



Tourism Resources for Local Government

The following resources have been produced by Tourism Queensland (TQ) as a valuable reference in the development of a sustainable tourism industry. It is recommended that local government, communities and other interested agencies refer to these resources when considering tourism planning and development initiatives.

Tourism Project Feasibility Guide

The **Tourism Project Feasibility Guide 2007** provides existing and intending tourism operators with important advice and assistance with developing successful tourism ventures. Small-medium sized enterprises are the main audience. The Guide is also useful for local governments, state government agency regional directors, investors and developers.

Alongside information on the steps involved in project development including feasibility work, financing and project management, the Guide includes information on eight case study businesses that have successfully navigated the project development process. Key learnings from these businesses are included throughout the Guide, including the benefits of conducting comprehensive project feasibility work.

The Guide considers both public and private sector ventures and public/private partnerships, and seeks to assist the process of bringing interesting and creative tourism product ideas to commercial fruition.

Download a copy of the guide from TQ's Resource Centre at www.tq.com.au.

Regional Tourism Investment and Infrastructure Plans

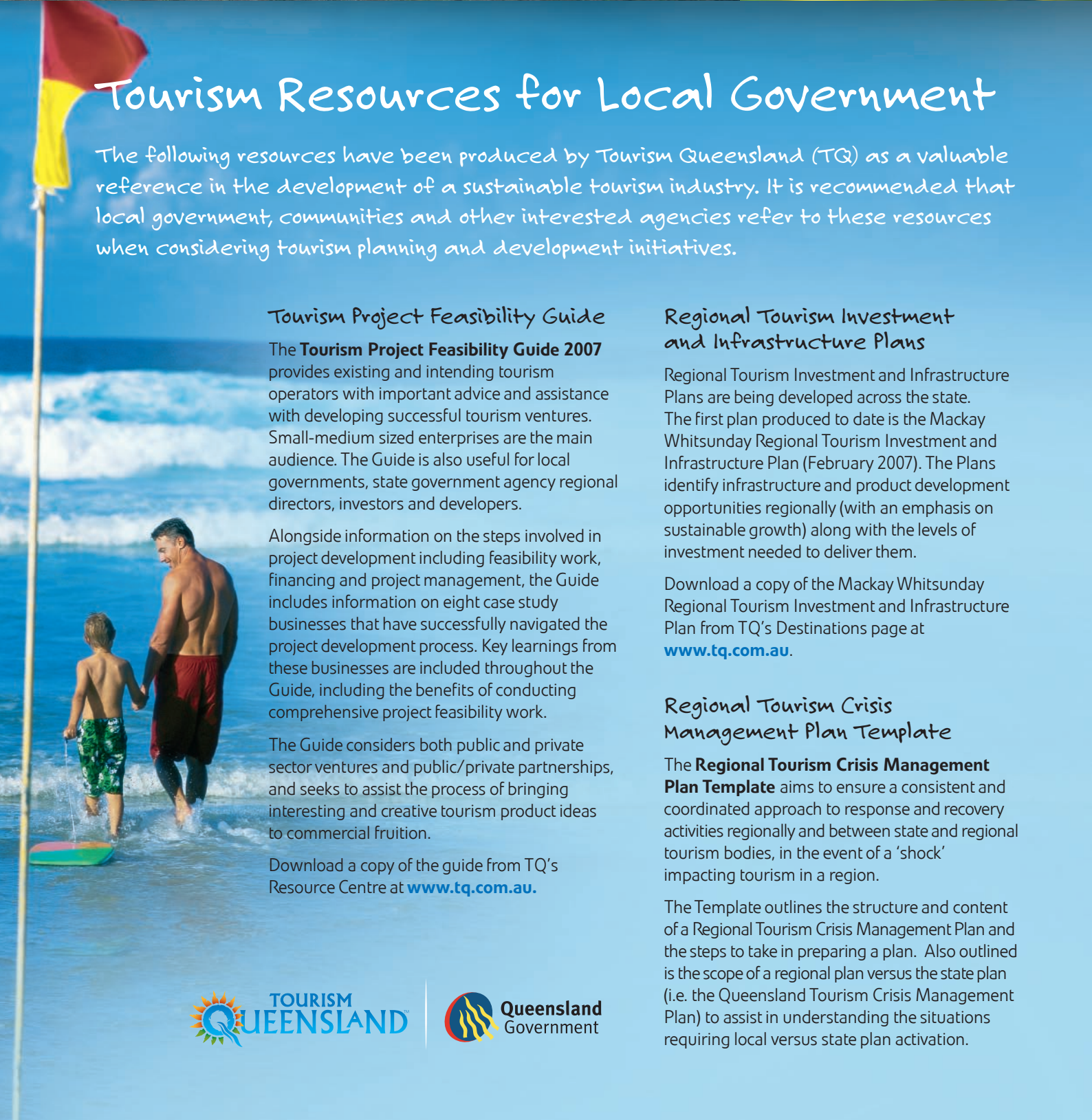
Regional Tourism Investment and Infrastructure Plans are being developed across the state. The first plan produced to date is the Mackay Whitsunday Regional Tourism Investment and Infrastructure Plan (February 2007). The Plans identify infrastructure and product development opportunities regionally (with an emphasis on sustainable growth) along with the levels of investment needed to deliver them.

Download a copy of the Mackay Whitsunday Regional Tourism Investment and Infrastructure Plan from TQ's Destinations page at www.tq.com.au.

Regional Tourism Crisis Management Plan Template

The **Regional Tourism Crisis Management Plan Template** aims to ensure a consistent and coordinated approach to response and recovery activities regionally and between state and regional tourism bodies, in the event of a 'shock' impacting tourism in a region.

The Template outlines the structure and content of a Regional Tourism Crisis Management Plan and the steps to take in preparing a plan. Also outlined is the scope of a regional plan versus the state plan (i.e. the Queensland Tourism Crisis Management Plan) to assist in understanding the situations requiring local versus state plan activation.





The Template is based on the Queensland Tourism Crisis Management Plan to assist in achieving consistency of approach. It is essential that a network of crisis management plans are in place, from the national to the regional/local and individual tourism operator level, to respond to unforeseen events that occur and to improve the speed and extent to which businesses and regions recover from these incidents.

Download a copy of the Template from the Growing Your Tourism Business area of TQ's online Resource Centre:
www.tq.com.au/resource-centre/industry-assistance/growing-your-tourism-business/

Visitor Safety Image Guidelines

When promoting Queensland to visitors for any purpose it is important that wherever possible the images used demonstrate and reinforce safe visitor behaviours. **Visitor Safety Image Guidelines** outline a range of considerations across key safety issues to assist when selecting images and during photo shoots. Local government and communities are encouraged to use these Guidelines. By working together, we can improve our ability to influence the behaviour of visitors and thus avoid visitor deaths and injuries.

Download a copy of the Guidelines from
www.tq.com.au/imagelibrary

Connecting Tourism for Business Success Guide

To help alleviate barriers to business growth and point tourism operators in the right direction, Queensland Tourism Industry Council, Tourism Queensland and the Department of Tourism, Regional Development and Industry have pooled their knowledge and resources to produce an easy reference guide **Connecting Tourism for Business Success**.

Recognising there is a lot of information and a number of programs around that deal with business development, the guide takes a holistic view, offering practical advice on each stage of the business life-cycle from the initial idea to the exit strategy. The guide identifies the relevant resources to assist in addressing issues at each stage in the development of a business and also on moving to the next stage.

The guide is part of the Queensland Tourism Pipeline Project, which seeks to assist operators in accessing programs and information that address their growth needs.

Download a copy from www.tq.com.au/resource-centre/industry-assistance/growing-your-tourism-business/

Ecotourism Rapid Assessment Model

This publication has been developed to assist people with limited to no special tourism knowledge. It uses a simple "checklist" format to identify the key elements as attraction, target market and infrastructure that need to be addressed at a site, or in a region, when assessing the potential of a 'great' ecotourism business idea.

Download a copy of the model from www.tq.com.au/ecotourism

Tourism Skills Development Guide

The Tourism Skills Development Guide is a resource and project management tool to assist in understanding the skills needs of a business, organisation or network. The project management tool assists in planning, accessing, implementing and evaluating skills needs and skills plans. Resources include:

- Infosheets on a range of topics about the tourism industry
- Regional case studies about innovative approaches to skills development and training
- A refidex of skills resources and development opportunities

The Guide is online and is fully interactive with the ability to track your project. Resources can be downloaded, saved and printed. This publication is an invaluable tool to assist businesses, organisations and networks to investigate and address the critical skills and labour force issues.

Explore the Guide and resources online at
www.tq.com.au/skills_guide

Tourism Assistance Database (TAD)

Tourism operators can access a wealth of information on funding programs and advice through the Tourism Assistance Database. The database features funding programs available through Commonwealth, state and local governments as well as private and philanthropic businesses and organisations.

The user-friendly navigation system and search functionality links relevant programs and assistance information to prospective and existing tourism operators, community members and not-for-profit organisations.

TAD is updated regularly and offers a summary on each of the programs with an overview of what assistance is available for the Queensland tourism industry.

General business advice and important tips and hints for preparing funding submissions are also provided to assist the industry.

Visit the online database at www.tq.com.au/tad

Tourism Queensland Research

Research is necessary in order to understand the needs of your target market(s) and key industry trends, and tailor your business accordingly.

TQ provides a wide variety of research for the tourism industry in Queensland. Whether it is quick stats of the industry, summary information on domestic and international markets, industry performance figures or more detailed destination research reports, the information is available 24/7.

Research publications available include:

- Aviation
- Destinations
- Special interest
- International markets

Visit the Research section of TQ's website at www.tq.com.au/research