

<<Start your own speci>>

图书基本信息

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### 内容概要

If you're looking for a business loaded with adventure, you've found it. Imagine exploring the pristine wilderness of Alaska, paddling down the Amazon River, or scuba diving Australia's Great Barrier Reef-and getting paid for it! That's the kind of excitement that awaits you in the specialty travel industry. Unlike traditional travel agencies, you'll focus on specialty tour packages that offer travelers truly unique experiences ranging from white-water rafting to wildlife safaris to tours of gourmet restaurants. The key to success in this business is finding your niche and creating unusual tour packages that will intrigue and excite. This step-by-step guide tells you everything you need to know, including:

- Start-up costs and how to find financing
- Tips for making your tours different and better than the competition
- How to find top-notch guides
- Surefire techniques for marketing your services
- Valuable advice and suggestions from successful specialty travel professionals

You also get useful sample forms, a glossary, additional resources, plus step-by-step instructions, checklists and work sheets to guide you through each step of the start-up process and help you get started making your dream of owning your own business come true.

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