

FARM & COUNTRY TOURISM ON YOUR PROPERTY:

STAGE 1 ASSESSMENT TOOL

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SUSTAINABLE
TOURISM



CRC



AGFORCE





[Source: Ray Cash]

Foreword

My husband Charles and I were quite delighted to be involved, in a small way, in this innovative project. When we were starting our farm tourism business, this type of assessment tool did not exist. We were left on our own to dig and dig for information, then simply cross our fingers. Using this tool is a fabulous start for anyone thinking of moving toward a tourism venture on their property.

The decision to try tourism on our cattle property was a dream we held for a couple of years. It was obvious to include Lake Somerset, a regional tourism icon in our area, and to simply invite people to enjoy the view, the peace and tranquility.

It took at least 6-12 months and a lot of patience for the business to take off and for us to feel the business was viable. Initially we were marketing the business ourselves but we now employ a marketing professional to take care of promotion as the business grows and our family are busy looking after guests and running the property.

Local community support or at least an understanding of the potential positives that this venture can bring to the entire community is quite important. Our immediate neighbours were very positive and supportive and at times we rely on neighbours and friends to assist in delivering the best possible experience for all of our guests.

Before you start, keep in mind the following important points. Select your target market first then work on the product to meet that market's expectations. Remember that tourists to rural areas simply want to share the lifestyle; they want traditional hospitality and expect authentic looking buildings that suit the existing surrounds. Have patience as it takes time for any new business to get off the ground. Employ a professional marketing person as soon as possible and set funds aside for a good brochure and website for promotion.

Finally, don't forget word of mouth is a very powerful promotion and your selfless acts of kindness to guests show that you truly like and care about them and they will respond to that warmth.

We wish you every success with your venture and know you will enjoy the experience, as we do every day.

Alison Burke

The Lake House on Somerset

[www.thelakehouse.com.au]

Charles, Alison and their son William live in the homestead at The Lake House. Charles is a 4th generation grazier on this 1500ha beef cattle property known as Stanley House, and is always happy to share a few tales about the area and his ancestors. Charles has also chaired the 2002/2003 AgForce Rural Business Committee. Alison, an interior designer from Newcastle NSW, moved to the area in 1995 and continues to work on a few projects in Brisbane and Ipswich. Alison is also a passionate cook, and constantly experiments with gourmet recipes she collects from prominent Australian cooks and chefs, much to the benefit of their guests!

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Contact information

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[Phone: 07 5552 9053 or email: info@crctourism.com.au].

Disclaimer

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Introduction

So you're thinking about setting up a tourism business on your property? That's great! Tourism can be a good way to make additional income as well as personally rewarding. It can also help contribute to managing and protecting your environment. However, it is important to realise that many small tourism enterprises fail because the operators did not do enough research or planning before they set up their business. We want to make sure that if you decide to go into tourism, your business is likely to be successful.

This Stage 1 assessment tool is designed for landholders in regional Australia who are considering the development of a tourism venture on their property.

THE FOLLOWING ASSESSMENT WILL TAKE ABOUT 15 MINUTES TO COMPLETE.

This tool guides you to make a preliminary assessment about whether your region and property have the attributes for a successful tourism venture. If, after taking this initial assessment, you find that your property has tourism potential then we recommend you visit the websites listed on page 9 or obtain the Stage 2 Workbook available from the Sustainable Tourism CRC. Stage 2 allows you to make a more thorough assessment of whether to proceed with your tourism business idea and helps you develop this idea into a full business plan.

Research indicates that six factors play a fundamental role in the success of tourism ventures on rural properties. These include:

- the nature of the locality
- the characteristics of your property or venture
- human resources
- market characteristics
- marketing communications
- accessibility.

This tool seeks information about your region and property, as these are the foundation stones of most farm tourism ventures. We refer to the 'magnetism' of your region and property as the extent to which they are able to attract tourists as a result of their characteristics. The more 'magnetic' the region and property are, the more likely it will be that you can develop a successful tourism business.



How To Use The Stage 1 Assessment Tool

This tool consists of 55 statements that are expressed in very positive terms and represent ideal situations. You are asked to honestly evaluate each statement and allocate a score between zero and five to show how strongly you agree or disagree with the statement.

Part A examines the tourism potential of your region. Part B looks at the characteristics of your property. Part C helps you evaluate the potential of both the region and your property and offers some interpretation of your findings as well as recommendations for further action.

Once you have scored each statement, add up each block of scores and transfer the section sub-totals to the summary tables on page 7. Follow the instructions to obtain your final scores. Results of the total scores are explained on pages 8 to 9.

Part A: Regional Characteristics

An important factor when trying to measure the potential of your property for tourism is the magnetism of the region to tourists. This section of the assessment tool helps you measure your region's attractiveness by examining eight essential aspects of magnetism. These are:

- | | |
|--|----------------------------------|
| (i) natural beauty | (v) public infrastructure |
| (ii) cultural and social characteristics | (vi) attitudes towards tourists |
| (iii) sport and recreational facilities | (vii) accessibility |
| (iv) shopping and commercial facilities | (viii) existing tourism activity |

Five statements measure each of these aspects that you rate on a scale of zero to five reflecting how well they describe your region. A score of five indicates that you strongly agree with the statement, and a score of zero indicates that you strongly disagree (that is, the statement does not describe your region at all).

STRONGLY AGREE	AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	DISAGREE	STRONGLY DISAGREE
5	4	3	2	1	0

1. Natural Beauty of Your Region

RATING

The region has a diverse range of geographic features such as gorges, cliffs and/or coastal dunes, rock formations, watercourses and/or estuaries, soils, colours and landforms.	
The region has an abundance and variety of native animals that are readily accessible and visible to visitors.	
The vegetation in the region is very diverse, with an abundance of flowering plants, interesting trees or shrubs, and untouched habitat areas for native wildlife.	
Water is available in the area; natural and man-made water features exist and offer many opportunities for water-based sports and recreational activities.	
Travelling through this region is a visually stimulating experience.	
SUB-TOTAL 1	

2. Cultural and Social Characteristics of Your Region

RATING

The region has a rich history, which has been developed for visitors, and is represented by many historic buildings and homes, and contains many historic settings such as miners/shearers' cottages, historic villages or towns, or ghost towns.	
The region maintains a strong link with its past, with an abundance of museums, monuments, historic markers and interpretation centres.	
The region actively promotes the preservation of Indigenous sites, explorer routes and artefacts, derelict buildings and prehistoric sites such as fossil deposits.	
The cultural fabric of the area is rich with religious history, including places of worship, burial grounds, missions and Indigenous sacred sites.	
Local celebrations such as dances, race meetings, agricultural shows, and special festivals (such as arts and crafts, music etc.) are attractions for visitors to the area.	
SUB-TOTAL 2	

STRONGLY AGREE	AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	DISAGREE	STRONGLY DISAGREE
5	4	3	2	1	0

3. Sport and Recreational Facilities in Your Region	RATING
The region has a wide variety of developed sporting facilities such as golf courses, tennis courts, bowling greens, sports fields/stadiums & swimming pools.	
The region has an abundance of facilities suitable for children's recreational pursuits such as playgrounds, parks and safe play areas.	
The region boasts a wide variety of tourism activities such as horse-riding trails, nature trails, hiking tracks and bike trails.	
Water sports are well catered for with facilities for canoeing, boating, sailing, windsurfing, diving, white water rafting, fishing, swimming and the like.	
The region provides many opportunities for adventurous people to pursue more extreme recreational activities such as off-road driving, hang-gliding, caving/pot-holing, rock-climbing, parachuting/sky-diving, and ballooning.	
SUB-TOTAL 3	

4. Shopping and Commercial Facilities of Your Region	RATING
The region is serviced by a wide selection of shops including general merchants, speciality shops and shops catering to tourists.	
The commercial needs of residents and visitors are well served with adequate banking, EFTPOS, postal, landline telephone, mobile phone and internet facilities.	
The region is well served with automotive, marine, caravan and other necessary repair, maintenance and refuelling facilities.	
Tourists and local residents are well catered for with clubs, hotels, restaurants, nightclubs, cinemas, theatres and other entertainment and food and beverage services.	
Visitors to the region can be comfortably accommodated in a wide range of hotels, motels, caravan and camping parks, bed & breakfasts/guest farms, cottages and backpacker inns.	
SUB-TOTAL 4	

5. Public Infrastructure to Support Tourism in Your Region	RATING
The region is well serviced by transport services including road, air, and rail access, as well as a wide range of transport rental options.	
The health and well being of travellers is ensured by medical services including doctors, dentists and other health professionals, as well as emergency medical facilities.	
Adequate police and other emergency services maintain the security and safety of residents and visitors to the area.	
Public areas such as parks, wayside stops, toilets, and streetscapes, are clean, tidy and well maintained.	
The region assists visitors by providing tourist information centres, maps, brochures, interpretation of local attractions and features, tours, local guides, sign posting, and other tourism supportive artefacts and services.	
SUB-TOTAL 5	

STRONGLY AGREE	AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	DISAGREE	STRONGLY DISAGREE
5	4	3	2	1	0

6. Attitudes Toward Tourists in Your Region

RATING

The region is investing a lot of energy and resources into attracting tourists to the area.	
The tourism infrastructure (including private and public tourism services) is well established and meets the needs of visitors to the region.	
Local businesses meet the needs of visitors in a warm and welcoming manner.	
People involved in tourism related businesses and services in the region cater for visitors from other cultures in a sympathetic and understanding manner.	
When I travel within this region I am always made welcome, even though I may be a stranger.	
SUB-TOTAL 6	

7. Accessibility of Your Region

RATING

The road system in this region is well developed, with most roads being all weather sealed highways.	
Visitors easily navigate the road system in this region, and there is extensive highway and tourist signage.	
This region is close enough to other attractive regions to ensure that tourists will find it rewarding to visit here.	
There are no seasonal factors such as high rainfall, snow, dust storms, etc. that affect the accessibility of this area.	
Traffic along the main access routes runs freely at all times.	
SUB-TOTAL 7	

8. Existing Tourism Activity in Your Region

RATING

A number of different tourism operations currently operate in the region (eg. small businesses, family run operations or large corporate businesses).	
The region is serviced by a domestic/international airport or major highway which will allow access to a major catchment population.	
The tourism industry in your region is seasonal due to climate or special events/festivals.	
The current tourist market in the region is large enough for your business and competing tourism products.	
The region provides opportunities to create alliances with existing tourism enterprises in your area (eg. tour operators, accommodation providers and attractions).	
SUB-TOTAL 8	

TRANSFER EACH OF THE SUB-TOTAL SCORES TO THE SUMMARY TABLES ON PAGE 7.

Part B: Property Characteristics

This section examines the features of your property. The property features that are important for a successful tourism venture are: natural features, man-made structures and artefacts, the infrastructure needed on the site to support tourism, and the people involved in the venture. The rating scale of zero to five is again used, with five meaning you strongly agree with the statement, and zero meaning you strongly disagree.

STRONGLY AGREE	AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	DISAGREE	STRONGLY DISAGREE
5	4	3	2	1	0

9. Natural Features of Your Property

	RATING
The property contains or is adjacent to areas of spectacular beauty, with exceptional views and interesting landforms.	
The property has a diverse range of natural flora with many examples of native vegetation systems and natural habitats.	
There is an abundance of native wildlife on or adjacent to the property, which can be readily observed by visitors.	
Water features on or adjacent to the property such as lakes, dams, rivers and streams are ideal for water-based activities including boating, swimming, fishing and skiing.	
There are many nearby features and attractions that are readily accessible from this property.	
SUB-TOTAL 9	

10. Built Features and Cultural Artefacts on Your Property

	RATING
The property includes, or is close to important historic/cultural features such as historic buildings, Indigenous sites, fossil deposits, and other historical artefacts such as signs of early explorers, museums etc.	
Commercial, industrial or agricultural processes (such as shearing, mustering, harvesting) that would be interesting to visitors are conducted on the property.	
There are many recreational amenities close at hand, such as swimming pools, walking trails, horse trails, golf courses, national parks and the like.	
The property contains interesting examples of old transportation equipment and other memorabilia (such as wagons or drays) that can be used to offer visitors an interesting means of touring the property.	
The property has other features of interest that are considered to be of great interest to prospective visitors.	
SUB-TOTAL 10	

STRONGLY AGREE	AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	DISAGREE	STRONGLY DISAGREE
5	4	3	2	1	0

11. Site Infrastructure

	RATING
Electricity is available to the site, and reticulation to areas required by the proposal would present no problems.	
Sufficient water is available to meet the extra demands of the proposed venture and can be reticulated as required.	
The sewerage treatment facilities are sufficient for the extra demands placed upon them, or can be upgraded to meet the new requirements.	
Roads (including the entrance to the property), pathways and car-parking facilities are sufficient, or can be upgraded to the level required for the proposed venture.	
Picnic and barbecue areas are available to meet the needs of visitors, or are planned for inclusion in the new venture.	
SUB-TOTAL 11	

12. Human Resource Features

	RATING
The property can supply or hire appropriately skilled labour to meet the needs of the proposed venture.	
The owners and proposed staff have the necessary interpersonal and hospitality skills required to operate the venture.	
The owners and proposed staff have the skills necessary to effectively interpret and describe natural as well as cultural features on and around the property, and are able to effectively demonstrate and describe processes and events that occur on the property.	
The owners have, or are able to develop, the business management skills necessary for the ongoing operation of the new venture.	
The time demands of other routine or seasonal activities on the property are unlikely to interfere with efficient operation of the proposed venture.	
SUB-TOTAL 12	

TRANSFER EACH OF THE SUB-TOTAL SCORES TO THE SUMMARY TABLES ON PAGE 7.

Part C: Summary Tables (Scoring Process)

Transfer the 12 sub-totals calculated for each section in the preceding pages to the tables below.

Add up all the regional sectional scores (Part A) to get a gross total for regional characteristics. This gross total should fall between 0 and 200. Then divide that gross total by 20 to create a standardised regional characteristics score that should fall between 0 and 10.

Part A: Regional Characteristics	Score
1. Natural Beauty	
2. Cultural and Social Characteristics	
3. Sport and Recreational Facilities	
4. Shopping and Commercial Facilities	
5. Public Infrastructure to Support Tourism	
6. Attitudes Toward Tourists	
7. Accessibility	
8. Existing Tourism Activity	
Gross Total	
Divide Gross Total by Standardising Factor	20
NET REGIONAL CHARACTERISTICS SCORE	<input type="text"/>

Now repeat the procedure for the property characteristics assessment, giving a gross total of between 0 and 100. This time divide by a standardising factor of 10 to arrive at a standard property characteristic score. Again, the standardised score should fall between 0 and 10.

Part B: Property Characteristics	Score
9. Natural Features	
10. Built Features and Cultural Artefacts	
11. Site Infrastructure	
12. Human Resource Features	
Gross Total	
Divide Gross Total by Standardising Factor	10
NET PROPERTY CHARACTERISTICS SCORE	<input type="text"/>

INTERPRETATION OF THE TOURISM POTENTIAL GRID

When evaluating your position on the Tourism Potential Grid, it is important to interpret not only the relevant square, but also the position within the square. Attention must be paid to the scores on each axis as these will reveal the level of magnetism relating to your region or property.

For example, a score of 4.5 on the regional axis, and a score of 4.5 on the property axis, suggests that potential exists even though the score point falls within the Low Potential zone.

On the other hand, a regional score of 5.5 and a property score of 5.5 places your score point in the High Potential zone, but only marginally. It would therefore be wise to interpret the results cautiously.

High scores on one axis and low scores on the other suggest that a major imbalance exists. This imbalance may provide potential for either site development or market development. As an example, if the region scores 9.5 and property scores only 1.5, then development of the property to improve its magnetism may increase the probability of tapping into the existing tourism market.

Whatever region and property scores emerge using this assessment tool, remember that they are based purely on your subjective assessment. The results from this brief analysis merely give a guide to further investigation. If you are still interested in pursuing the idea of a tourism venture, then further investigation is essential. We recommend that you use the Stage 2 Workbook to gain a more detailed understanding of the way regional and property magnetism, markets, financial considerations and a range of other issues affect the viability of your tourism proposal.

VALUABLE RESOURCES

Below are some recommended sources of information and professional support that can assist with starting a tourism business on your property:

AgForce	www.agforce.qld.org.au
Australian Bureau of Statistics	www.abs.gov.au
Australian Farm & Country Tourism	www.farmstaysaustralia.com
Australian Farm Tourism	www.australiafarmhost.com
Australian Tourist Commission	www.atc.net.au
Dept of Primary Industries	www.dpi.qld.gov.au
Dept of State Development	www.sd.qld.gov.au/dsdweb/htdocs/global/frontdoor.cfm
Planning Institute of Australia	www.planning.org.au
Rural Adjustment Authority	www.qraa.qld.gov.au
Sustainable Tourism CRC	www.crctourism.com.au
Tourism Queensland	www.tq.com.au
Yellow Pages	www.yellowpages.com.au



FARM & COUNTRY TOURISM ON YOUR PROPERTY: STAGE 2 WORKBOOK

If your property passes the initial assessment, then it is worthwhile proceeding to the Stage 2 Workbook. It provides much more information and allows you to make a more detailed assessment of whether to proceed with your tourism business idea. It also helps you develop your idea into a full business plan.

You may feel concerned at the size of the Stage 2 workbook. It requires you to spend a fair bit of time, and to do some hard work. However, planning a farm tourism venture is serious business! We believe that the detail included here is necessary for you to both properly assess the feasibility of your proposal and develop a plan for a business about whose future success you can be reasonably confident. In other words, spending the time and effort to work through the workbook now could save you from the unnecessary future heartache of a failed business venture. Or, if you do proceed, it could greatly enhance your likelihood of business success. Now is the time to carefully consider if you are prepared to put in the work likely to be needed for setting up a successful farm tourism business.

Planning a tourism business on your property involves consideration of a wide variety of inter-related issues, including consideration of your resources, product, market and financial issues. We think that you will find this guided journey through these issues interesting, informative and most of all, useful!

The contents of the workbook are listed below to give you an idea of what is involved:

1. Introduction

- Assessment Framework
- Your Business Idea

2. Starting Out: Goals and Resources

- Personal Goals
- Analysis of Your Capabilities
- Your Resources
- Business Goals

3. Magnetism of Your Property and Region

- Natural Environment
- Commercial Environment
- Built Environment
- Cultural Environment
- Accessibility and Transportation
- Summary of Property Magnetism
- Concluding Thoughts on Magnetism

4. Proposed Business

- The Product Possibilities
- Customers
- Size and Scope
- Pricing
- Competitors and Partners

5. Target Market

- Existing Market
- New Market
- Customer Profile
- Marketing Communications
- Customer Satisfaction and Delight

6. Making a Decision

- Summarising your Business
- Assessing Financial Feasibility
- Making your Decision

Further information or copies of the workbook can be obtained from:

Sustainable Tourism CRC

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about agforce

AgForce is Queensland's premier rural lobby group, representing the interests of about 8,000 broadacre producers and small business operators right across the state.

AgForce's mission is to promote and protect the social fabric and economic prosperity of its members and rural communities in Queensland. As such, AgForce is pleased to partner the Sustainable Tourism CRC in the development and delivery of the 'Farm and Country Tourism on your Property' workbooks.

Diversification into tourism can offer property owners and managers financial and personal rewards that are very different from the traditional use of their property.

The increasing popularity of nature orientated, farm-based and rural tourism has sparked an interest in many property owners to consider their property's potential as a tourist destination. However, establishing any new business including tourism requires considerable thought, personal drive and the weighing of the costs and benefits.

The Stage 1 Assessment Tool is a useful tool for landholders to assess their property's tourism potential without having to make a huge investment in money or time. Property owners considering establishing a tourism venture are encouraged to use the assessment kit in their decision making process. For those who choose to embark on a new business venture we wish you every success.

Web: www.agforceqld.org.au



about tourism queensland

Tourism Queensland is committed to enhancing the development and marketing of a sustainable tourism industry across all Queensland destinations in partnership with industry, government and the community.

Small businesses are the cornerstone of the Queensland tourism industry so publications like the Farm & Country Tourism On Your Property assessment tool are a practical means of assisting small investors in gaining a better understanding of the potential tourism attributes of their property.

Tourism Queensland recommends the kit to rural landholders as a valuable first step in a more detailed analysis of comparing property appeal and tourism market demand so as to provide a balanced assessment of the tourism potential of their farm tourism idea. More detailed guidance on this process can be obtained by visiting www.tq.com.au.



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