty digesting cow milk (Singh et al., 2014e, Singh et al., 2014f). A large section of the Indian population is heavily dependent on agriculture for their daily livelihood and goat rearing is an important rural industry for the people. It is important for small farmers and landless people (Singh et al., 2014g). The reproductive performance of animals is controlled by many factors such as age at onset of pregnancy, age at calving, time of first pregnancy, etc. However, this study was applied only to the study of reproductive performance of animals at first calving (Singh et al., 2014h). Goats, known as ‘baby goats’ in England and ‘poor man’s cattle’ in India, were among the first domesticated animals. Goat milk contains less lactose than cow milk and is therefore less likely to cause lactose intolerance (Singh and Sharma, 2015 and Singh and Sharma, 2015a). Millet is an important source of energy for animals and is fed during critical periods such as lactation, illness and weight gain. Farmers believe that grass is more nutritious for animals and therefore prefer grass over hay as feed. Farmers prefer Deda over Kona due to its higher biomass (Singh and Sharma, 2015b). This explains why goat farmers rarely consider the potential for increased production through crossbreeding or hybridization (Singh and Sharma, 2016). Goats are versatile animals that produce meat, milk, leather, fibre and dung. The country is rich in biodiversity due to its large population (Singh and Sharma, 2016a). The nutritional value of milk is closely related to its composition and is affected by factors such as rearing, nutrition, lactation period and season. Chloride (Cl) content and sodium (Na) and sulphur (S) content in cow milk are lower than in cow milk (Singh and Sharma, 2016b). Livestock is the backbone of Indian agriculture, contributing 7% of the country’s GDP and providing employment and livelihood to 70% of the rural population. India is the world’s largest milk producer (129.7 million tonnes), but production is very low, mainly due to lack of fodder and animal feed (Singh et al., 2017). Animals reared in production systems consume large amounts of protein and other nitrogenous substances in their diets (Singh et al., 2017a). Small ruminants have positive impacts on the economy and human nutrition in tropical and subtropical countries. Such results often do not reflect national estimates due to illegal trade and poaching (Singh and Sharma, 2017b). Jamnapari (or Jamunapari) is a breed of goat native to the Indian subcontinent. They have been imported to Indonesia since 1953 (known as Etawa goats and their crossbreeds with local goats called "PE", also known as Peranakan Etawa goats or Etawa), where they have been adopted with great success. It is named after the Yamuna River in India and the Yamuna (West Bengal) and Yamuna (Bangladesh) in Bangladesh. The coat color is very variable, but is usually white with small brown markings on the head and neck. The most distinctive feature of this breed is its large, hairy nose, which gives it the appearance of a parrot's beak (Singh et al., 2017c). Domestication has led to changes in the phenotypic traits of wild goats, resulting in the emergence of various goat breeds or types. These breeds or types have been distributed globally due to human migration and displacement, mainly due to changes in climate and natural resources (Singh and Sharma, 2017d)Approximately 59% of global goat milk production occurs in Asia (Singh et al. 2018 and Singh, G. 2019). India accounts for a significant portion of the world's livestock, and this number continues to increase. Bison are usually found in poor countries where livestock and human populations are high and food resources are scarce. In tropical and subtropical regions, cattle are often completely dependent on native or introduced species as their sole food source, especially during key times of the year, such as winter or the dry season, when food is scarce or of poor quality (Singh, (G., 2019a). Severe cases can be fatal, but even recovering cows can be affected for the remainder of lactation and postlactation (Singh and Singh, 2020). Livestock farming has become an integral part of all interventions to reduce rural poverty and improve food and nutrition security. Farmers rearing cattle and buffalos are still not aware of scientific management practices (Singh and Somvanshi, 2020a). In today’s business environment, every organization relies on environmental forces to achieve organizational goals, and advertising offers both commercial and noncommercial organizations the opportunity to respond to rapid changes and spread relevant messages (Sharma and Mehta, 2020). Management and organization are an important part of every business and include tasks such as goal setting, deciding on actions, planning and implementing the organization. Skilled and unskilled labor are amenable to assistance through cooperation (Sharma, K.2019). With the development of the economy, skilled employees, who are the carriers of knowledge capital, have become indispensable skills for businesses to create and maintain competitive advantages. (Sharma and Mehta, 2020a). Goats are considered the first ruminant domesticated animals and have the widest ecological distribution area among all domestic animals except dogs. Goats originated in Asia and today live in almost all temperate regions from the Arctic Circle to the Equator (Singh, G., 2024). Humans, animals and nature are in a symbiotic relationship for survival and reproduction. To meet the demands of the increasing population and livestock, natural resources are being overexploited and the resource balance that has been maintained for thousands of years is being disrupted (Singh et al., 2024a).
The nutritional value of milk is closely related to its composition, which is affected by factors such as birth, nutrition, lactation period and season. Compared to cow's milk, goat's milk contains more calcium (Ca), phosphorus (P), potassium (K), magnesium (Mg) and chloride (Cl) and less sodium (Na) and sulfur (S) (Singh et al., 2011). 2024b) and (Singh et al. 2025a). Dairy animals need nutrients for their metabolic functions, growth, milk production, development and health. Animals cannot produce food in their bodies and the diets and feeds given to dairy animals in general do not provide all the nutrients they need (Singh et al., 2024c). Goats are considered the oldest ruminants and have the largest habitat of all domestic animals except dogs (Singh et al., 2017). (2024 and onwards). Milk production capacity of cows can be increased by appropriate management, feeding, handling etc. that will affect the expression of their genetics. (Singh et al., 2024e). There is great interest in the production of animal products and their use for human consumption. The production and use of animal products in the use of human diet is receiving tremendous attention. (Singh et al. 2025) and (Singh et al. 2025a).Studies have highlighted the growing consumer preference for functional and organic foods. Goat milk's benefits, including high levels of essential nutrients like calcium, magnesium, and protein, make it a sought-after product among health-conscious individuals. Marketing strategies for niche products often emphasize authenticity, health benefits, and local sourcing to appeal to target customers.

**Materials and Methods**

A mixed-method approach was adopted, combining qualitative interviews with hotel managers and quantitative surveys of tourists visiting Mount Abu.

**Data Collection**

1. Primary Data: Interviews with 15 hotel managers and surveys of 200 tourists.
2. Secondary Data: Analysis of market reports, tourism statistics, and academic literature on goat milk and hotel management.

**Data Analysis**

Data were analyzed using thematic analysis for qualitative data and descriptive statistics for quantitative findings.

**Results and Discussion**

**1. Demand Analysis**

Survey results revealed that 68% of tourists were interested in trying goat milk products, particularly as part of traditional Rajasthani cuisine or in wellness-focused offerings like smoothies and desserts.

**2. Management Practices**

* Supply Chain: Establishing partnerships with local goat farmers ensures freshness and supports the local economy.
* Storage and Handling: Training staff in proper handling and storage of goat milk is essential to maintain quality.
* Menu Integration: Including goat milk in both traditional dishes (e.g., goat milk rabri) and contemporary options (e.g., lattes and ice creams).

**3. Marketing Strategy**

**a. Product Strategy**

* Highlighting goat milk’s nutritional benefits and its local sourcing.
* Developing unique offerings, such as goat milk-based welcome drinks.

**b. Pricing Strategy**

* Premium pricing for goat milk products, justified by their health benefits and exclusivity.
* Offering bundled packages, such as a “Wellness Weekend” with goat milk-infused menus.

**c. Promotion Strategy**

* Digital Marketing: Targeted social media campaigns showcasing the benefits of goat milk.
* Collaborations: Partnering with wellness influencers and travel bloggers.
* On-Site Promotions: Highlighting goat milk offerings through menu inserts, signage, and staff recommendations.

**d. Place Strategy**

* Ensuring the availability of goat milk products in high-visibility areas, such as hotel cafes and breakfast buffets.
* Creating an immersive experience with farm-to-table tours for interested guests.

**4. Challenges and Solutions**

* Limited Awareness: Educating tourists through informational brochures and tasting events.
* Supply Chain Issues: Developing a robust network of local suppliers with consistent quality checks.
* Seasonal Demand: Offering versatile goat milk products that cater to both summer and winter preferences.

**Conclusion**

Integrating goat milk into hotel offerings in Mount Abu presents a viable opportunity to enhance guest experiences and support local farmers. By adopting effective management practices and targeted marketing strategies, hotels can capitalize on the growing demand for health-oriented and unique food products. Further research could explore scalability and long-term impacts on the local economy.

**Recommendations**

1. Conduct regular training for hotel staff on goat milk handling and customer engagement.
2. Invest in storytelling marketing that connects goat milk products with Mount Abu’s cultural and natural appeal.
3. Explore partnerships with local goat milk producers to ensure sustainability and authenticity.

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