

TOURISM, INC.



MARKET- READINESS SELF-ASSESSMENT TOOL

Ontario Ministry of Tourism

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WHAT YOU WILL GET FROM THIS SESSION

1. Detailed snapshot of critical business and tourism skill sets and requirements in a question/answer and discussion format.
2. Identification of areas of your business requiring improvement or changes.
3. Potential resources and next steps in making these improvements or changes
4. Information and ideas from local, regional, national and international sources that can assist with your tourism business development needs
5. Local network of contacts to refer to when you need immediate or project specific assistance
6. A permanent resource tool to use to monitor your annual progress and performance.



Developed by the Regional Services Branch of the Ontario Ministry of Tourism in collaboration with the Investment & Development Office, Ontario Tourism Marketing Partnership Corporation, the Ontario Cultural Attractions Fund and many tourism industry operators and organizations.

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Printed in Canada. Regional Services 1-877-395-4105

INTRODUCTION



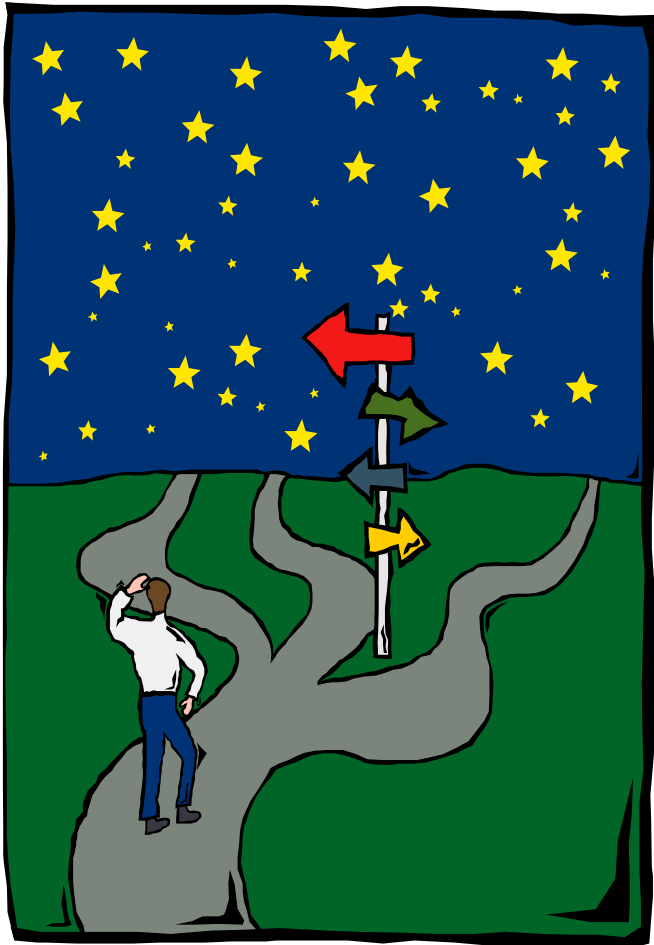
DID YOU KNOW...?

TOURISM IS...

the fastest growing industry globally

- About people, places and things – the experience a traveller has while in a destination
- A complex industry because of the diversity of businesses involved in the sector – accommodations, food & drink, entertainment, attractions, transportation, services, festivals and events, culture and heritage, outdoors & sports
- Constantly changing – savvy consumers and improved transportation mean the world is now available to everyone
- An important economic sector – generates new business and revenues, as well as social and lifestyle benefits, to communities
- Dependent upon strong businesses and supportive infrastructure to be successful – skills, products, services, financing, training, communications, links
- An enhancement to your current core business – get it right locally (domestic market) and you can grow it globally (export market)

TOURISM, INC. TRAINING SERIES HAVE BEEN DEVELOPED TO:



- Assist those already in the business
- Assist those interested in moving into the business
- Help you understand what is required to be in the business
- Help determine your current level of business skill and capacity
- Help determine your current level of tourism readiness
- Clearly identify “next steps” required in tourism business development
- Provide you with a variety of resources to assist with this development
- Be immediately applicable to user needs – “just-in-time” modular training format

STARTING FROM WHERE YOU ARE TODAY:

- Why are you interested in tourism and does it fit your current business plan?
- Have you assessed your current business strengths and weaknesses?
- Have you assessed your current tourism readiness level?



SO LET'S BEGIN.

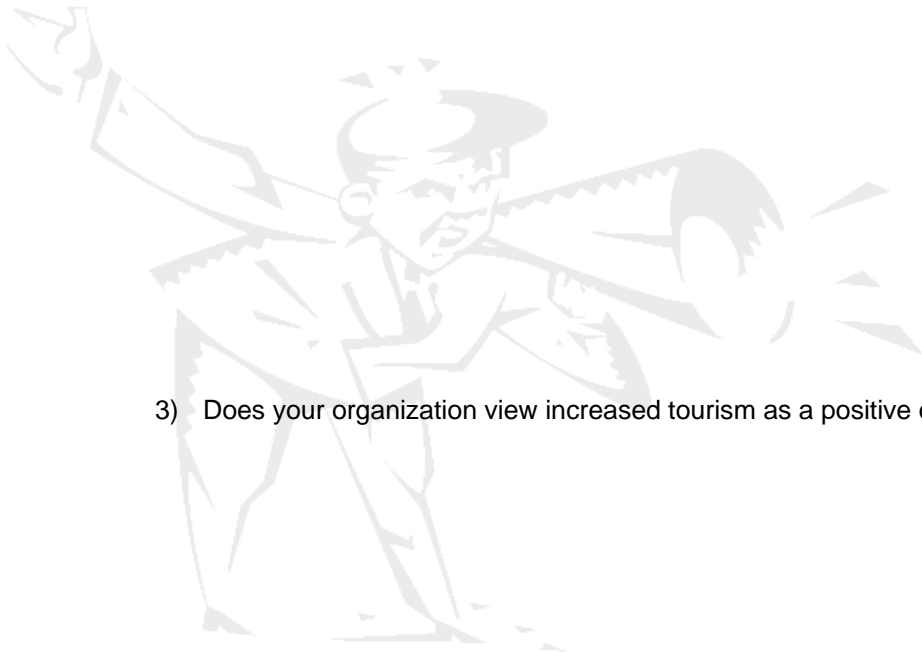
Section 1: WHAT'S YOUR MOTIVATION?

TOURISM IS AN ECONOMIC SECTOR THAT TAKES EXISTING BUSINESSES FROM MANY DIVERSE SECTORS AND SHIFTS THEM INTO NEW EXTERNAL MARKETS. WHAT IS IT ABOUT YOUR PRODUCT/SERVICE THAT MAKES YOU THINK YOU'RE READY FOR TOURISM?

- 1) Why do you want to work in the tourism industry? Why are you working or do you want to work in the tourism industry?

- 2) Is attracting and serving visitors consistent with your organizational/business goals?

- 3) Does your organization view increased tourism as a positive opportunity for your site?



Section 2: PRODUCT/SERVICE PROFILE

AN IMPORTANT PART OF TOURISM MARKET READINESS IS CLEARLY UNDERSTANDING WHAT YOU OFFER AND HOW IT DIFFERS FROM THE COMPETITION, AS WELL AS HOW YOU MAY WANT TO DIVERSIFY BASED UPON THE CONSTRAINTS OF YOUR FACILITY AND RESOURCES. WHAT IS YOUR CURRENT PRODUCT OR SERVICE OFFERING?

- 1) Do you currently offer products/programs/services at your site? Please describe.

- 2) Do you currently set business goals and have a method of tracking success and customer satisfaction with the products/programs/services offered? How? How often?

- 3) Does your product/service offer a quality experience to visitors?
How do you know?



- 4) Does your product/service offer something unique? What is it and how do you know it's unique?

Section 2: (Continued)
PRODUCT/SERVICE PROFILE

5) Is your product/service recognized locally, regionally, nationally, internationally?

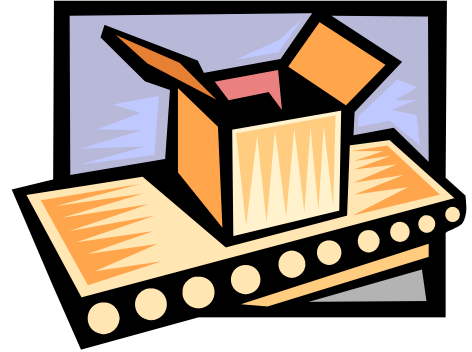
6) Do you update existing products/programs/services and develop new offerings?
How frequently and what drives these updates/new developments?

7) Are you aware of who your competition is, how they operate and their unique advantages?

8) Have you worked collaboratively with other product partners in your area?

Section 2: (Continued) PRODUCT/SERVICE PROFILE

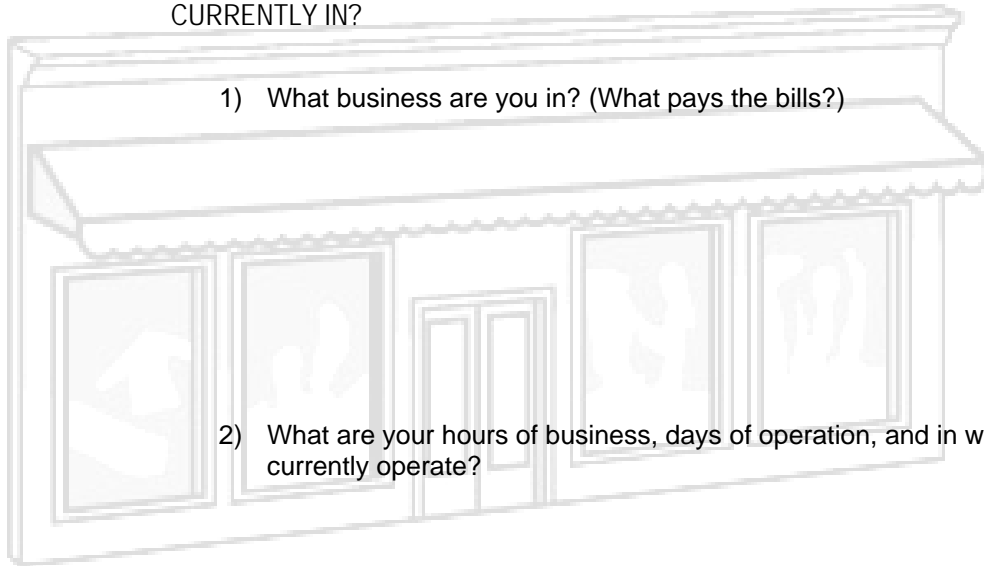
- 9) Are you looking for opportunities to develop additional products, programs or services?
Why?



***THOUGHTS/COMMENTS THESE QUESTIONS HAVE RAISED – YOUR PARKING LOT!
What actions can I take?***

Section 3: BUSINESS PROFILE

IN ORDER TO DEVELOP A SUCCESSFUL TOURISM OPERATION, IT'S IMPORTANT TO ENSURE YOUR CORE BUSINESS/PRODUCT IS PROFITABLE, AND THAT YOU ARE IN THE APPROPRIATE POSITION TO DIVERSIFY YOUR OFFERING. WHAT BUSINESS ARE YOU CURRENTLY IN?



1) What business are you in? (What pays the bills?)

2) What are your hours of business, days of operation, and in what seasons do you currently operate?

3) What is your current operating capacity? (Use percentages) Circle the periods where you'd like to see increased capacity.

SPRING

SUMMER

FALL

WINTER

WEEKEND

MIDWEEK

4) Do you have a documented vision or mission statement, a business plan that includes business objectives, operations plan, brand/identity, philosophy and values?



Section 3: (Continued) BUSINESS PROFILE

- 5) How well do your business/organization objectives reflect the reality of your business?
When was the last time you evaluated your objectives?



- 6) Are you part of a quality service or training initiative? (Please specify i.e. ISO, Ambassador Program, Customer Service Excellence, etc.)

- 7) How many people in your business/organization know and understand your business/organization objectives?

- 8) How involved are staff/volunteers in the development and evaluation of your business/organization objectives?

Section 3: (Continued) BUSINESS PROFILE

9) At what stage of development is your business/organization?

- Start up (5 years or less)
- Developing
- Expansion
- Retiring/winding down in the next 5 years

Does your business plan include succession planning? Please specify.



10) Do you know the jurisdictional local, provincial, state, federal “Bylaws and Regulations” related to your business/organization? (Current land, water, utility, municipal, economic, industry sector, community or social issues.)

11) Do you have an up-to-date government license(s) to operate?



12) What professional support do you use in your business/organizational planning (bank, lawyer, accountant, consultants, industry or educational institutions, planning, zoning, economic development, etc.) List all below.

Section 3: (Continued) BUSINESS PROFILE

- 13) How often do you update legal documents such as bylaws, partnership agreements, wills, insurance, etc. to meet current market and economic conditions, technological and privacy changes?



- 14) Do you understand the capitalization/funding needs of your business/organization?

- 15) Do you know the value (monetary, or otherwise) of your business, organization, in the current marketplace?

- 16) Do you have a working relationship with a bank or financial institution?

Section 3: (Continued) BUSINESS PROFILE

17) Do you prepare an annual operating budget? How often do you review your operating budget?

18) Do you have sufficient access to capital, as well as sufficient cash flow to operate?

19) How long have you operated your business in its current location? Do you own or lease your site?

20) What are the greatest threats to your business?



Section 4: CUSTOMER PROFILE

IN ORDER TO BE SUCCESSFUL IN THE TOURISM BUSINESS, IT'S CRITICAL TO UNDERSTAND WHO YOU ARE CURRENTLY SELLING YOUR PRODUCTS AND PROVIDING SERVICES TO, AS WELL AS WHO YOU COULD BE TARGETTING. **DO YOU KNOW WHO YOUR CUSTOMERS ARE?**

- 1) Rank the current age demographic of your customers (#1 being the largest group and #5 the smallest):

Under 20 years _____
 21-35 years _____
 36-50 years _____
 51-65 years _____
 over 65 years _____

- 2) Rank the income range of your customers (#1 being the largest group and #5 the smallest):

Less than \$30,000 _____
 \$31,000 to \$50,000 _____
 \$51,000 to \$80,000 _____
 \$81,000 to \$100,000 _____
 over \$100,000 _____



- 3) Identify the current percentage of your customers according to the following sources:

_____ Local (from your municipality/region/county)
 _____ Neighbouring Cities/Regions (outside your own local area)
 _____ Neighbouring Provinces
 _____ Neighbouring States
 _____ Other Regions/States/Provinces
 _____ Europe
 _____ Asia
 _____ Other international locations



Section 4: (Continued) CUSTOMER PROFILE

4) What percentage of your customers are:

Male _____

Female _____

5) What percentage of your customers are repeat customers? What makes them return?

6) Rank the typical party composition of your visitors
(#1 is most common, #6 is least common):

_____ Single

_____ Couple

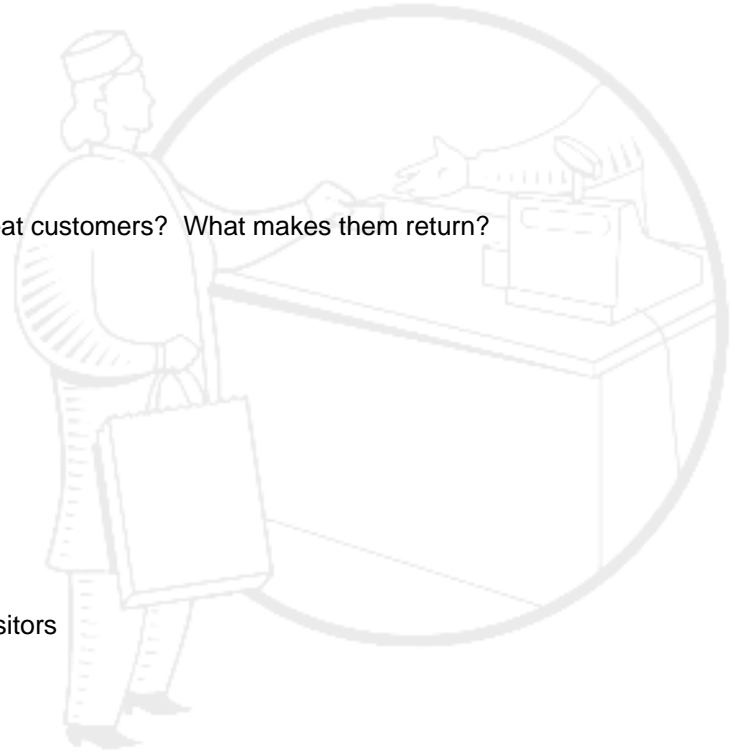
_____ Family

_____ Young Adults/University Students

_____ Corporate (business groups, associations, special meetings/events)

_____ Organized Group Tours (booked through tour operator)

7) Are you currently tracking information regarding your customer's demographics, other interests, hobbies, occupation, lifestyle, etc.? How?

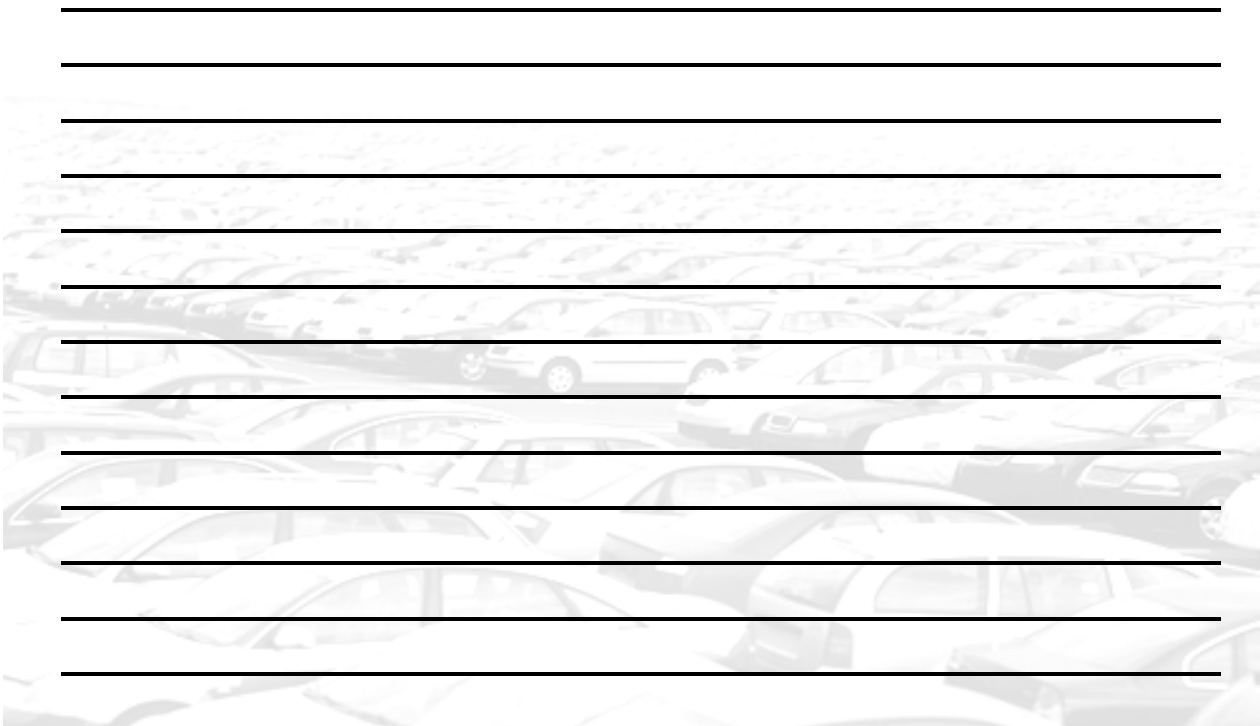


Section 4: (Continued)
CUSTOMER PROFILE

8) Do you currently track customer satisfaction and use of your products, services and programs? How?

9) How are you staying informed of current and future customer trends and expectations?

***THOUGHTS/COMMENTS THESE QUESTIONS HAVE RAISED – YOUR PARKING LOT!
What actions can I take?***



A large area with horizontal lines for writing, overlaid on a faded background image of a parking lot filled with cars.

Section 5: CUSTOMER SERVICES PROFILE

IN THIS GLOBAL ECONOMY, TOURISM CUSTOMERS HAVE HIGHER SERVICE AND PRODUCT DELIVERY EXPECTATIONS OF THE DESTINATIONS THEY FREQUENT, REGARDLESS OF THEIR TRAVEL BUDGET. WHAT VALUE-ADDED SERVICES DO YOU CURRENTLY OFFER YOUR CUSTOMERS?

1) How many washrooms do you have available for:

Individual visitors _____

Groups of visitors _____

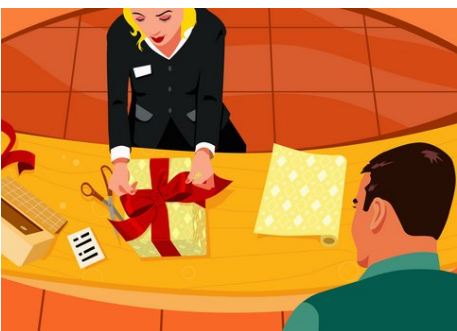
Disabled visitors _____

2) Are food services available:

- On site
- Within walking distance
- Convenient to site

3) Are food service hours compatible with your site hours?

4) Do you have a retail/gift shop onsite?



Section 5: (Continued)
CUSTOMER SERVICES PROFILE

5) Do you offer catalogue or on-line retail sales? Describe.



6) Do you have public telephone/cell phone services/internet/wireless?



7) Do you offer bilingual/multilingual services? Please specify.

8) Do you offer special equipment for those with disabilities (hearing or sight impaired)?

Section 5: (Continued) CUSTOMER SERVICES PROFILE

- 9) Do you offer specialized interpretive guides for your operation? At all times or by appointment only – please specify?



- 10) Do you lease your premises for special events? If so, do you provide any supplementary services to lessees (catering, AV equipment, staffing, etc.)?

- 11) How do you currently track the performance success and customer feedback regarding services offered?

- 12) Do your job descriptions and hiring practices reflect the needs of the customers you serve or want to attract (Languages, special services, certificates)?

Section 6: HUMAN RESOURCE PROFILE

TOURISM IS ALL ABOUT PEOPLE – MAKING THEM WELCOME AND COMFORTABLE, CREATING MEMORIES AND BUILDING RELATIONSHIPS. GOOD PRODUCT AND SERVICE DELIVERY IS IMPOSSIBLE WITHOUT THE SUPPORT OF COMPETENT STAFF AND VOLUNTEERS. WHO'S INVOLVED IN THE DELIVERY OF YOUR PRODUCTS AND SERVICES?

- 1) Define your current human resources (list numbers of personnel):

Full-time _____ Permanent _____
Part-time _____ Contract _____
Seasonal _____
Volunteer _____



- 2) Do you have job descriptions and/or performance agreements for all staff and volunteers?

- 3) Do your descriptions and hiring practices reflect the needs of the customers your currently serve or want to attract? (languages, special services, certificates)

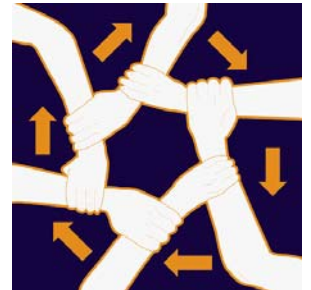
- 4) Is staff performance reviewed, discussed and necessary changes made on a regular basis? How often?

Section 6: (Continued) HUMAN RESOURCE PROFILE

5) Does the organization have hiring/screening, staff development and termination policies for employees and volunteers?

6) Is there someone responsible for human resource policy implementation and administration?

7) Do you budget for staff/volunteer training annually?



8) Do you currently provide training to staff members and volunteers? If not, what are the reasons?

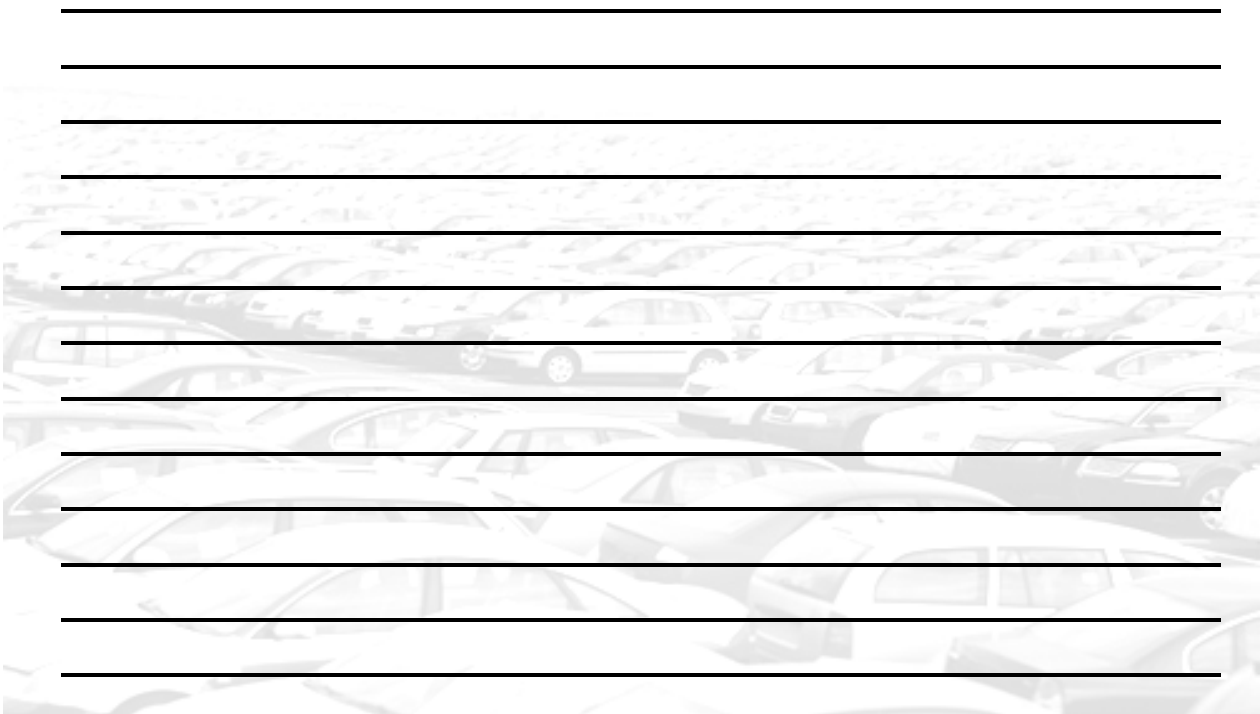
9) Do you provide professional and career development opportunities to staff and volunteers?

Section 6: (Continued)
HUMAN RESOURCE PROFILE

10) Do you have specific service standards in place – provincial, state, national, international?

11) How do you currently track staff performance, achievements and career satisfaction?

***THOUGHTS/COMMENTS THESE QUESTIONS HAVE RAISED – YOUR PARKING LOT!
What actions can I take?***



A large area for writing, consisting of 12 horizontal lines. The background of this area is a faded, grayscale image of a crowded parking lot with many cars parked in rows.

Section 7: PARTNERSHIP PROFILE

WORKING COLLABORATIVELY WITH OTHER BUSINESSES AND ORGANIZATIONS IN YOUR AREA CAN EXTEND YOUR MARKET REACH AND PROVIDE ADDED VALUE TO YOUR EXISTING PRODUCTS AND SERVICES, AS WELL AS TO THE CUSTOMER EXPERIENCE. PARTNERSHIPS CAN INCLUDE SHARING RESOURCES, IDEAS AND CUSTOMERS. WHO DO YOU CURRENTLY PARTNER WITH AND HOW?

- 1) List associations you currently belong to (organizations, alliances, consortiums and affiliations)



- 2) Are you currently working with industry partners to add value to your current client experiences, tourism destination and improve your bottom line/economies of scale? Please specify.

Within your sector:

With other tourism sector partners:

With non-tourism partners:

- 3) How often do you refer visitors to other operators?



Section 7: (Continued) PARTNERSHIP PROFILE

- 4) How willing are you to offer packages with partners/competing operators and assume the risk and responsibilities that come with this exercise? Describe.



- 5) Are you willing to share information about your markets, prices, product lines and services? Give examples.

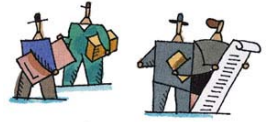
- 6) Are you willing to become more knowledgeable about and cross-promote your partners businesses in order to jointly promote each other? Give examples.



- 7) Are you willing to share control and decision-making concerning the development of new products/programs/services? Describe.

Section 7: (Continued) PARTNERSHIP PROFILE

8) Are you willing to adapt your facilities/programs/operation to meet the needs of a partnership? Give examples.



9) Are you willing to invest time, finances and human resources into a partnership? Describe.



10) How do you currently track the performance of partnership programs you are involved in?

***THOUGHTS/COMMENTS THESE QUESTIONS HAVE RAISED – YOUR PARKING LOT!
What actions can I take?***

A large area for handwritten notes, featuring a background image of a parking lot filled with cars. The area is overlaid with ten horizontal black lines for writing.

Section 8: COMMUNICATIONS & PUBLIC RELATIONS PROFILE

TOURISM IS AN EXTREMELY COMPLEX INDUSTRY AND DIFFICULT FOR MOST PEOPLE TO UNDERSTAND. YOU CAN'T EXPECT THE GENERAL PUBLIC TO KNOW WHAT IT IS YOU DO, AND WHAT PRODUCTS AND SERVICES YOU PROVIDE, IF YOU DON'T TELL THEM. ESPECIALLY IMPORTANT IS ENSURING YOUR LOCAL COMMUNITY UNDERSTANDS THE BENEFITS THAT YOUR ORGANIZATION AND INDUSTRY BRING TO THE COMMUNITY – THEY ARE YOUR FIRST AMBASSADORS. WHAT'S THE MESSAGE YOU CURRENTLY DELIVER?

1) How do you currently involve the community in your business/organization?

2) Do you have local support (municipal, community, business, etc.) for your business/organization?

3) Do you maintain contact with other private, non-profit and public sector organizations and stakeholders in your community? How?

Section 8: (Continued) COMMUNICATIONS & PUBLIC RELATIONS PROFILE

- 4) Do you currently share information about your business/organization, products, programs, services, special events, staff? How, with whom?



- 5) Can the community/customers' access your business/organization by:

Phone _____

Fax _____

Email _____

Mail _____

Website _____

- 6) Do you have a computer/internet access on site?

- 7) Can customer information be provided/responded to within 24 hours? Is there a customer response process/standard in place?



Section 8: (Continued)
COMMUNICATIONS & PUBLIC RELATIONS PROFILE

8) Do you update your website information on a regular basis? How often?



9) How do you currently track the performance success of your communications and public relations?

***THOUGHTS/COMMENTS THESE QUESTIONS HAVE RAISED – YOUR PARKING LOT!
What actions can I take?***

Section 9: MARKETING PROFILE

TRAVELLERS ARE ALWAYS LOOKING FOR NEW AND DIFFERENT DESTINATIONS AND EXPERIENCES. THE TOURISM INDUSTRY NEEDS TO BE BETTER TUNED IN TO THE EVOLVING NEEDS OF THEIR CUSTOMERS IN ORDER TO CONTINUE TO ATTRACT NEW AND RETAIN EXISTING AUDIENCES. WELL-PLANNED AND EXECUTED MARKETING SHOULD DELIVER A REGULAR SOURCE OF VISITORS, TARGET NEW LEADS, AND PROVIDE TOURISM OPERATORS WITH INSIGHT INTO THE CUSTOMERS WHO ARE RESPONDING TO THEIR MARKETING. WHAT IS YOUR CURRENT APPROACH TO MARKETING?

1) Do you currently do research to determine your target markets? How?

2) Do you have a current marketing plan?

3) Does it identify:

Target markets

Competitive advantages for those markets

Ways and means to reach the target markets and track them

Compatibility between target markets (seniors/schools)

Public relations

Customer relationship development



Section 9: (Continued) MARKETING PROFILE

4) Do you have promotional materials that present the product, price, dates and key reason(s) for customers to visit your site? Circle those that are applicable.

- Brochures
- Profiles
- Point of Purchase Materials
- Promotional Rack Cards
- Presentation kits
- Direct Mail Pieces
- Inserts
- Traditional Print Advertising
- Email Newsletters
- CD/DVD/Videos/TV Commercials
- Active Web Promotions (Banners, Contests)
- Media Advertising
- Other (specify)



5) Is there a person in your organization responsible for marketing?

6) Do you have an annual and adaptable budget for marketing and advertising?

Section 9: (Continued)
MARKETING PROFILE

- 7) What percentage of your marketing annually is:
_____ Co-op
_____ Cash
_____ In-kind and bartered services

- 8) Do you currently work with media (local, regional, national) for advertising and public relations? Describe.



- 9) How do you currently track the performance of your marketing efforts to ensure return on investment?

***THOUGHTS/COMMENTS THESE QUESTIONS HAVE RAISED – YOUR PARKING LOT!
What actions can I take?***

Section 10: PRICING & TICKET SALES PROFILE

TO ENSURE MAXIMUM PROFITABILITY, TOURISM OPERATORS MUST BE ABLE TO PROVIDE PRICE POINTS AND PAYMENT OPTIONS REFLECTIVE OF PRODUCT AND MARKET CONDITIONS. WHAT IS YOUR CURRENT SYSTEM OF PRICING, TICKETING AND CUSTOMER SALES?

- 1) Do you have a price structure? How often is this reviewed and updated to reflect current market situations?
- 2) Do you participate in price point packaging, allowing for commissions, net rates and other discounts?
- 3) Can you set and confirm rates 6 months or more in advance?



Section 10: (Continued)
PRICING & TICKET SALES PROFILE

4) Are you able to sell tickets/vouchers on-line and/or off-site? Do you have e-commerce capabilities?

5) Are you able to accept block bookings by groups or tour operators?

6) Do you price in other foreign currencies (U.S., Canadian, Euro)?

7) Do you accept credit and debit cards? Which ones?



Section 10: (Continued)
PRICING & TICKET SALES PROFILE

8) How do you currently track the performance of your pricing system and ticket sales?

***THOUGHTS/COMMENTS THESE QUESTIONS HAVE RAISED – YOUR PARKING LOT!
What actions can I take?***

Section 11: HEALTH & SAFETY PROFILE

DUE TO CHANGING SOCIAL ISSUES AND AN AGING TRAVEL POPULATION,
THE TOURISM INDUSTRY MUST BECOME MORE PRO-ACTIVE IN PLANNING FOR AND DELIVERING
TO THE HEALTH AND SAFETY NEEDS OF THEIR CUSTOMERS. WHAT CURRENT LEVEL OF HEALTH
AND SAFETY MEASURES DOES YOUR SITE/OPERATION FOLLOW?

- 1) Does your site comply with all local/regional health/safety and sanitation standards?
Who is responsible for implementation and administration at your operation?

- 2) Is your site kept clean on a daily basis (inside and outside)?

- 3) Do you have suitable business and liability insurance coverage? How often is this reviewed?



Section 11: (Continued) HEALTH & SAFETY PROFILE

4) Are you prepared for accidents by:

- Having a well-stocked first-aid kit
- Having sufficient staff trained in first-aid and accident procedures

5) Are there emergency procedures and staff training in place to cover:

- | | |
|------------------------------|-----------------------------------|
| _____ Robberies | _____ Bomb Threats |
| _____ Fire | _____ Acts of Violence/Aggression |
| _____ Electrical Outages | _____ Terrorists |
| _____ Flood | _____ Accidents |
| _____ Lost Children/Visitors | |

6) Do you review and update accident/emergency procedures and reporting requirements?
How often?

7) Do you have a crisis communications plan?



Section 12: TRANSPORTATION & ACCESSIBILITY PROFILE

ONCE YOU'VE DEVELOPED A GREAT PRODUCT AND HAVE BEEN ABLE TO GET IT TO MARKET, IT'S CRITICAL THAT CUSTOMERS KNOW HOW TO GET TO AND ACCESS YOUR OFFERINGS IN THE SIMPLEST AND MOST DIRECT MANNER POSSIBLE. HOW DO CUSTOMERS CURRENTLY TRAVEL TO AND MANEUVER WITHIN AND AROUND YOUR OPERATION?

1) Is your site/operation easy to access by:

- Road
- Air
- Water
- Rail
- Public Transit



2) Are there readily accessible maps to get visitors to your site?

	YOUR OWN	REGIONAL
Website (on-line)		
Print		
Distribution		
GPS		

3) Is your site accessible by those with disabilities, and according to municipal/provincial/state/federal guidelines?

- Fully
- Partially

Section 12: (Continued)

TRANSPORTATION & ACCESSIBILITY PROFILE

- 4) Are there directional signs (provincial, state, regional, municipal, international) helping people find your site/operation?

Are they effective?

Are there other way finding methods to your site?

_____ Radio

_____ Television

_____ GPS

- 5) Are there transportation options available for people who don't have cars or have special needs? Describe.

Section 12: (Continued) TRANSPORTATION & ACCESSIBILITY PROFILE

6) Is there sufficient parking for:

- Cars
- Buses
- Recreational Vehicles
- Other Modes of Transport (Planes, Boats, Bikes, Snowmobiles)

7) Is your location convenient to other tourist attractions/services/amenities?

8) Are there seasonal issues/regional servicing issues that impact your site access? Please describe (i.e. snow, ice, flooding, etc.).



Section 13: PERFORMANCE MEASUREMENT

TRACKING ALL ASPECTS OF YOUR OPERATION WILL DETERMINE EFFICIENCIES AND AREAS IN WHICH ADJUSTMENTS MUST BE MADE TO IMPROVE YOUR BOTTOM LINE. HOW ARE YOU CURRENTLY MEASURING YOUR PERFORMANCE AND SUCCESSES?

1) Do you currently track (check all that apply):

- Visitors
- Repeat Visitation
- Bookings
- Sales
- Revenues
- Return on Investment – Capital Costs
- Maintenance and Improvements to Property, Programs and Services
- Marketing Results – Your Own as well as Partner Efforts
- Communications and Public Relations
- Media Relations and Coverage
- Customer Inquiries
- Customer Complaints
- Program/Event Success
- Sponsor Benefits
- Training and Staff Development
- Community Relations
- Industry Relations
- Employee/Volunteer Retention
- Partnership Development
- Economic Impact

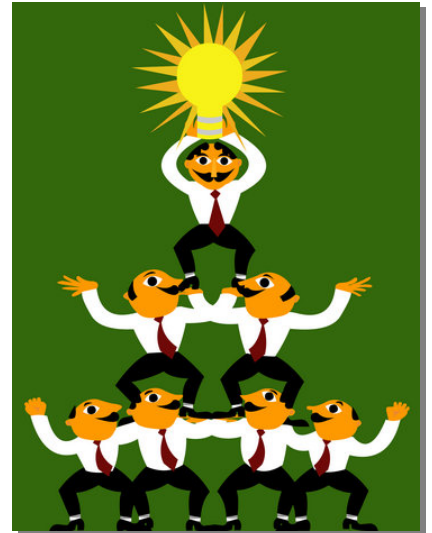
2) What tracking methods are currently used?



Section 13: (Continued) PERFORMANCE MEASUREMENT

3) How often do you review overall business, as well as, tourism performance?

4) Who is involved in these reviews?



5) What actions are taken to remedy shortfalls to plans and in what timeframe?

6) Do you maintain a membership list/customer database? What do you use this database for and how often?

Section 14:
A RECAP OF MY CHECKLIST
 (IDENTIFYING THE AREAS THAT YOU WANT TO FOCUS ON DEVELOPING)

BUSINESS SECTION	PROFESSIONAL DEVELOPMENT PRIORITIES			
	LOW	MED	HIGH	COMMENTS
1. MOTIVATION				
2. PRODUCT/SERVICE				
3. BUSINESS				
4. CUSTOMER				
5. CUSTOMER SERVICES				
6. HUMAN RESOURCES				
7. PARTNERSHIPS				
8. COMMUNICATIONS & PUBLIC RELATIONS				
9. MARKETING				
10. PRICING & TICKET SALES				
11. HEALTH & SAFETY				
12. TRANSPORTATION & ACCESSIBILITY				
13. PERFORMANCE MEASUREMENT				

Section 14: (Continued)

A RECAP OF MY CHECKLIST

(IDENTIFYING THE AREAS THAT YOU WANT TO FOCUS ON DEVELOPING)

Summary of My Tourism Business Priorities (from the sections above):

- 1) _____

- 2) _____

- 3) _____

- 4) _____

Next Steps/Actions:

Short Term (next 6 to 12 months)

- 1) _____

- 2) _____

- 3) _____

Longer Term (12 to 24 months)

- 1) _____

- 2) _____

- 3) _____

NAME: _____

DATE: _____

Section 15: CONTACT & RESOURCES

ADDITIONAL CONTACTS AND RESOURCES:

Ontario Ministry of Tourism

Your Regional Services Tourism Consultant: _____

Your Ministry of Northern Development and Mines Tourism Advisor: _____

WEBSITES:

Ministry of Tourism

www.tourism.gov.on.ca

Ministry of Tourism Consumer

www.ontariotravel.net

Ontario Tourism Marketing Partnership

www.tourismpartners.com

World Tourism Organization (WTO)

www.world-tourism.org

Tourism Industry of Canada (TIAC)

www.tiac-aitc.ca

Canadian Tourism Commission

www.canadatourism.com

Other Ontario Ministry of Tourism Contacts:

Local/Regional/Provincial/National Tourism Contact Organizations:

Tourism Business Contacts I've Met Today:
