
Tourism Assurance Plan (TAP)

Frequently Asked Questions

December 2014

Standard #1

The ability to communicate and receive messages from customers by telephone, email and an online presence; and at a minimum accept credit and/or debit card payment and respond to inquiries on a daily basis

Q1. I do not have a separate business telephone line for my business. Does TAP require operators to have one?

Ans. No. Operators are expected to have a telephone line identified that can be used to take business calls. This may or may not be a separate phone line.

Q2. My business is seasonal and I live out of province for half of the year. How am I supposed to respond to inquiries on a daily basis?

Ans. Travellers largely plan and book their vacations during the off season. They expect quick turnaround to their inquiries regardless where the owner resides. Businesses must ensure that customers are notified when their operation is not functioning at full capacity and offer an alternate means for communicating with the customer.

Q3. I do not have an email address. How can I get one?

Ans. The easiest way to create an email account and get your first email address is to use a free online service. The only thing you need is a web browser and an internet connection. There are several major online email account providers - [Gmail](#) (run by Google), [Windows Live Hotmail](#) (owned by Microsoft) and [Yahoo! Mail](#). In addition, both Rogers and Bell Aliant offer email accounts when you sign up for Internet services.

The following email addresses present a professional image and are recommended as a preferred style of address:

- Bumblebee.bedandbreakfast@gmail.com
- Bumblebeebedandbreakfast@nl.rogers.com
- Bumblebeebandb@bumblebeebandb.com

Q4. I have no internet connection. Does that mean I am ineligible to list my business on www.newfoundlandandlabrador.com or take part in provincial marketing/partnership opportunities?

Ans. Operators in areas that do not have an internet connection will still be required to have an email address, an online presence and accept some form of electronic payment. This can all be achieved without regular access to the internet.

Q5. What is meant by an online presence?

Ans. In the context of the TAP, an operator must have an online presence comprised of at least one of the following:

- Website
- Social media profile (business Facebook page)
- Business listing with a link to a business web page so customers can learn more about the products.

Q6. I currently do not have a website. How can I get one and what services are available locally to provide me with more information on website development?

Ans. To get a website up and running on the Internet, there are a couple of things you need to do:

1. You need to get a domain name.

A domain name is your web address. I.e: www.tourismbusiness.com. It is preferable that your domain name include your business name or something related to your business that will allow your business to be recognizable to the customer. I.e: www.tourismbusiness.com.

A domain name can be purchased from several providers. GoDaddy.com provides very reasonably priced options for creating an online presence that includes domain names, emails, web hosting services and website building services.

2. You need to find someone to host the website. Your Internet Service Provider may offer this service, or there are other options available.

3. If you do not need an advanced website there are services available online that let small businesses create free websites. Google Canada also provides a free, easy-to-use service called [Canada Get Your Business Online](#) for small business owners. This service allows you to select a .CA web address and provides an easy to use template-based system for you to use in building your site.

4. If your website needs are more advanced, hiring a professional website designer is advisable. Technology training programs and consultation services are available to Newfoundland and Labrador's tourism industry through both Hospitality Newfoundland and Labrador (HospitalityNL) and various Provincial government programs.

For service provider recommendations, please contact:

Hospitality NL	Craig Foley	1-800-563-0700	cfoley@hnl.ca
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Q7. I currently do not have a website but I do have a business Facebook page/listing on an alternate website. Is this sufficient?

Ans. Yes, as long as the Facebook page is a business page and not a personal page.

Q8. My business is very small, just me and two employees, and our product really can't be sold online. Why do I need an online presence to participate in this program?

Ans. You should have a presence on the Web so that customers, potential employees and business partners can quickly and easily find out more about your business and the products or services you offer.

Having a professional website and/or presence is essential to your credibility as a business operation. Since many consumers now search for information online prior to making a purchase at a store, your website may be the first chance you have at making a good impression on a potential buyer.

Q9. Why do I have to accept debit and/or credit cards and where can I find information on this?

Ans. Debit and/or credit cards have become the standard payment instrument for the majority of consumers. To fulfill this requirement, operators must offer the option for customers to make an electronic payment.

- For operators that offer pre-booking, operators may accept credit card payments online, accept debit and credit card payments on site, or accept e-transfers as part of the pre-booking process.
- Furthermore, operators that accept payment on-site must provide the option to pay via credit/debit.

Accepting online credit card payments requires operators to ensure their business website is capable of accepting electronic transactions using supported security protocols and procedures. This can be discussed with a web designer.

Those services and attractions that charge less than a \$10, per unit fee or takes donations will not be expected to fulfill the electronic payment portion of Standard #1.

Any business that charges more than \$10 per unit fee will be required to adhere to the electronic payment portion Standard #1.

For more information on POS systems or payment processing and merchant acquiring, please contact your financial institution.

Hospitality NL members receive a discounted rate based on transaction size and volume with select payment companies. Please contact HNL to find out more information about accessing these discounts.

Hospitality NL	Membership Coordinator	1-800-563-0700	hnl@hnl.ca
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Q10. How can I list my tourism business on Newfoundlandandlabrador.com and in the Annual Traveller's guide?

Ans. To register your tourism business, contact:

Tourism, Culture & Recreation	TDMS Team	709-729-5599	tdms@gov.nl.ca
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To have a listing within TDMS, you must meet the following requirements:

- Accommodations, Campground and Outfitting operators must have a Tourist Establishment License before being listed on NewfoundlandLabrador.com or in the Traveller's Guide
- New operators must meet the requirements for licensing
- Existing operators must meet the following requirements:
 - Have your requirements for next year's license completed by August 28, 2014 for Accommodations and Campgrounds and by December 31, 2014 for Outfitters.
 - Have all your Accommodation Statistics Program (Tourist Establishment Monthly Statistical Report Form) up to date. To meet the deadline noted in point 1, this would mean all required statistical reports for the period ending July 31st should be on file with the Department of Tourism, Culture and Recreation (TCR)
 - Have your Canada Select and/or Camping Select inspection fees paid
 - Have your Crown Land fees paid (Outfitters)
 - Company must be in good standing with the Registry of Deeds (Outfitters)
 - Annual statistical report must be submitted (Outfitters)
 - Validation forms must be submitted to Wildlife (Outfitters)
 - Have all other permits, inspections and licenses required by your municipality, Newfoundland and Labrador and Canada (see p. 8-9 for further information)

For a Tourist Establishment License Form please visit:

http://www.tcr.gov.nl.ca/tcr/tourism/tourism_marketing/listings.html

Standard #2

Possess and maintain valid licenses, permits and all other regulatory requirements to operate

Q1. I am a B&B operator and looking for general information on what licenses, permits and other requirements I need to have. Where can I find this information?

Ans. For information on general business regulations, such as incorporation, taxation, labour standards and insurance please visit <http://www.bizpal.gov.nl.ca/> or www.canadabusiness.ca.

For more information on the Tourist Establishment Act and a copy of the License Form please visit: http://www.tcr.gov.nl.ca/tcr/tourism/tourism_marketing/listings.html

For more information on Canada Select Newfoundland and Labrador contact:

Canada Select NL	Gail Dick	709-722-3133	gdick@canadaselectnl.com	www.canadaselect.com
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Q2. I own/operate an outdoor adventure company and am looking for general information on what license, permits and other requirements I need to have. Where can I find this information?

Ans. For information on general business regulations, such as incorporation, taxation, labour standards and insurance please visit <http://www.bizpal.gov.nl.ca/> or www.canadabusiness.ca.

The Department of Environment and Conservation is responsible for a number of Acts aimed at protecting natural areas and wild life. For more information on Acts aimed at protecting natural areas and wild life, visit:

Department of Environment and Conservation
4th Floor, West Block, Confederation Building
P.O. Box 8700
St. John's, NL A1B 4J6
Tel: 709-729-2664
Toll-free: 1-800-563-6181
Fax: 709-729-6639
E-mail: info@gov.nl.ca

Workplace Health and Safety Compensation Commission (WHSCC) - www.whscc.nl.ca

PRIME - www.whscc.nl.ca/PRIME/PRIME.whscc.

Transport Canada – Office at Boating Safety

Transport Canada - Newfoundland Region
Tower 2, Cabot Place, 10 Barter's Hill
P.O. Box 1300
St. John's, NL A1C 6H8
Tel: 709-772-5166
Fax: 709-772-0210

Tourist Establishment License - http://www.tcr.gov.nl.ca/tcr/tourism/tourism_marketing/listings.html

Canada Select - www.canadaselect.com

For more information on Canada Select Newfoundland and Labrador contact:

Canada Select NL	Gail Dick	709-722-3133	gdick@canadaselectnl.com	www.canadaselect.com
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Q3. I am opening a restaurant and looking for information on what specific licenses/permits and other requirements I need to have.

Ans. For information on general business regulations, such as incorporation, taxation, labour standards and insurance please visit <http://www.bizpal.gov.nl.ca/> or www.canadabusiness.ca.

Food Establishment Licence -

http://www.servicenl.gov.nl.ca/licenses/env_health/food/premises/index.html

Liquor Establishment License -

<http://www.nfliquor.com/corporate/~/link.aspx?id=7FB2C079EB65430DA1A79B1A9E0C169B&z=z>

Q4. I own a craft store and am looking for general information on what license, permits and other requirements I need to have. Where can I find this information?

Ans. For information on general business regulations, such as incorporation, taxation, labour standards and insurance please visit <http://www.bizpal.gov.nl.ca/> or www.canadabusiness.ca.

Craft Council of Newfoundland and Labrador -

The Craft Council of Newfoundland and Labrador is a member-based organization that works to maximize the artistic and economic potential of the craft community of the province.

For more information on the Craft Council of Newfoundland and Labrador, please contact:

Craft Council of NL	info@craftcouncil.nf.ca
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Health Canada - Consumer Product Safety

As a craft producer and/or provider, you need to be aware of safety issues associated with your products and/or the ingredients/supplies used in making your products (e.g. glazes, paints, glues, dyes or chemicals).

Competition Bureau - Labelling Assessment Tools

The Competition Bureau, as an independent law enforcement agency, ensures that Canadian businesses and consumers prosper in a competitive and innovative marketplace.

For information on labelling food products see the Food & Beverage Manufacturing & Processing guide.

For additional information on labelling apparel products, see the Apparel Manufacturing guide.
<http://www.competitionbureau.gc.ca/eic/site/cb-bc.nsf/eng/home>

Standard #3

Possess and maintain current and sufficient levels of liability insurance. Proof of insurance to be provided upon request

To comply with the standard of Liability Insurance, tourism services and attractions must show that they carry Liability Insurance. While other forms of business insurance may be required for operation, for the purposes of the Tourism Assurance Plan, tourism services and attractions must provide information on Liability Insurance only. The information required is simply the **name of your insurance company, as well as your policy number – both must be submitted**. This can be entered to your Tourism Operator Profile online or by contacting the TDMS Team. Random checks will be completed on the information that is submitted and, as such, your insurance provider may be contacted to verify the information.

Hospitality NL members and their employees are eligible to receive special group rates on home and automobile insurance programs.

For information please contact:

Hospitality NL	Membership Coordinator	1-800-563-0700	hnl@hnl.ca
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Q1. I run a three day festival in my community. Do I require liability insurance?

Ans. Yes, liability insurance is required of every tourism operator, attraction and/or organization to comply with the Tourism Assurance Plan.

Legal Liability

As an occupier of a premise, you and your organization are responsible for the safety of those attending your event. Occupiers must protect patrons from all foreseeable harm. Extra precautions must be taken if:

- Alcohol is served.
- Children/minors are in attendance.
- Dangerous/hazardous activities are undertaken such as fireworks, boating, and some sports.
- Gambling is involved.
- Large crowds are in attendance.

Applicable permits should always be obtained from your municipal/provincial government to reduce liability relating to violations involving permits. Health requirements should also be followed.

For more information on festival insurance policies please contact your insurance company for a quote.

Standard #4

Must deliver actual experiences or services being promoted and/or offered to the consumer

Promotions and advertisements represent a promise to the consumer. If the experiences or services don't match the promotion, the credibility and reputation of not only that business, but the entire Newfoundland and Labrador tourism industry could be put at risk.

All promotional claims about an experience's quality and performance must be capable of substantiation. Testimonials and endorsements can't be used to make a claim that the operator cannot substantiate or support.

It should be noted that images are an integral part of most websites. They help build brand awareness, sell a product or simply make the visit to the site more enjoyable. Promotional images posted of experiences or services on a business website must represent the actual experiences or services.

An operator's Tourism Operator Profile form will be periodically cross referenced against its promotional claims to ensure accuracy.

Standard #5

Must be in good standing with Tourism Assurance Plan's complaints procedure

Q1. What is the TAP's complaint procedure?

Ans. To meet this expectation a new complaint handling procedure will be in effect. Should any partner receive a complaint about a tourism service or attraction, that operator will be notified promptly to provide the opportunity to resolve the concern. The complaint will be assessed for legitimacy and will be referred to other agencies or government departments, if appropriate. A legitimate complaint would consist of a health and safety issue, legal issue affecting customer relations and/or a serious customer service issue.

However, if three legitimate complaints are received and remain unresolved within a two-year period, that service or attraction may be removed immediately from any marketing initiatives, in addition to being ineligible now for other marketing/partnership opportunities. The operator would be notified about this removal in writing, along with the conditions that will need to be met to be included in future marketing and partnership opportunities.

Tap Contact Listing

Contact Person	Organization	Telephone	Email
Membership Coordinator	HNL	709.722.2000	hnl@hnl.ca
Newfoundland and Labrador Tourism	DTCR	709.729.5599	TDMS@gov.nl.ca
Rhonda Hutton	Destination St. John's	709.739.8876	rhutton@destinationstjohns.com
Andrew Hiscock	Eastern DMO	709.725.1687	andrew.hiscock@easternldmo.com
Caroline Swan	Adventure Central Newfoundland	709.486.9558	cswan@adventurecentralnewfoundland.ca
Brittany Taylor	Go Western Newfoundland	709.639.4787	brittany@gowesternnewfoundland.com
Keith Small	Destination Labrador	709.896.6507	keith@destinationlabrador.com
Debbie Taylor	NLOA	709.639.8238	info@nloa.ca
Lucy Alway	Museums & Heritage	709.729.1409	lucyalway@gov.nl.ca