

GETTING STARTED IN TOURISM business checklist

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

- 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. PERMITS & REGISTRATIONS

- Take the Business Self Assessment Tool to identify the permits you need to open your business e.g. planning and building approvals. <https://www.moyne.vic.gov.au/Our-Services/Business-and-Economic-Development/Starting-and-Growing-Your-Business/Business-Self-Assessment-Tool>
- Register your business name with ASIC: <https://asic.gov.au/for-business/registering-a-business-name/>

OBTAIN RELEVANT LICENSES:

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 **Australian Business Licence and Information Service (ABLIS)**.
- Tours: **Parks Victoria** issues and administers tour operator licensing on public land in Victoria on behalf of Department of Environment, Land, Water and Planning (DELWP) including on Victorian state waters and inland waterways.

Accommodation: N/A

Attractions: N/A

Food and Beverage:

- Liquor License. All businesses involved with selling food must notify their local council

Events: N/A

Sellers of travel packages:

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

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2. PERMITS & REGISTRATIONS - CONTINUED

SEEK RELEVANT ACCREDITATION:

Australian Tourism Accreditation Program (ATAP) is an Australia-wide, online quality management program which documents tourism businesses practices and procedures.

accreditation@vtic.com.au or **03 8662 5387**

Star Ratings Australia accredits accommodation operators via an assessment of facilities, services, cleanliness, quality and condition. Star Ratings are an internationally recognised symbol for quality accommodation standards. They're used in more than 70 countries worldwide and reflect the cleanliness, quality and condition of guest facilities.

info@starratings.com.au or **03 9601 3325**

Caravan Industry Association of Australia National Accreditation Program has developed a comprehensive national caravan/holiday parks accreditation program, which identifies those who participate, as industry businesses committed to quality in business management and customer service.

EarthCheck is an international certification program for travel and tourism. Since 1987, EarthCheck has helped businesses, communities and governments to deliver clean, safe, prosperous and healthy destinations for travellers to visit, live, work and play.

Ecotourism Australia is focused on inspiring environmentally sustainable and culturally responsible tourism.

Museum Accreditation Program (MAP) is a framework used by museums, galleries, historical societies, heritage sites, and archives to improve operations and increase organisation profile.

Respecting Our Culture (ROC) Program embraces national accreditation standards and encourages the tourism industry to operate in ways that respect and reinforce Indigenous cultural heritage and the living cultures of Indigenous communities.

Travel Agents Accreditation scheme offers a benchmark for quality and professionalism.

afta.com.au

SEEK THE REQUIRED INSURANCES:

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:

WorkSafe Victoria regulates the health and safety laws in Victoria. Ensure you are adhering to regulations and codes of practice. Know you. WorkSafe responsibilities to your staff and to yourself.

worksafe.vic.gov.au

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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

- Partner with your local tourism peak body **Great Ocean Road Regional Tourism.** <https://greateoceanroadtourism.org.au/>
- Join your local tourism association, eg. **Port Fairy Tourism (and region) Inc.** <https://www.facebook.com/portfairytourisminc/>
- Join the **Victorian Tourism Industry Council (VTIC)**, the peak membership based tourism body that represents the interests of the state's tourism industry. For more information: www.vtic.com.au
- Join your relevant industry association (eg. Farmstay Australia, Houseboat Hirers Association).

5. TOURISM MARKETING

- Register your business with Great Ocean Road Regional Tourism to get listed on the **Australian Tourism Data Warehouse (ATDW)** database. <https://greateoceanroadtourism.org.au/atdw-listing/>
- Receive industry news and hear about ongoing marketing opportunities. Subscribe to e-newsletters.
- Contact your local Visitor Information Centre to inform them about your new business vic@moyne.vic.gov.au or **(03) 5568 2682**

Things to include in your Marketing and Communications Plans:

- Website
- Google Listing
- Social Media accounts
- Brochure
- Public relations and networking
- List in key visitor guides
- Signage/Livery
- Online booking system for online-sales
- Visitor Centre promotion/contact
- Advertising – many options!
- Sales calls to agents
- Familiarisations
- Promotions

6. TARGET INTERNATIONAL MARKETS

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