

Comprehensive Business Plan Development for Tourism and Recreation

Assignment Guidelines:

This assignment requires students to create a comprehensive business plan for a new venture within the tourism and recreation industry. Students are expected to demonstrate an advanced understanding of market dynamics, financial planning, and sustainable business practices in the tourism sector.

The business plan must cover all critical aspects including market analysis, operational strategy, marketing strategy, financial projections, and risk management.

Use APA format for all external sources cited.

Submission Format:

Complete business plan document

Font: Times New Roman, Size: 12, Spacing: Double

Page Limit: 20-30 pages (excluding appendices and executive summary)

Submission Deadline: April 4th, 2025

Assessment Criteria:

Depth of Market Analysis (20%)

Innovation and Practicality of the Business Model (20%)

Financial Planning and Viability (20%)

Sustainability and Risk Management Strategies (20%)

Clarity, Structure, and APA Formatting (20%)

Formatting Guidelines:

APA Format:

Include in-text citations and a comprehensive reference list following APA guidelines.

Document Layout:

Font: Times New Roman, 12 pt.

Line Spacing: Double

Margins: 1 inch on all sides.

Mandatory Sections:

Title Page: Business name, student name, and student ID.

Executive Summary: Concise overview of the business and key highlights of the plan.

Market Analysis: Detailed analysis of the industry, target market, and competitive landscape.

Business Model: Description of the business offering, unique value proposition, and revenue model.

Operational Plan: Outline of the operational logistics, location, technology, and manpower requirements.

Marketing Strategy: Strategies for customer acquisition, branding, and sales.

Financial Plan: Detailed financial projections including start-up costs, revenue forecasts, profit and loss, cash flow, and break-even analysis.

Risk Management: Identification and mitigation of potential risks in the business.

Sustainability: Strategies for environmental and social sustainability.

Appendices: Any additional diagrams, tables, or detailed calculations.

References: List all sources cited, in APA format.

Choose ONE of the following business concepts:

Option 1: Eco-Friendly Resort

Develop a business plan for an eco-friendly resort that focuses on sustainability practices, including waste management, energy efficiency, and community involvement.

Option 2: Adventure Tourism Company

Create a business plan for an adventure tourism company offering unique experiences like skydiving, rock climbing, and underwater tours. Focus on safety, customer experience, and niche market penetration.

Option 3: Wellness Tourism Retreat

Formulate a business plan for a wellness tourism retreat that specializes in health-oriented vacations with services such as yoga, meditation, and nutritional counseling.

Submission Format: Upload the completed business plan as a PDF.