

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
- Prepare a business plan
 - Research – Use Regional Profiles, tourism data, decipher.biz, tourism.sa.gov.au
 - Marketing plan – this must start with your clearly defined target markets (See information on 'marketing' below)
 - Operational plan
 - Financial plan
 - A tourism business planning template is available at www.tourism.sa.gov.au/industryinfo

2. Business Requirements

- Register your business name
- Advise your local 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 licence required in SA
 - Attractions – no specific licence required in SA
 - Events – no specific licence required in SA
 - Sellers of 'travel packages' – you may need a Travel Agents Licence if selling a product with a component that you do not own. eg Tour operator sells a package that includes accommodation.
- Register 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

- Talk to SATC's tourism theme product development people: Wine & Food, Nature-based, Aboriginal, Cultural.
- Design and test your product keeping the customer in mind all times
- Price your product considering your cost base, commission and what the market will bear. See the Interactive Pricing Calculator at www.tourism.sa.gov.au/industryinfo
- 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 your relevant industry association (eg Bed & Breakfast Farmstay SA, Houseboat Hirers Association)
- Seek tourism accreditation. This optional commitment provides independent recognition for your business processes; www.tourismaccreditation.com.au

5. Tourism Marketing

- Register your business with South Australian Tourism Commission. Get listed on our database (ATDW)
 - Receive industry news and hear about ongoing marketing opportunities
 - Links your business to www.southaustralia.com
- Contact your Regional Marketing Manager to inform them about your new business
 - 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
- e-marketing
- Present to SA Visitor & Travel Centre

COULD DO

- Advertising – many options!
- Sales calls to agents
- Familiarisations
- Yellow Pages?
- On line booking mechanisms
- Etc etc

5A. Target International Markets

- This requires a dedicated and well-resourced approach and some experience in tourism is very useful. We have an 'International-Ready' Checklist that will assist you in this process.

You're now on your way to establishing a profitable tourism business.