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Tourism in the Community
A Business Toolkit
for Community
Tourism Projects

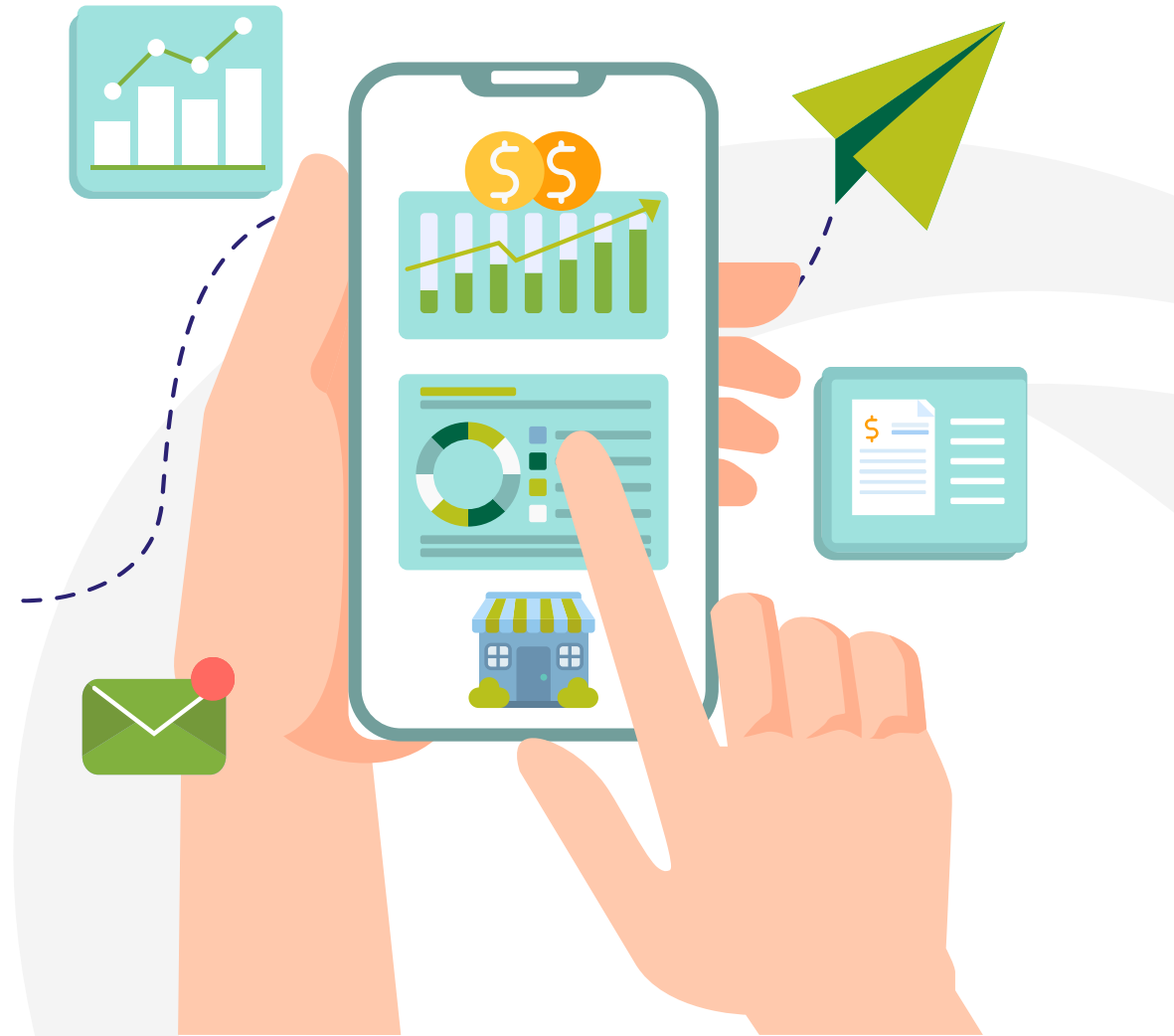
Business Planning



Introduction

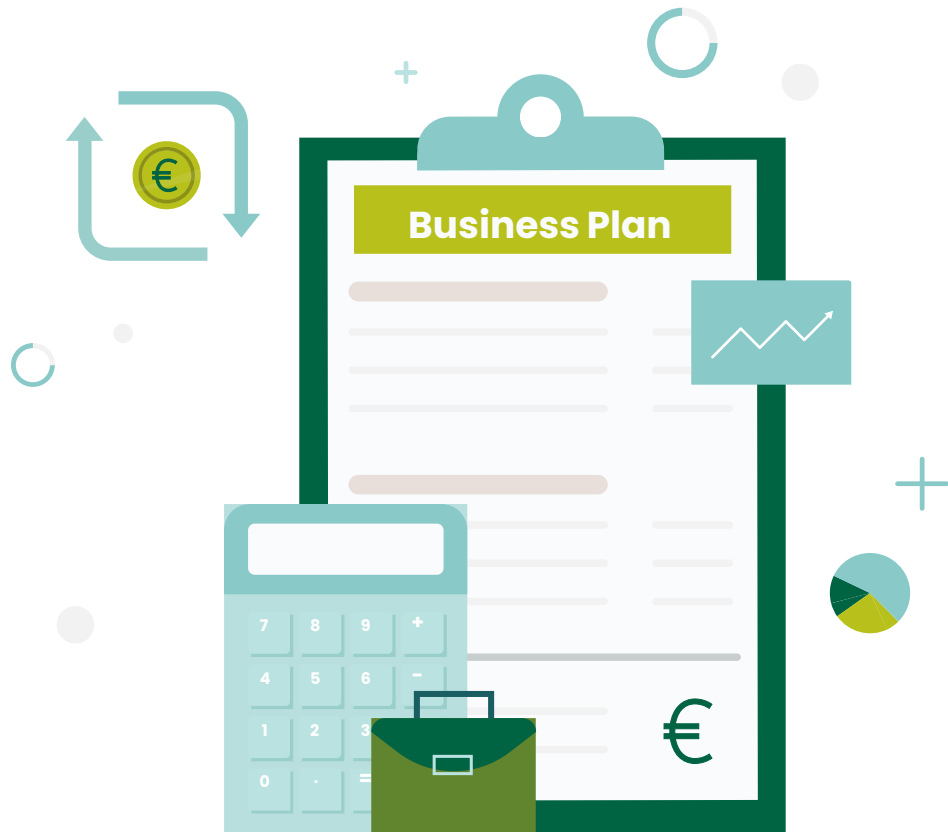
Strategy

- Importance of a Business Plan
- Business Plan v Financial Plan
- 3-to-5-year time horizon



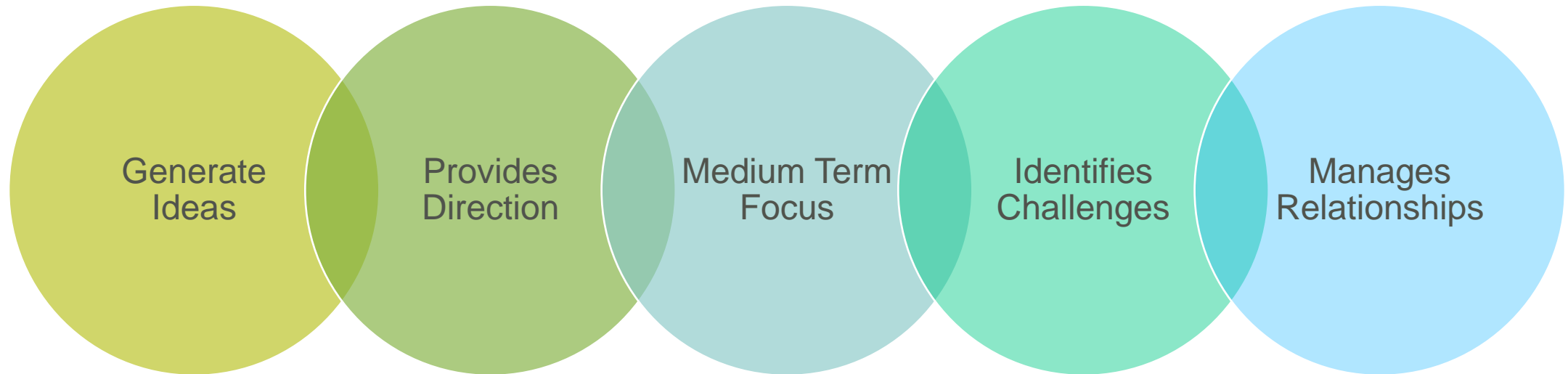
Overview

We will look at a brief overview of the following:



- The benefits of implementing a Business Plan
- Tips on how to successfully develop a Business Plan
- How to implement and monitor the progress of the Business Plan through to completion.

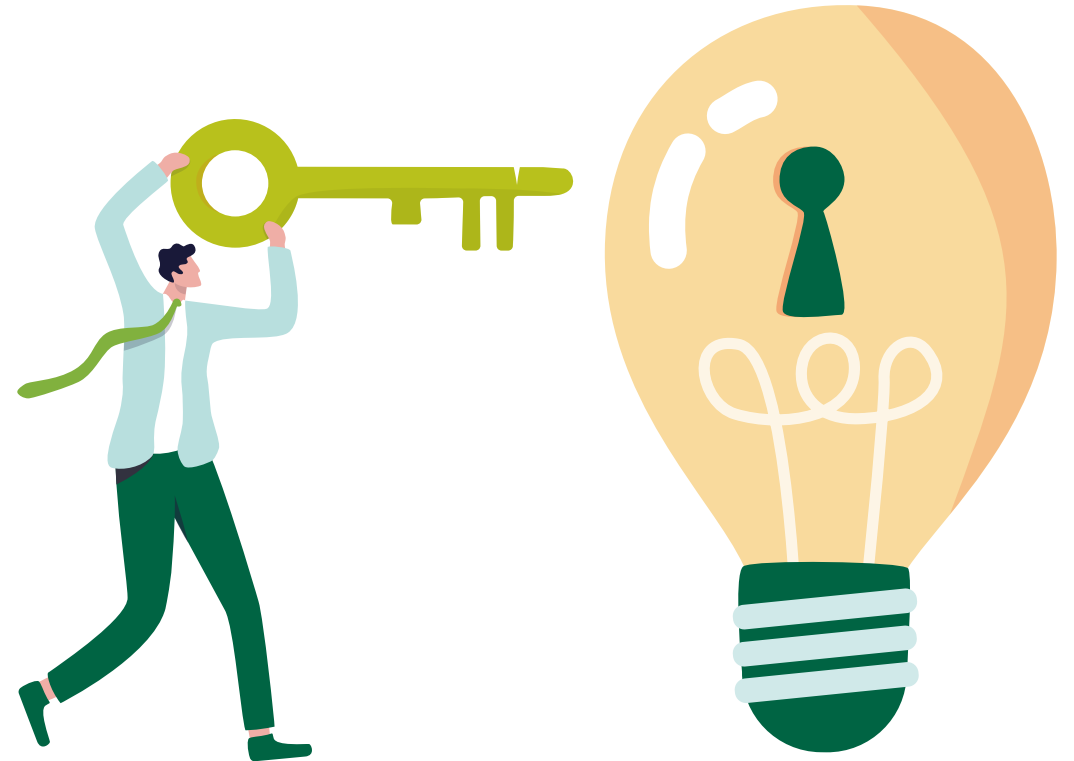
Benefits of a Business Plan



How to develop a Business Plan

Key Considerations

- Strengths and weaknesses
- What would success look like
- What actions need to be taken
- How are we going to implement these actions
- Identify potential pitfalls
- Goal measurement



Business Plan Management



Budgeting



Ownership



Timeline



Goal
Setting



Goal
Monitoring

Summary

- Clear and detailed plan
- Ensure appropriate structures are in place
- A supporting financial plan is critical





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'Tourism In The Community'

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