

Business Systems

Definition: This pillar checks the management systems and processes the business has implemented to plan, deliver, and maintain a professional tourism experience for its guests.

	Expected	Good	Best practice
Business plan	The business is able to clearly articulate its business model and direction. For larger businesses, a written business plan should be in place.	The business owner (or written business plan) is able to describe each business area (including finance, marketing, and operations, including sustainability) to an outsider to understand the business trajectory in detail.	The business owner reviews their business progress (against the business plan) regularly against their targets and has action plans in place to progress the business.
Policies & procedures	The business has documented procedures for key staff (operations, admin).	Documented procedures provide sufficient detail for new staff to be inducted.	Documentation is comprehensive to allow for staff to work unsupervised or provides direction for where to go for further help/information/support. Staff sign off on comprehension of processes.
Marketing & branding	The marketing plan covers the initiatives for each market served and demonstrates a basic understanding of the business's customer base.	The business has a comprehensive plan that identifies key markets and incorporates strategies and performance milestones.	The marketing plan covers all targeted segments with clear value propositions and regularly tracks performance metrics.
Channel strategies & execution	The business has an overview of the channels used to sell to customers.	The channel strategy shows the channels used for each segment and sets goals accordingly.	The channel strategy is integrated across channels and customer segments.
Business improvement processes	The business provides opportunity for clients to review the activity /business.	The business responds to reviews and also provides opportunity for clients to offer constructive feedback (as opposed to just leaving a review).	The business undertakes its own research to gauge customer satisfaction and feedback and integrates this with third party reviews.
Risk management & mitigation	The business has identified key risks to the business.	The business has a list of key risks and plans to mitigate the impact for the locations it operates in.	The business proactively assesses risks in business decisions and works to reduce risk exposure or mitigate impacts and holds necessary levels of insurance cover.