



“7 Steps to Turn Your Tourism Idea into a Successful Investment” Recommended Structure:

- 1. Understanding the destination and the market**
→ Market research, tourism profile, competition.
- 2. Shaping the idea and targeting the audience**
→ What do I offer? Who am I addressing?
- 3. Writing a realistic Business Plan**
→ Income-expenses, goals, timeline, SWOT analysis.
- 4. Finding a suitable location or property**
→ Technical/legal issues, licensing.
- 5. Utilizing financial tools**
→ NSRF, LEADER, Development Law, European Programs.
- 6. Construction or renovation with sustainable standards**
→ Design, green infrastructure, bioclimatic approach.
- 7. Marketing & Operations**
→ Promotion, reservations, customer experience, quality control.