

## Personal attributes to become a tourism operator

### Do you genuinely like people?

You need to be able to relate well with other people. If you are with a group of visitors all day on a tour, you will need to show the same level of enthusiasm at the end of the day as you need at the beginning. You will need to be reliable, punctual and well groomed.



### Are you prepared for the demands that will be placed on you?

It is not unusual to have to spend 10 or more hours a day – sometimes 7 days a week – catering for your guests' needs.....and you'll always need to keep a smile on your face.

Apart from the everyday demands, you will also be required to balance the books, market your product, understand legal and liability issues, go to association workshops, seminars and meetings.

### Are you escaping having a boss?

You may not have a boss, but your clients will be very demanding of your time and attention. Your boss may have been forgiving if you were tired or sick, but your clients have paid for your services and will always expect your best performance.

### Are you turning a hobby into a business?

Many people dream of turning a life long hobby or interest into a money making venture. Beware; nothing can take the fun out of a passion quicker than having to present it to visitors day after day.

### Are you seeking semi-retirement?

You should not be looking to the tourism industry for a slower pace of life. Anecdotal evidence suggests that people who start-up a tourism venture in their retirement years are busier than they would like to be at that time of their life.

### Are you seeking a better lifestyle?

You will probably spend more hours in a day preparing for or looking after your clients than if you had an office job. Tourism is a 24 hour, seven days a week occupation. Many operators choose to moderate their business to suit their lifestyle, but if this is the case, do not expect to make any money out of the venture.