

Capability Building Service

Start Up - How to Develop a New Tourism Experience

This service is registered with the [Regional Business Partner network](#).

Overview

You have an idea for a tourism experience that you think would appeal but aren't quite sure what needs to be done in order for you to welcome your first visitor. This training service offers you an opportunity for a specialised tourism practitioner to assist you in laying down the right foundations in order to develop a sustainable tourism experience.

This training is delivered by a consultant with extensive tourism sector experience, knowledge and networks.

The training will be delivered via zoom.

Training Objectives

Experience Development: Identify the critical success factors of a compelling visitor experience and understand what visitors are looking for.

Sustainable Pricing: Understand the value proposition of your offering along with the direct and indirect costs associated with operating in the tourism sector and how to incorporate these into pricing your products.

Qualmark Readiness: Build an awareness of what is required to achieve a Qualmark endorsement and why it is important.

Learning Outcomes

The business owner / business manager will learn how to:

1. Be able to articulate the core product proposition and unique selling points of the visitor experience and understanding of target markets to build into a business plan.
2. Have an understanding of all the costs to consider to operate effectively in the tourism sector including how sales commissions work to inform a realistic operating budget and enable sustainable pricing of products and services.
3. An understanding of expectations of what the Qualmark endorsement process involves.

Operator Time Commitment:

With consultant:

- 2 x 2-hour training sessions
- 2 x 1-hour follow up coaching to consolidate and achieve learning outcomes.

Business Owner/Manager Preparation:

- 4 - 8 hours to action learnings before coaching.

\$225 per hour plus GST