

Starting a New Business in the Tourism Industry

www.ticsa.com.au

Welcome!

At TiCSA, we understand that it can be a challenging process trying to identify all the elements that you need to develop a sustainable and successful business.

That is why we have developed this visual guide to support your new business development in the tourism industry.

All the information provided has been gathered for your convenience, however not everything stated will be suitable for your situation and must only be used as a guideline. Before operating you may also wish to seek advice from an accountant or lawyer. Additionally, you may like to contact your nearest local government business advisory provider.

Further information can be obtained by emailing the Tourism Industry Council of South Australia info@ticsa.com.au or by calling our office on (08) 8110 0123

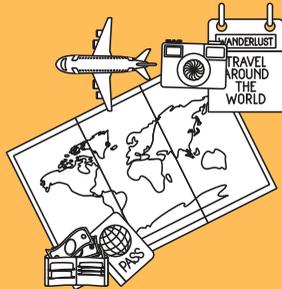
HOW TO SUCCESSFULLY START YOUR BUSINESS IN THE TOURISM INDUSTRY

GUIDELINES TO ASSIST YOU WITH INITIAL START-UP AND SECTOR RELEVANT INFORMATION



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Set up the Business



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Tour Operators & Transport Providers Sector



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Attractions, Recreation & Events Sector



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Top 9 Steps for Tourism Business Development

Become a member of TiCSA to gain access to opportunities to grow your business and develop industry connections across South Australia

www.ticsa.com.au/membership-page/

1

Set Up the Business

Decide on the business structure, acquire an ABN, register your business name, tax registration and insurance.

The Steps to Setting Up Your Business.

Business Structure: Decide if you want to run your business as a sole trader, company, partnership or trust. The business structure will depend on your business needs, start-up expenses and level of control you have over the business and business operations.

Australian Business Number (ABN): In order to register your business you will need an 11 digit number that identifies your business to the government and community.

Business Name: This will be the name that your business operates under and should represent the image you wish to convey to customers.

Tax Registration: Regardless of which business structure you choose to operate under, you must have a tax file number (TFN) to be able to start a business.

Insurance: Having some form of business insurance is important to protect your assets and to minimise the risk of liabilities.

For detailed information on how to set up your business visit the Australian Government 'Starting a Business Guide'.
<https://www.business.gov.au/Guide/Starting>

For more information on insurance visit Finder 'Types of Business Insurance'.
<https://www.finder.com.au/types-of-business-insurance-in-australia>

Become accredited to gain access to tools and templates to start up your business

<https://ticsa.com.au/industry-programs/quality-tourism-framework/quality-tourism-accreditation/>

If you are endeavouring to develop a new business, attending informative events and workshops can help improve your knowledge of the tourism industry, identify market changes and provide you with the opportunity to connect and network with other members and business leaders in the industry.

A great step towards gaining information about the tourism industry is to become a member of TiCSA. A TiCSA membership offers valuable opportunities to grow your business and to develop industry connections across South Australia.

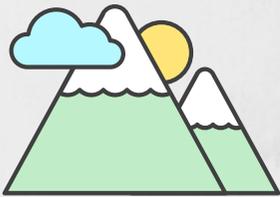
As part of your membership you'll receive access to the **Quality Tourism Framework** which will provide you with tools and templates that can help you develop your business, marketing and operational plans.

2

Tour & Transport Operators

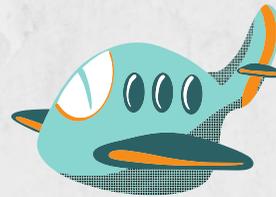
Tour and transport operators are passionate about what they do and aim to share their knowledge and experience with the community. Before starting your tourism business, it may be necessary for you to obtain certain licenses and permits to be able to run a successful business.

Land



- Commercial Tour Operator License.
- Permit to undertake activities in Australian Government Parks and Reserves - Australian Government (Including Marine Reserves).
- Become a member of the Australian Federation of Travel Agents (AFTA).
- Driver's license and classification.
- Explore the National Heavy Vehicle Regulator (NHVR).
- Large Passenger Vehicle Operator Accreditation Certificate & Small Passenger Vehicle Operator Accreditation Certificate.
- Roadworthy Inspection.

Air



- Commercial Pilot's License.
- Certificate of Airworthiness.
- Air Operators Certificate (AOC).

Sea



- Comply with the National Standard for Commercial Vessels (NSCV).
- License to operate a motor boat.
- License to operate a houseboat.

Advice from the Industry

Tour operators are friendly, fun and factual. People on tours want an engaging experience with a credible, entertaining and knowledgeable guide. Personality, passion and understanding your audience play a large role in delivering a memorable adventure.

Research is important. You should conduct market research and learn about business operations to identify if you have a viable business idea. Gaining experience and training in the industry will help you develop your knowledge and skills and identify if this really is the right business opportunity for you.

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Accommodation

Accommodation provides a home away from home and can cover a variety of businesses including hotels, motels, serviced apartments, bed & breakfast and caravan and camping parks.

Licenses, permits and guidelines for your consideration.

- Review the Australian Competition & Consumer Commission (ACCC) guide.
- Become a member of the Australian Hotels Association (AHA).
- Become a member of the Hosted Accommodation Australia Ltd (HAA).
- Lodging House License.
- Planning and Property.
- Public Swimming Pools & Spa Pools.
- License to Play Music in Motels and Other Accommodation.
- License to Play Music in a Hotel, Pub, Tavern or Bar.
- Certain States may require you to obtain approval to operate a caravan park or camping grounds.
- Check with your local council if you need a license to hold an event at a bed and breakfast.

For information about food standards and liquor licenses, visit the 'Food and Beverage' page.



Advice from the Industry

It is a great idea to do your market research before opening a hosted accommodation business. This includes reviewing other operators in your area and assessing their business offerings, prices and location. This research will help you identify market niches and formulate your unique selling point (USP). Your USP will help you to develop your core product and pinpoint your target market, which will be key in ensuring you use your marketing budget wisely.

It is also really important to join your state tourism body, which will support you by offering opportunities to network, become accredited and apply for state and national tourism awards.

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Attractions, Recreation & Events

Attractions, recreational activities and events can be a great way to provide both domestic and international visitors with an engaging and entertaining experience.

Considerations to help you start up a safe and responsible tourism business.

Attractions & Recreation

- **Review the Adventure Activity Standards:** Guidelines which cover a wide variety of activities.
- **Abseiling & Rock Climbing:** Consult The Professional Association of Climbing Instructors Pty Ltd.
- **Rafting:** The International Rafting Federation (IRF) is the official governing body for rafting sport.
- **Recreational Scuba Diving:** Requires diver certification. Consider the Professional Association of Diving Instructors (PADI).
- **Snow Sports:** Read the guidelines on SnowSafe Australia and consider becoming a member of the Australian Ski Areas Association (ASAA).
- **Quad Bike's:** Adhere to The Consumer Goods (Quad Bikes) Safety Standards 2019.
- **Recreational Fishing:** Each State and region will have their own fishing requirements, licenses and permits. Consult with your local council before commencing business operations.

Events

- Approval to conduct commercial activities on council park-lands, reserves, rivers or lakes.
- Music Event License.
- **Events Consideration:** If you operate a bed and breakfast, your local council may require you to obtain a license to run events at/on your property.

For information about food standards and liquor licenses, visit the 'Food and Beverage' page.

Advice from the Industry

Anybody wanting to start a new business in the tourism industry should do their market research. There are a number of providers already established within the industry and adventure tourism businesses can take a long time to become successful. If you do not have the financial backing for a long-term investment, then you may want to rethink your strategic planning.

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Food and Beverage

If you intend to serve food and beverages as a part of your tourism business operations, there are important licenses, permits and regulations you must follow to ensure you provide food and beverages in a responsible way.

Licenses, Permits and Guidelines for your consideration.

- Council Permits (E.g. Food Business Notification in S.A).
- Participate in local council Food Safety Programs.
- Comply with the Food Standards Australia and New Zealand.
- Review the Food Safety (SA Health) guidelines.
- *Liquor Licensing Act 1997.*
- *South Australia Food Act 2001.*
- Liquor (Licenses, approval of a responsible person, running a licensed venue & varying existing liquor licenses).
- License to play music in restaurants and cafes.
- Trade Waste Discharge Permit.

Advice from the Industry

Running a business is not just about your financial success but also about how you support your community and the environment. Use local suppliers where possible and implement environmental measures such as reducing or eliminating the need for single-use plastics.

Preparation is key! Before you start to operate a business which provides food or beverage, you should gain approval from your local council and S.A Water to help ensure your business is functional and up to standard. Having a long-term business plan, well-trained staff and a considered marketing strategy will help you avoid future complications and further improve the quality of your business.

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Top 9 Steps

Complete the Top 9 Steps for Tourism Business Development to further improve your new tourism business.

TiCSA Top Nine

- 1. Sign up to the Quality Tourism Framework:** Quality Tourism Framework combines the Tourism Accreditation, Star Ratings and Australian Tourism Awards programs into a single pathway for business development.
- 2. Become a Quality Tourism Accredited Business:** Accreditation is an online certification that recognises tourism businesses that meet specific quality assurance criteria ensuring they are committed to exceeding consumer expectations with great customer service and the highest standards of business practice.
- 3. Become a Star Rated Property:** The Star Ratings are an internationally recognised symbol for quality accommodation standards. they are used in more than 70 countries and reflect the cleanliness, quality and condition of a guest facilities.
- 4. Register for ReviewPro:** TiCSA in partnership with the Australian Tourism Industry Council has teamed up with ReviewPro, experts in online reputation improvement, to offer Accredited members FREE access to an exclusive dashboard in ReviewPro.
- 5. Enter the South Australian Tourism Awards:** The South Australian Tourism Awards program is a business development tool that allows tourism businesses to review their activities over a 12 month period. the program recognises and celebrates businesses that have demonstrated excellence and innovation throughout the financial year.
- 6. Attend the Tourism Awards Gala Dinner:** Award winners are revealed at a formal Gala Dinner in November each year- attended by the who's who in tourism in South Australia.
- 7. Create your Australian Tourism Data Warehouse Listing:** The Australian Tourism Data Warehouse is Australia's national platform for digital tourism information on Australia. Once you are listed and Accredited, your listing will automatically feed through to the 'Trust the Tick' consumer website.
- 8. Register for an IQ Series Program:** Three business development programs under the 'IQ Series' banner are available: ServiceIQ, TourismIQ and Digital Champions.
- 9. Attend the State Tourism Conference:** Held in May, this conference brings together industry representatives from all regions and sectors of South Australia's tourism industry for professional development and networking.