What?
The_SPTO_SME_Recovery_Toolkit is a handbook providing practical guidance to support the recovery of small, micro and medium tourism enterprises within the Pacific, in the wake of the COVID-19 pandemic.

How?
The development process consisted of a thorough desktop review as well as online consultations with stakeholders from the 5 countries (Fiji, Kiribati, Nauru, Tonga and Tuvalu) which formed the Regional Working Group for this project.

Who?
The toolkit was developed through a partnership with the Travel Foundation and the funding support of the US Embassy in Fiji. It is intended for Tourism SMEs in the Pacific.

When?
The toolkit was developed within one year and virtually launched in October 2021.

Where?
The Toolkit can be accessed from the SPTO Website under the Sustainability Tab.
The SPTO SME Recovery Toolkit aims to:

• Support Tourism SMEs in the Pacific through their entire product development journey
• Support the Recovery of Tourism SMEs by adapting to the economic changes that the COVID-19 pandemic has brought
• Provide insights on how to identify emerging market trends and build your products sustainably around them
**TOOLS**

**Knowledge booster:**
More information to support knowledge and understanding of a topic

**Checklist / template:**
Documents that can be downloaded and used

**Case Study:**
Illustrative examples.
Chapter 1

Understand appeal

Understand the tour operating landscape and the different types of tourism. Which types of activities and experiences appeal to visitors?

Know trends

How are visitor trends evolving globally? Get to grips with trends in demand for increased safety, sustainability, authenticity and equity.

Reflect

How can you respond to trends with your product and service offerings?
Continue with research and build on your product concepts.
Understanding what tourists are looking for starts with looking at the different types of tourist activities that appeal in general terms followed by a deeper dive into trends.

- Smaller groups and outdoor activities
- Sustainability – environmental impacts
- Sustainability – social impacts
- Authentic cultural / immersive experiences
- Gastronomy
- Nature and adventure
- Local markets
Chapter 2

Understand ‘value’

Understand the concept of added value and essential product components that add up to great tourist experiences that are differentiated, interactive, authentic and responsible.

Product basics

Thinking through the practicalities of how the product will actually be delivered is essential to making sure it will all work, meet customer expectations and conform to market requirements.

Embed sustainability

It is critical that all product development takes place through the lens of sustainability. Ensuring the well being of people and planet is a key principle for businesses and customers.
By the end of this chapter, you will understand how to create a product that responds to tourist demand and know the practical steps for embedding sustainability.

Tools included:
- Sustainable accommodation
- Sustainable experiences
- Sustainability checklist
Chapter 3

Understand Importance

Understand the importance of international and local legislation. Get clear on customer and tourism industry requirements for safety and security.

Follow protocols

Know where to find useful resources about COVID-19 protocols. Familiarize with good practices in relation to safety, security, human rights and animal welfare.

Manage Health & Safety

Follow the simple steps and use the templates to carry out risk assessments and put measures in place to reduce risks and keep customers and staff safe.
By the end of this chapter, you will understand the importance of health, safety and security to staff, communities, customers, business partners and know to follow good practices.

- International and local legislation
- Covid-19 Safe Operation Protocols
- Human Rights
- Risk Assessments
- Health & Safety management practices
Chapter 4

Pricing Principles & Pandemic
Understand the principles of pricing and how the pandemic is affecting tourism businesses. Familiarize with pricing terminology and the practical steps to pricing profitably and competitively.

Price it up
Calculate costs and breakeven points for different group sizes / occupancies. Calculate mark-ups and arrive at wholesale prices.

Safeguard
Plan how to build resilience during the pandemic and beyond through pricing policies and strategies that will help you to remain competitive and financially secure.
Follow the worked examples to calculate your own costs, margins and prices.

Use the pre-prepared excel templates to input your own values.

For tour providers and accommodation:
- Calculating costs
- Determine break-even points
- Calculate profit margin and mark-ups
Chapter 5

Access to market

Understand the different routes to access the tourist market. Learn in more detail how the different types of tourism businesses work and what they expect from SMEs.

Pros & Cons

Know the benefits and different challenges in working with different businesses as well as selling directly to tourists. Work out what mix is best for your business.

Get Ready!

Contact tourism businesses with confidence and professionalism. Get your paperwork in order and prepare your pitch to impress with your attractive product offer.
Chapter 6

Customer Journey

Understand the customer journey and how to deliver thoughtful and caring customer service.

Good Practices

A warm welcome, inspirational guiding and delivering activities and food are all covered.

Quality in the pandemic

Reassure customers and continuously review delivery standards and policies to keep standards high during recovery and beyond.
Every interaction with customers is critical! By the end of this chapter, you will be familiar with the entire customer journey and how to create a special experience for every guest and how to support your staff in their development.

- Bookings and enquiries
- A warm welcome
- Transport and equipment
- Activities and food
- Guiding Practices
- Building reputation and trust
- Delivering quality during the pandemic
Chapter 7

Online Bookings
Understand the rise and rise in online travel bookings and the many different platforms available.

Get marketing!
Get started with branding and creating online content for different platforms and social media channels.

Review and optimize
Appreciate the value of reviews and learn how to harness the power! Strive to improve and optimize your online presence.
The boom in online travel bookings has accelerated during the pandemic and it is more important than ever to ensure your business has an active and managed online presence. Enhance your branding and optimize your marketing activities with the guides in this chapter.

- Online sales and marketing platforms
- Search engines
- Customer review websites
- Online Travel Agents (OTAs)
- Social Media
- Website
- Branding and marketing
- Creating a marketing pack
- Search engine optimization (SEO)
- Harnessing the power of reviews
Thank you
SPTO is currently developing an Animated Explainer Video that will provide visual instructions and information for users of the Toolkit! The video will be freely accessible via the SPTO YouTube page and Website.