**CGG3O | Travel and Tourism: A Geographic Perspective**

**Independent Study Unit**

**Create a Tourism Business**

**Description:**

You will use all that you have learned over the course of the semester and create a tourism business. You may create any type of business connected with the travel and tourism industry, but remember that you will need to attract tourists to your business.

Your tourism business may be based on any type of tourism we have covered in this course. You should specify in your business plan, what type of tourism you are involved in.

During your presentation, you will be selling your business to potential tourists, so remember to explain to people how your tourism business is the right experience/service for them.

You will provide:

* A detailed business plan, which describes your tourism business
* A informational poster or slideshow, which will inform potential tourists about your business and sell it to them

**Instructions:**

***Decide on your business (use in your business plan and on your poster)***

1. Choose a type of tourism that your business will be based on (see page 10 of your text).
2. Choose a location for your business (country and city/location it is closest to)
3. Choose a business that you would like to run based on the type of tourism you chose in step 1.
   1. When choosing your business, try to find other businesses that are similar to yours for some ideas on what to do.
4. Create a name, slogan or other features that will help you sell your business.

***Build your business (include in your business plan)***

1. Create a detailed list of services/activities that you offer (along with prices)
2. Outline your employment expenses:
   1. Figure out how many people you will need to employ and what jobs they will do
   2. List what jobs you will need to be filled
   3. Calculate your total wage costs, assume all employees make an average of $46,000/year
   4. Calculate other expenses you will have in order to make your business run (like buying a hotel, restaurant, tour busses, or other critically important parts of your business)
   5. Calculate what you need to earn on average, in a year to make a profit by year 5.
      1. What will your prices need to be?
      2. How many customers will you need to serve?
3. Outline what businesses your business needs to connect to in order to draw in tourists (for example: airlines, tourism agencies, natural parks…)
4. Describe how your business will draw tourists to it. What will you do to get customers?
5. *Think of the services approach when creating your business, as this will help you with these steps*

***Sell your business (include in your presentation poster/slideshow)***

1. Create a promotional/informational poster, which will inform and attract tourists to your business
2. Include images and text that describe your business (do not use full pages of text as it is hard to read –think of an advertisement).
3. Include:
   1. Prices
   2. Activities
   3. How tourists will get to your business
   4. 1-2 maps
   5. Images
4. Be prepared to sell your business to classmates –know and be able to discuss your business with more depth than your poster shows on it’s own. Be ready to answer questions from potential customers.

**Your potential customers:**

There are many types of tourists with many different motivators, life situations, and budgets. Here are some of the people you may be selling your tourism experience to…

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Age** | **Budget** | **Bio** | **Age** | **Budget** | **Bio** |
| 21 | $800 | You are a university student who is looking to travel while on break from school. | 29 | $6,500 | You are a newly wed looking to take a vacation with your spouse |
| 22 | $1,400 | You are a college student who is looking to travel while on break from school. | 35 | $3,400 | You are married with one small child, looking for a family vacation |
| 21 | $1,600 | You are a university student who is looking to travel while on break from school. | 34 | $4,400 | You are married with two small children, looking for a family vacation |
| 20 | $1,000 | You are a college student who is looking to travel while on break from school. | 38 | $4,000 | You are married with two children, looking for a family vacation |
| 23 | $2,200 | You have been working since high school and are looking to travel with your hard-earned money. | 34 | $3,500 | You are single, looking for a new experience while on vacation |
| 28 | $3,000 | You are a young professional who is looking to take a vacation from work | 44 | $5,000 | You are single looking for a getaway from a busy work life |
| 26 | $2,700 | You are a young professional who is looking to take a vacation from work | 50 | $7,000 | You are married with two teenaged children, looking for a family vacation |
| 27 | $3,500 | You are a young professional who is looking to take a vacation from work | 53 | $4,200 | You are married and looking for a vacation away from the kids |
| 28 | $5,000 | You are a newly wed looking to take a vacation with your spouse | 57 | $2,700 | You are married, children have moved away. You looking for a vacation with your spouse |

**Checkpoints** (steps to success):

1. **Discuss your business idea with your teacher:**

**Date:**

**10 Marks (Pass/Fail)**

* 1. What will your business be?
  2. Where will your business be?
  3. What ideas do you have so far?

1. **Discuss your business plan with your teacher:**

**Date:**

**10 Marks: \_\_\_\_\_/10**

Provide an outline of:

* 1. Your list of services/activities, along with prices
  2. Your list of jobs and number of total employees
  3. The amount of sales (price + customers) you believe you will need to make in order to start making a profit by year 5.
  4. What businesses you need to connect to in order to be successful
  5. How you will draw tourists into your business

1. **Discuss how you will sell your business with your teacher:**

**Date:**

**10 Marks: \_\_\_\_\_/10**

Provide the outline of your presentation poster/slideshow. Include copies or digital copies of what you plan to include on your poster. You should have a sufficient amount of material to effectively communicate your business to others.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Success Criteria** | **Level 4** | **Level 3** | **Level 2** | **Level 1** |
| **Thinking \_\_/20**  Your project demonstrates thinking skills through showing thought on how your tourism business is connected with other businesses, how tourists will connect with your business and how your business will be profitable, accounting for all of your expenses vs. income | * Your project demonstrates exceptional thinking skills through showing thorough thought on how your tourism business is connected with other businesses, and does explains in detail, how tourists will connect with your business. * There is thorough evidence of how your business will be profitable, accounting for all of your expenses vs. income | * Your project demonstrates considerable thinking skills through showing considerable thought on how your tourism business is connected with other businesses, and explains how tourists will connect with your business. * There is good evidence of how your business will be profitable, accounting for all of your expenses vs. income | * Your project demonstrates some thinking skills through showing some thought on how your tourism business is connected with other businesses, and partially explains how tourists will connect with your business. * There is some evidence of how your business will be profitable, accounting for all of your expenses vs. income | * Your project demonstrates limited thinking skills through showing little thought on how your tourism business is connected with other businesses, and does not explain how tourists will connect with your business. * There is little evidence of how your business will be profitable, accounting for all of your expenses vs. income |
| **Application \_\_/20**  Your project demonstrates application skills through accurately defining and modeling your chosen type of tourism. Your business is well planned and provides an excellent experience for tourists. Your business also demonstrates application skills through planning what employees you will need | * Your project demonstrates exceptional application skills through defining and modeling your chosen type of tourism with a high degree of accuracy. * Your business is thoroughly planned and provides an excellent experience for tourists. * Your business demonstrates exceptional application skills through thoroughly planning what employees you will need | * Your project demonstrates considerable application skills through defining and modeling your chosen type of tourism with good accuracy. * Your business is planned and provides a good experience for tourists. * Your business demonstrates good application skills through planning what employees you will need | * Your project demonstrates some application skills through defining and modeling your chosen type of tourism with some accuracy. * Your business is somewhat planned and provides a fair experience for tourists. * Your business demonstrates some application skills through partially planning what employees you will need | * Your project demonstrates limited application skills through inaccurately defining and modeling your chosen type of tourism. * Your business is poorly planned and provides a weak experience for tourists. * Your business demonstrates limited application skills through poorly planning what employees you will need |
| **Communication \_\_/20**  Your project demonstrates communication skills through multiple means of telling tourists about your business, including, text, images, maps, and speech. Your communication is relevant, meaningful, and shows a connection to your work. You are able to effectively sell your business to tourists by getting them to buy your services | * Your project demonstrates exceptional communication skills through making excellent use of multiple means communication including, text, images, maps, and speech. Your communication is very relevant, meaningful, and shows a thorough connection to your work. * You are exceptionally effective at selling your business to tourists by getting them to buy your services | * Your project demonstrates considerable communication skills through making good use of multiple means communication including, text, images, maps, and speech. Your communication is relevant, meaningful, and shows a strong connection to your work. * You are able to effectively sell your business to tourists by getting them to buy your services | * Your project demonstrates some communication skills through making some use of multiple means communication including, text, images, maps, and speech. Your communication has some difficulty being relevant, meaningful, and shows a partial connection to your work. * You are somewhat able to effectively sell your business to tourists by getting them to buy your services | * Your project demonstrates limited communication skills through making little use of multiple means communication including, text, images, maps, and speech. Your communication has difficulty being relevant, meaningful, and shows a poor connection to your work. * You are not able to effectively sell your business to tourists by getting them to buy your services |
| **Knowledge \_\_/20**  Your project demonstrates knowledge of the tourism industry and how it works through creating a list of jobs, expenses, and accurately calculating their costs. Your project is also reflects your knowledge of the tourism industry by being well researched and delivering a believable level of service at an accurate price | * Your project demonstrates thorough knowledge of the tourism industry and how it works through creating a complete and highly detailed list of jobs, expenses, and accurately calculating their costs. * Your project is also reflects thorough knowledge of the tourism industry by being exceptionally well researched and delivering a very realistic level of service at an accurate price | * Your project demonstrates considerable knowledge of the tourism industry and how it works through creating a complete list of jobs, expenses, and accurately calculating their costs. * Your project is also reflects good knowledge of the tourism industry by being well researched and delivering a realistic level of service at an accurate price | * Your project demonstrates some knowledge of the tourism industry and how it works through creating a partially complete list of jobs, expenses, and somewhat accurately calculating their costs. * Your project is also reflects some knowledge of the tourism industry by being partially researched and delivering a somewhat-realistic level of service at a semi-accurate price | * Your project demonstrates limited knowledge of the tourism industry and how it works through creating an incomplete list of jobs, expenses, and inaccurately calculating their costs. * Your project is also reflects limited knowledge of the tourism industry by being poorly researched and delivering an unrealistic level of service at an inaccurate price |

**Total 80/**