

SETTING UP A TOURISM PROJECT

PARTICIPANT'S WORKBOOK



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Setting up a Tourism Project is a regional Pacific project commissioned by The Commonwealth of Learning.

This edition: September 2002

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The participant's workbook

This course will help you to set up a tourism business.

As you go through the workbook you will look at what you could make or provide for tourists and find out how you can plan and organise a business so that you, your family and community can share the benefits.

You will also be part of ensuring that tourists enjoy their visit to your country.



Two pictures from tourist industry of the country, one for a tourist product and one for a tourist service

Module 1

Looking after the tourist

Who is a tourist?

Every day people do things and go to different places. All the people in the list below are travelling. Put a tick (✓) by those people you think are tourists

- Your neighbour going shopping
- Friends visiting you from another country
- An Australian
- Your Aunt visiting you from another village
- Someone travelling to work on a bus
- Friends visiting you from another island
- A person moving from a village to live in a town
- A sports team visiting from another country

Put a  around people who come from your country.

These are **Domestic tourists**.

Now put a  around people who come from another country.

These are **International tourists**.

Tourist goods and services

When people travel from home they often want to buy goods to take back as gifts or to remind them of their journey. We call these **tourist goods** or **products**.

Activities and events that a tourist might do are called **tourist services**.

Look at the photos below and put a tick (✓) by the tourist goods.

Photo surfing	Photo Scuba diving	Photo jewellery
Photo carving	Photo baskets	Photo Tour bus
Photo Cultural dancers	Photo of a school	Photo supermarket
Photo of a Church	Photo of a restaurant	

Problem goods

When some tourists go back to their home country they may have problems taking some types of goods with them.

Look at the photos below and pick the ones that would be a problem. Show these to family, friends and colleagues and then chose the reasons why these goods are not allowed:

Seeds or food

Plant with soil

Woven basket
made from cane

Large carving

Reasons

- **Too big**
- **Too heavy**
- **Rare animal**
- **Quarantine issues**
- **Restricted or dangerous**

Now have a look at the CITES or quarantine pamphlet

- Could this be a problem for your business?
- If this is a problem for you what could you do to put it right?

Checklist for Module 1

Before you go to the next module check what you know after doing module 1

Put a tick (✓) for YES.

- If someone asks me what is tourism I can tell them
- I know if someone is a domestic tourist
- I know if someone is an international tourist
- I can describe the types of goods a tourist might buy
- I can describe the types of services a tourist might want

Module 2

Why start a tourism business?

What do you want to make or do for the tourist?

Talk to family and friends about what you would like to make or provide as a service.

I want to _____

because (put a tick (✓) by the reason)

- many tourists visit my village
- tourists like my handicrafts
- I like working with visitors

Write any other reasons here

Now answer these questions:

Would tourists buy my goods or service? YES / NO

How many tourist would I sell to?



Few tourists



Many tourists

Module 3

Making the product, providing the service

Talk to friends and family about what you need for your product or service.

Go through the checklist below and put a tick (✓) by the things that you will need.

I use these raw materials

Who supplies it?

-
-
-

I will need money to set the business up

How much ?

I will use this equipment

Where will I get it?

-
-
-

I will need people to help me.

How many?

Other things I need to set my business up are:

-
-
-

Do you have all the things you need? **Yes** **No**

If you don't, how can you get them?

Talk to your family, friends and colleagues about this.

Module 4

Pricing

How much should I charge?

To know that you are going to actually make some money from your hard work you need to know how much it costs you to make your product or provide your service.

Photo of Sione

Read Sione's story of how he worked out how much he should charge for his small canoe's (paopao).

Hi, my name is Sione and I am a wood carver. I carve many different things from wood. I have just started making small canoes, they look very fine. I hope to earn a lot of money for my family from these but first I need to work out how much each one costs me so I can work out the price I need to charge tourists.

To make the canoes I need timber. I get this from my brother and it doesn't cost my anything. I have a good set of wood carving tools already so I don't need to buy any more.

I need to buy some sandpaper (sani pepa), one roll costs \$5 and is enough for 20 canoes.

I use sinnet (afa) to bind the canoe parts together. This costs \$20 and I will use it all up to make 20 canoes.

I also need varnish. One pot costs \$12 and will do for 10 canoes. SO for 20 canoes I need 2 pots, which costs me \$24.

It takes 4 hours to make one canoe. So to make 20 canoes would take me 80 hours, a lot of time. My nephew is a also a good carver so I have asked him to carve them for me. He is happy because I am going to pay him \$1.60 for each hour, I will have to pay him \$128 to carve the 20 canoes.

When the canoes are ready I will take them to market. The bus costs me \$2 for each trip, so I will have to pay \$4 if I want to get home again.

Now I need to work out how much each canoe costs me to make

Step 1

I'll write down my raw materials and how much they cost.

Raw materials	Cost (\$)
• Timber	0.00
• 1 roll of sandpaper	5.00
• 2 pots of varnish	24.00
• 1 roll of sinnet	20.00

Step 2

I now add these together to find how much my raw materials cost.

$$= \boxed{49.00}$$

Step 3

Now I need to think about my other costs and write them down.

	Cost (\$)
• Paying my nephew	128.00
• Bus fares to the market and home again	4.00
• Market fee	5.00
	Total = 137.00

Step 4

If I add my raw materials cost and my other costs I can see my total costs to make 20 canoes.

$$\text{Total costs} = \boxed{49 + 137 = \$ 186}$$

Step 5

It costs me \$186 to make 20 canoes.

So to make one canoe it costs me **\$9.30**.

Sione decides to sell his canoes for \$15 each.

Selling price	15.00
Cost to make	<u>9.30</u>
The money Sione makes	<u>\$5.70</u>

This money is known as a **PROFIT**.

Sione discovers that someone from the neighbouring village is selling canoes for \$18. Sione is happy to sell his canoes for \$15, he gets a good profit and tourists will buy his canoes because they are cheaper.

- What would happen if Sione charged only \$8 for each canoe?
- Would Sione still earn \$5.70 profit?

Talk this over with your friends and family.

Now it is time for you to work out how much you should charge for your goods or services. On the next pages you will find worksheets to help you.

If you are going to make tourist goods use this sheet to work out your costs.

Step 1

Write down all your raw materials and how much they cost.

Raw materials	Cost (\$)
•	
•	
•	
•	
•	

Write down the number of items that this will make.

Step 2

Now add all these together to find how much your raw materials cost.

=

Step 3

Now think about your other costs and write them down.

	Cost (\$)
•	
•	
•	
•	

Step 4

Now add the raw materials cost and the other costs and see the total costs.

Total costs =

Step 5

Now divide the total costs by the number of items you will make (you have already written this number down in step 1).

Cost of 1 item =

÷

=

• I think I will charge \$_____ for each item

• Selling price \$

Cost to make \$

My profit is \$_____

Step 4

You now need to find out how much each tourist costs you.

Cost for 1 tourist = **Total cost ÷ Number of tourist**

=

\$

- I think I will charge \$_____ for each tourist

Price I charge \$

Cost for one tourist \$

My profit for one tourist is \$

Module 5

Promoting my business

How will tourists know about my goods or service?

Talk over with family and friends how tourists find out about goods and services that they can buy.

Write down one or two ways they may find out.

There are many ways of promoting goods or services.

Tick (✓) those you already know about:

- TV advert (this is expensive)
- Radio advert
- Magazine or newspaper advert
- Word of mouth

Shop advert

Business card

Roadside sign

The benefits you might get by promoting your goods or service are

- Get more tourists to buy your goods or use your service
- Earn more money

Now write down how you will promote your goods or service.

Module 6

Selling

Where am I going to sell?

Tick (✓) the pictures that show where you might sell your goods or offer your tourist service.

Add label and
tick box under
photos

photo

photo

photo

photo

Where else will you sell your goods or offer your tourist service?

How am I going to sell?

** You will need someone to help you with this next activity.*

Pretend the other person is a tourist. Try to sell something to them. Tell them something about what you are selling. Explain how you made it. Try and get them to buy from you.

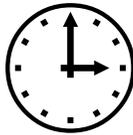
After you finish pretending, answer these questions.

- Was it easy?
- Did you say hello
- Did you smile?
- Did you tell them the price?
- What else did you do or say to get the tourist to buy from you?
- Ask the other person to tell you how they felt.

When am I going to sell?

Look at the pictures and mark the best times for you to sell your goods or services.

Good times to sell



Mon	Tues	Wed	Thur s	Fri	Sat	Sun
-----	------	-----	-----------	-----	-----	-----

January	Februar y	March	April
May	June	July	August
Septembe r	October	Novembe r	Decembe r

Module 7

Being a good business person

Giving your word / keeping your promise

Listen to the first story on the audio tape

- Did the person keep their word?
- How do you think the tourist felt?
- What could be done better?

Now listen to the next story

- What is better this time?

How can I be a good business person?

Put a tick (✓) by the statements you think would make you a good business person.

- I turn up on time
- I am able to meet all the orders
- I do what I say I will do

Write any others here

Regulations for small business

As a good business person you need to know about any regulations that apply to your business.

Examples are

- tax
- local laws
- hygiene regulation
- safety.

Look at the next pages and talk about these regulations with family and friends. You may also need to talk to other people in business.

Module 8

Networking

Making contact with other people in business

I can find information about someone in a similar business by using

- the telephone book
- the Yellow Pages
- a newspaper

Write any other ways here.

I make contact with people in similar businesses using the

- telephone
- email
- fax
- Letter

The benefits of sharing information

Talk to your family and friends about the benefits you might get from sharing your business information with other tourist businesses.

Write some of the benefits down here.

Checklist

What can you do, and what do you know after doing this workbook?

Put a tick (✓) for YES.

- I can work out how much to charge for my goods.
- I can tell who an international tourist is.
- I can tell who a domestic tourist is.
- I know where to sell my goods or service.
- I understand how a small business could use telephones, faxes, and emails.
- I can find information about tourist businesses.
- I have identified good reasons for starting a tourist business.
- I know where I am going to get my raw materials and equipment from.
- I know how I will promote my business.
- I know the qualities of a good business person.

If you put a lot of ✓, 😊 well done!

If you didn't put a lot of ✓, you could ask your tutor to explain some of those things again or you could go back through the module again.

Further study

You may want to learn more about running a business. If you do, find out about these courses:

(The delivering institution is to add relevant courses that participants may like to consider.)