



Sustainable Community Tourism Business Plan Template

EXECUTIVE SUMMARY

Write this section last and summarize all the key points in your business plan. This introduction should capture the attention and interest of your reader.

COMPANY OVERVIEW

Provide a description of the overall nature of your proposed business and the sector in which it will operate. *You can include details like industry trends, demographics, as well as governmental and economic influences.*

FINANCING

SOURCES OF FUNDING

States where the funding will be secured from.

USE OF FUNDING

Provides a clear breakdown explaining how the funding will be utilized.

TARGET MARKET

State the group or groups being targeted and how you will attract them.

MARKETING

MARKETING PLAN

Describe your marketing objectives and strategy here including costs, your goals, as well as your plan of action.

COMMUNITY IMPACT

State how the Project will benefit the community

How it will complement other existing businesses

What linkages will be created?

State the elements of Community Based Tourism that your project will incorporate. *This includes local authentic experiences, created around culture, traditions, arts, food, storytelling, history, etc.*

SUSTAINABLE PRACTICES

What environmentally sustainable practices will be used by your business?

What cultural sustainable practices will be incorporated into your business?

TIMELINE & METRICS

TIMELINE

States the Activities to be carried out, then describes each, with a projected completion date.
(A simple table may be used to present)

ACTIVITY	DESCRIPTION	COMPLETION DATE

KEY PERFORMANCE METRICS

Stating goals and objectives and projecting a time for completion/accomplishment.

ACTIVITY	DESCRIPTION	

FINANCIAL FORECASTS

Cash Flow (3 years)

Income Statements (3 years)

KEY ASSUMPTIONS

Provide insight into how you came up with the values in your financial projections (e.g., past performance, market research). Describe the growth you are assuming and the profit you anticipate generating.

Critical Analysis Test

This exercise seeks to predetermine the possible Cash Flow impact on the business in the event of natural disasters, pandemics, a steep rise in the cost of materials and or relevant supplies as well as inflationary factors affecting the spending power of customers.

Possible Factors to consider *(percentages will vary as per the situation)*

Examples:

- Revenue is sustained while Expenses increase by say 30%
- Revenue Decrease By 30% while expenses remain stable
- Revenue Decreases 30% while expenses increase 10%