

1.1 Just the facts, please

The Yukon Tourism Business Fact Sheets are designed to give you, the entrepreneur, basic information to help turn your ideas into a successful business. The Fact Sheets deal with important issues, choices and decisions you may face along the way.

The Fact Sheets are arranged in three sets:

1. The Tourism Industry

an introduction and overview

2. Essential Research

overview of the planning/research process together with some fundamental considerations for your business

3. Business Planning

an introduction to the various components of business, financial and marketing plans

Some entrepreneurs may decide to take a copy of each sheet, others may only be interested in a few specific subjects. In either case, the sheets act as a starting point. From here, you can go on to gather more of the information you need to succeed.

Following is a brief overview of the contents of the different Fact Sheets.

1. THE TOURISM INDUSTRY

1.1-Just the facts, please

An overview of the series, with a brief synopsis of the overall contents.

1.2-The big picture

An overview of the tourism industry. This sheet looks at its global dimensions, the various tourism sectors, their growth and developing trends. It will help entrepreneurs place their ideas in context and take a view to the future of the industry.

1.3-Who's who & what's what

The roles and information sources in the tourism industry. This sheet looks at the various industry, government, regional and sectoral groups and associations that can provide the entrepreneur with valuable assistance.

2. ESSENTIAL RESEARCH

2.1-Start with a plan

A schematic overview of the steps you will need to take to bring your idea to successful implementation. A key component in many of these steps is research: an organized, systematic approach to gathering the information you need along the way.

2.2-Land and location

Land categories, rights, and how to acquire them. This sheet discusses the various land ownership options and the legal status of lands in the territory, as well as other issues that will have a bearing on where a business should be located.

2.3-Playing by the rules

Rules and regulations that every tourism entrepreneur should know about. This sheet provides information on permits, regulations, licenses and inspections that a tourism business operator may be expected to know about. Contact information for the various offices is also included.

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3. BUSINESS PLANNING

- 3.1-Write a business plan** | The business plan as a road map to guide entrepreneurs as they build their business ideas. This sheet discusses self-assessment, quick feasibility studies, research, and the actual preparation and implementation of the plan.
- 3.2-Packaging and partnerships** | Options and opportunities for working together. This sheet highlights the advantages to entrepreneurs of packaging their products or working together with a partner in both traditional and non-traditional ways.
- 3.3-Human resources** | The most important resource of any business is its people. Businesses can fail or succeed based on the quality of the service provided by their people. This sheet discusses the entrepreneur as the key resource of any business as well as issues around hiring, managing and training staff.
- 3.4-Up and running** | Implementing the business plan – actually getting a business up and running. This sheet deals with issues such as the timing and sequence of business considerations and avoiding common pitfalls.
- 3.5-Write a financial plan** | Helping entrepreneurs get started on establishing and managing financial targets. This sheet discusses sales projections, cash flow, accounts and looks at the questions that must be answered in the plan.
- 3.6-Where to get money** | Obtaining financing from financial institutions and other sources. This sheet examines the notion of “selling” a plan to potential backers or lenders. It also looks at the various kinds of financing available.
- 3.7-Minding your business** | Accounting and bookkeeping for the entrepreneur. This sheet discusses the basic principles behind administering the business effectively and productively.
- 3.8-Marketing 101** | There are a number of sheets on the subject of marketing. This one forms an introduction to the subject, addressing the difference between marketing and advertising, and illuminating the nine Ps of marketing.
- 3.8a-Web/Internet marketing** | Using the Internet and related information technology tools to market to, and communicate with, customers.
- 3.9-Market research** | Gathering the information needed to put business and marketing plans together. This sheet approaches market research in terms of questions that need to be defined and then answered.
- 3.10-Write a marketing plan** | All the key elements of marketing are brought together in the marketing plan. This sheet discusses the various components of a marketing plan and its importance as a tool for the entrepreneur to raise financing.
- 3.11-Developing your product** | Tailoring products to the market. This sheet discusses the need to address tourist wants with a clearly defined product/service.
- 3.12-Channelling your business** | How to fit a new business into the tourism marketplace. This sheet examines the various “selling” options: selling directly or through the distribution channels of the travel trade where commissions or net prices are required.
- 3.13-Communicating with your customers** | This is the area of marketing often referred to as advertising and promotion. Communicating with customers goes beyond mere advertising, however, and is something most entrepreneurs will deal with on a day-to-day basis.

Although we endeavor to ensure that the content, information and services are as current and accurate as possible, errors and changes may occur. January 2008.