



Tourism Business Essentials®

Tourism British Columbia's informative series of how-to guides!

All businesses – large and small – need help from time to time in order to grow and prosper. A tourism business isn't any different. Tourism British Columbia's **Tourism Business Essentials** series provides tourism operators with valuable information on key aspects of running a successful tourism business. Developed in partnership with the tourism industry, these informative how-to guides are easy to read, easy to understand, and are must haves for any business competing in today's dynamic tourism market. In order to continue promoting the development and growth of BC's tourism industry, Tourism British Columbia is continually adding new titles to this growing series. Whether you are an established tourism operation or just getting started, **Tourism Business Essentials** guides will quickly become an important part of your business library.



Ads & Brochures That Sell focuses on two important business tools – brochures and print ads. Whether you do it yourself or work with a supplier, this guide will help you understand how to create compelling, attractive promotional materials, and how to avoid common mistakes along the way.

Internet Marketing will help you understand how to use the power of the Internet to create new business and maintain your existing customer base. You will learn how to create the framework for a practical Internet strategy, find the resources you need to implement it, and how to do it within a reasonable budget.

Hospitality Law Guide, third edition, provides a synopsis of some of the laws of Canada and the Province of British Columbia as they pertain to the hospitality industry. This easy-to-read guide is packed with useful, detailed information about law for anyone with a tourism related business in British Columbia.

Tourism Packaging & Product Distribution is a useful manual that includes information on how to develop a plan, how to get included in tour catalogues or itineraries and how to develop marketing and promotion strategies for both domestic and international markets.

Environmentally Responsible Tourism is a practical guide on how to make your business environmentally responsible. With relatively few changes, businesses can realise, not only financial savings but will benefit from a competitive edge when marketing to consumers with increased environmental awareness and demands.

Travel Media Relations will help you understand how to maximize your promotional efforts and your tourism business' exposure by effectively using the local and international travel media. Obtaining unpaid media often plays a key role in ensuring success for a tourism business.

Starting a Tourism Business is a comprehensive guide that will provide you with everything you need to know about starting a tourism business. From selecting a website to obtaining the correct permits to creating financial and marketing plans, as well as an extensive resource and contact list, this guide will be essential to any budding tourism entrepreneur.

Sport Tourism is designed to help communities and tourism businesses attract, bid on and host sporting events. Through greater understanding of this emerging tourism sector, sport tourism strategies can be developed which will maximize community economic benefits.

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