

GETTING STARTED IN TOURISM



A BUSINESS CHECKLIST

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

1. INITIAL THINKING

- Assess the tourism industry and familiarise yourself with it
- Assess the viability of the proposed business **including careful assessment of competition**
- Prepare a business plan
 - Research – Use Regional Profiles, tourism data
 - Marketing plan – this must start with your clearly defined target markets (See information on 'marketing' below)
 - Operational plan
 - Financial plan – keep your forward revenue projections conservative for the first few years
 - Business Plan – Download a template here from www.business.gov.au

2. BUSINESS REQUIREMENTS

- Consider all relevant approvals e.g. planning and building approvals
- Register your business name
- Advise your Council (if operating a business from home or establishing accommodation) Obtain relevant licences:
 - **Tour Operators:**
Vehicle: Bus or car must be licensed to carry paying passengers
Driver: Must be 'accredited' if carrying paying passengers
Business: Must be 'licensed' by TransportSA
 - **Accommodation**
No specific accommodation licence required in SA
 - **Attractions**
No specific licence required in SA
 - **Food and Beverage**
Liquor Licence. All businesses involved with selling food must notify their local council

▪ Events

No specific licence required in SA

▪ Sellers of 'travel packages'

You may wish to become accredited with the Australian Federation of Travel Agents www.afta.com.au

- Consider registering with FoodSA if you handle food as part of your service.
- Obtain public liability insurance (PLI) – this is required if dealing with South Australian Tourism Commission
- Know your OHS&W responsibilities to your staff and to yourself

3. PRODUCT DEVELOPMENT

- Consider how your product or experiences may be able to leverage the states competitive advantages of food, wine and nature.
- Design and test your product keeping the customer in mind all times.
Be prepared to adapt and evolve.
- Price your product considering your cost base, commission and what the market will bear.
- Write your booking policy
- Write your cancellation policy
- Determine your operating hours and seasons keeping the customer in mind all times

4. EMBRACE YOUR INDUSTRY

- Join the South Australian Tourism Industry Council (SATIC), the peak membership based tourism body that represents the interests of the state's tourism industry. For more information: www.satic.com.au
- Seek tourism accreditation. This is administered by SATIC and is an optional commitment that provides independent recognition for your business processes.
- Join your relevant industry association (eg Bed & Breakfast Farmstay SA, Houseboat Hirers Association)

5. TOURISM MARKETING

- Register your business with South Australian Tourism Commission. Get listed on the Australian Tourism Data Warehouse (ATDW) database. www.tourism.sa.gov.au/industry/atdw-online.aspx
 - Receive industry news and hear about ongoing marketing opportunities. Subscribe to newsletters.
 - Link your business to www.southaustralia.com
- Contact your Regional Tourism Manager to inform them about your new business <http://www.tourism.sa.gov.au/regions.aspx>
 - There are 12 tourism regions in SA. Work with the people in your region
- Implement your marketing communications plan:

SHOULD DO

- Website
- Brochure
- Public relations and networking
- List in key visitor guides
- Signage/Livery
- Online booking system for online-sales
- Visitor centre promotion/contact

COULD DO

- Advertising – many options!
- Sales calls to agents
- Familiarisations
- Yellow Pages
- Promotions

5A. TARGET INTERNATIONAL MARKETS

- This requires a dedicated (long term view) and well-resourced approach and some experience in tourism is very useful.

Refer to 'Selling your tourism product' to assist you in this process.