

GETTING STARTED IN TOURISM

If you are starting a new tourism business, this checklist will assist you to take the necessary steps to get established in the industry.

1. INITIAL THINKING

- Familiarise yourself with the local tourism industry. To help you understand the breadth of tourism operators across the state, review the content on southaustralia.com
- Carefully assess your competition (locally, in South Australia, and broader Australia) to help determine whether your concept is viable
- Prepare a business plan – download a template from business.gov.au
 - Research and statistics: utilise existing data to demonstrate the need for your product (refer to resources on tourism.sa.gov.au as a starting point)
 - Marketing plan: identify your target market/s and how you plan to reach them
 - Operational plan: outline how you will deliver a quality and consistent service
 - Financial plan: keep your forward revenue projections conservative for the first few years

2. BUSINESS REQUIREMENTS

- Consider all relevant approvals prior to commencement (e.g. planning and building approvals)
- Register your business name
- Advise your local council (if operating a business from home or establishing accommodation)

OBTAIN THE REQUIRED LICENCES:

Tour Operators:

- Business: licensed by Department for Transport Planning and Infrastructure
- Vehicle: licensed to carry paying passengers
- Driver: accreditation for carrying paying passengers

Food and Beverage:

- Alcohol: if serving alcoholic beverages, you will likely need a liquor licence
- Food handling: all businesses involved with selling food should notify their local council
- Consider registering with FoodSA if you handle food as part of your service

No specific licences are required for operators providing accommodation, attractions or events in South Australia.

□ SEEK RELEVANT ACCREDITATION:

Quality Tourism Accredited Business

Administered by the Tourism Industry Council SA (TicSA), this optional commitment provides independent recognition for your business policies and procedures while also providing access to valuable development tools, templates and best practice examples. Accreditation is free for TicSA members. ticsa.com.au

Accommodation Star Ratings

Star ratings stand for independently reviewed quality standards of accommodation providers. starratings.com.au

TicSA can apply an independent star rating to your property through the Quality Tourism Accredited Business Program on request.

Eco Certification

Assure travellers that your tourism product is committed to sustainable practices and provides high quality nature-based tourism experiences. There are three levels of certification.

ecotourism.org.au

Travel Agents Accreditation

The Australian Federation of Travel Agents accreditation scheme offers a benchmark for quality and professionalism. afta.com.au

□ SEEK THE REQUIRED INSURANCES

Public Liability Insurance

Public Liability Insurance provides cover against accidental injury to clients, customers and visitors at or to your business premises. This cover is essential to all businesses. For detailed advice and information on the type and cost of insurance to best suit your business, you should consult reputable insurance agents or brokers.

□ COMPLY WITH LEGAL OBLIGATIONS

Work Health and Safety (WHS)

Safework SA regulates the health and safety laws in South Australia. Ensure you are adhering to regulations and codes of practice. Know your WHS responsibilities to your staff and to yourself.

safework.sa.gov.au

3. PRODUCT/EXPERIENCE DEVELOPMENT

- Develop concepts which leverage the state's competitive advantages of food, wine and nature.
- Create experiences with a customer-centric approach. Be prepared to adapt and evolve based on the desires of your ideal customer.
- Propose a price that will cover costs, deliver a profit margin, incorporates the required commission structure and remains competitive in the market (refer to the *What is Commission* fact sheet for more information)
- Develop a booking and cancellation policy
- Determine your operating hours and seasonal requirements
- Consider any restrictions for participants (e.g. age, weight, mobility)

4. EMBRACE YOUR INDUSTRY

- TicSA is the peak membership based tourism body that represents the interests of the state's tourism industry. Members have access to business development tools and connections to other tourism professionals. ticsa.com.au
- Sign up to relevant industry association/s (e.g. Houseboat Hirers Association, Adelaide Convention Bureau, Australian Hotels Association)

5. TOURISM MARKETING

- Connect with the South Australian Tourism Commission and your Regional Tourism Organisation (refer to the *Working with the SATC* checklist for more information)
- Know which international markets the SATC is targeting and decide whether any of these markets would be beneficial for your business. Implement your own marketing communications plan
- Align with relevant SATC marketing campaigns (refer to the *Leveraging SATC's Domestic Marketing Activities* fact sheet for more ideas)

DISCLAIMER: This document is not business advice. It is intended only to inform and illustrate. You should not act on the basis of any matter contained in this document without first seeking appropriate professional advice that takes into account your own particular circumstances. The Government of South Australia, its agents, instrumentalities, officers and employees: (a) make no representations, express or implied, as to the accuracy of the information and data contained in this document; (b) accept no liability however arising for any loss resulting from the use of this document and any information and data or reliance placed on it; and (c) make no representations, either expressed or implied, as to the suitability of the said information and data for any particular purpose. The Government of South Australia supports and encourages the dissemination and exchange of public sector information, and endorses the use of Creative Commons Licenses by its agencies. With the exception of the Piping Shrike emblem, images, and other material or devices protected by a trademark and subject to review by the Government of South Australia at all times, the content of this document is licensed under the Creative Commons Australia Attribution 4.0 Licence. All other rights are reserved. Where specific licence terms (such as Creative Commons) are applied to this document, those licence terms shall prevail over any inconsistent provisions in this statement. The Government of South Australia has undertaken reasonable enquiries to identify material owned by third parties and secure permission for its reproduction. Permission may need to be obtained from third parties to reuse their material. When using content from this document that is licensed under a Creative Commons Licence you are required to attribute the work in the manner specified in the licence (but not in any way that suggests that the Government of South Australia endorses you or your use of the work) and the Government of South Australia requires that you use the following form of attribution. The Government of South Australia, >>title of works<<, sourced on >>insert date the content was sourced<<, >>insert URL<<. Please email feedback@tourism.sa.com to make an enquiry about the use of this document.