



Caribbean Community-Based Tourism (CBT) Enterprise Handbook

Personal CBT Business Development Action Plan

Name _____ Workshop Date _____

An experience(s) my business could offer that fits within the four types of priority experiences is: *(Section 2.3)*:

Ways my CBT business can share benefits with vulnerable groups my community are *(Section 3.2)*:

Areas where I need help with my business plan are *(Section 4.3: Elements of a Business Plan)*:

Organizations that might help me with my business plan are *(Section 4.4)*:

Day One Take-away Task: To help me plan, start or develop my CBT business, after this workshop I will:

Businesses or persons that I could partner with to create and market CBT packages are *(Section 6.1)*:

Three (or more) Customer Care best practices I will start to use in my CBT business are (*Section 8.3*):

The top new methods of marketing I will start to use to promote my CBT business are (*Section 9.6*):

Businesses and persons that are in my support network or that I would like to add are – include name of organization or person and type of support they can provide (e.g., type of assistance, knowledge) (*Section 11*):

Today I rely on:

Type of support they provide:

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In the future, I would like to add:

Type of support they provide:

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Areas in which I need additional training or skills to support the success of my CBT business are:

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| <ul style="list-style-type: none">.. Proposal writing.. Business plan development.. Business skills training.. Technology skills development (e.g. software, social media).. Marketing and sales.. Online marketing.. Product and experience development.. Packaging and itinerary development.. Artisan product development.. Cultural skills: dance, music, art etc... Financial systems basics (i.e., bookkeeping, accounting, reading financial statements) | <ul style="list-style-type: none">.. Events planning.. Food safety and preparation.. Technical skills: boat maintenance, paddling certification, first aid/CPR skills etc... Cultural Interpretation: history, traditions, etc... Nature Interpretation: flora and fauna, other natural history education.. Leadership skills.. Tour guiding skills.. Security awareness.. Other _____.. Other _____ |
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