



PARDI2

FIJI CHECKLIST FOR AGRITOURISM BUSINESSES

1. Dollars & Sense

Before launching into a tourism program for your agribusinesses, it's important to analyse the financial implications and make sure that such a venture makes good financial sense. Are agritourism experiences a good fit for your business?



KEY PRIORITIES	ACTIVITY	PROJECTED COMPLETION DATE	YES / NO	N/A
A. Agritourism and Your Business				
<p>If you are expanding your agribusiness to any form of tourism, it is likely with the intent of diversifying revenue and increasing profits.</p> <p>Starting a tourism business is not easy and there are many things to think about and consider, before deciding whether it makes sense for you.</p> <p>If your answers to the questions are Yes, then you will need to revise your current business plan.</p> <p>The first step is to refresh your company's Business Plan. Every business should develop a basic Business Plan to help guide them forward, establish contingencies for lean times, and set goals for growth.</p> <p>The Plan should primarily include; Company Bio, Service or Product line, Market Analysis, Financials, Risk Management. A lean canvas tool can be helpful for visualising this on one-page.</p> <p>https://leanstack.com/lean-canvas</p>	<ul style="list-style-type: none"> ● Think about what your product or service would be? ● What will guests see, do, taste, touch, learn on the farm/garden? ● Will you be offering accommodation or day trips only? ● Will guests be able to work on the farm? ● What works for your and your existing business? ● Will you be guiding the tours? <p>Do you have a Business Plan?</p>			

B. Sales and Marketing

How will your potential visitors reach you or know about your experience (tour)?

Will you undertake direct marketing e.g. by having your own website or social media accounts? Who will manage these?

If you are entering into the visitor market for the first time, you need to consider appropriate ways to market your experiences.

To market your experiences, you will need to develop certain tools including a brand, logo, and an online presence such as social media channels and/or a website.

- Do you have a Business/ product / experience Name?
- Do you have a Marketing Plan?
- Do you have a Marketing Portfolio containing basic product and experience information (story), hero shots, logos etc that can be used by partners?
- Do you have a Brand Identity that is consistent?
- Do you have a Logo?
- Do you have an online presence (own or partner website, social media)? Will you be able to manage these, or will you need someone else to do this?

C. Taking Bookings and Managing Money

Consider how you will take bookings and whether you want to work with agents and inbound operators in the long term.

Consider your sales system. You may wish to invest in a more sophisticated system that identifies items sold to assist with your inventory and sales analysis. Decide what types of payment you will accept (vouchers, cash, cheques, or credit cards), and set your system up accordingly.

- Do you have a booking and sales system for direct sales?
- What payment options do you have for your tours?
- How much are guests willing to pay for the experience? What are other similar experience providers charging for their tours?
- Do you think your revenue is likely to be seasonal or all year round?

D. Cost Structure

Creating these experiences to generate this new revenue stream will require additional costs.

Think about:

- The major costs - registration, licenses, infrastructure, wages associated with running this new venture.
- Commissions to travel agents/online travel agents if you are planning to use them.
- Relevant taxes
- Your own time and the cost of your time to manage the venture?

2. Target Audience

Identifying your target audience is a key component of any agritourism operation. Thinking in advance about the target for your agritour program will allow you to tailor the program appropriately.



KEY PRIORITIES	ACTIVITY	PROJECTED COMPLETION DATE	YES / NO	N/A
<p>Do you want to work with organized groups, or will you be open to individual visitors? Can you accommodate all age and ability levels, or is your program better suited to a certain demographic (Age, Gender, Ethnicity, Education, Employment, Location, Marital status, Household income)</p>	<ul style="list-style-type: none">• Have you identified a specific target market/ audience?• Does your marketing information make this clear?			

3. Business structure

Going it Alone, partnerships as a destination, and working with a tour company?



KEY PRIORITIES	ACTIVITY	PROJECTED COMPLETION DATE	YES / NO	N/A
<p>Consider your business structure. You may wish to develop your own operation and/or formalise partnerships with different types of operations/ operators in the same geographical area. You will also need to decide which marketing channels to use including working with tour companies, hotel concierge, and/or travel agencies in the visitor industry OR a combination of all.</p>	<ul style="list-style-type: none">• Do you have a structure in place for marketing your experience through others?• Have you identified and/or contacted any tour operators, tourism associations, transport providers, travel agents, other suppliers/ businesses?• Do you have any partnerships or contracts established with these partners or others that support your booking and sales processes?			

4. Rules & Regulations

If you are a commercial agricultural enterprise, there are many rules and regulations you need to follow to operate in Fiji.



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<p>If you wish to expand your agribusiness to include agri tourism experiences, there are additional considerations relating to land use, permits/ licenses and community considerations.</p> <p>These include necessary approvals/ consents, permits and licenses required for land type (native freehold); land use, lease type (agriculture/ tourism) and payments; and from the impacted community (neighbourhood, communal (clan) land, individual land owner).</p>	<ul style="list-style-type: none"> • Do you have the necessary permits to also conduct tourism activities? • Are you familiar with the Care Fiji Commitment (CFC) requirements? Your property will have to be accredited for you, your staff and guests safety. • Have you obtained other required permits (e.g. food sales, buildings, signs, structures) and lease modifications? • Do you have liability insurance? • Do you have approval for your proposed agritourism operation from your community (village, settlement, neighbourhood, land owner, local association) 			

5. A Sustainable Livelihood?

When developing your agritourism business, consider the potential for income and livelihood improvement.



KEY PRIORITIES	ACTIVITY	PROJECTED COMPLETION DATE	YES / NO	N/A
A. Social capital				
<p>Does the social, cultural, political and religious context strengthen the value chain or weaken it?. This value chain should also benefit the community and strengthen social structures. Cultural and heritage assets must be protected and political and religious views respected</p>	<ul style="list-style-type: none"> • Does your product or service strengthen social systems and protect cultural heritage? • How will you ensure that guests understand and respect your cultural norms? What guidance do you need to give them? 			
B. Human capital				
<p>Includes labour, skills, knowledge and leadership capacity</p>	<ul style="list-style-type: none"> • Does the required labour, skills, knowledge, and leadership currently exist to provide the experience? 			

C. Natural capital



What will the positive and negative impacts be on the environment, biodiversity, soil health, and the accessibility and suitability of land to sustain livelihoods?

- Do you have an environmental management plan?
- Do you have sustainability framework/s in place e.g.: renewable energy, waste management and recycling processes etc?

D. Physical capital

Includes affordable transport, secure shelter and buildings, adequate water supply and sanitation, clean affordable energy, access to information and communication, readily available machinery and equipment that will support the business

- Is there already good infrastructure available? If not, do you have the capacity to get these available? For example, cleared footpaths, handrails, taps and restrooms?

E. Financial capital

What is the current availability of finance? Are there functional credit providing institutions? How is finance currently accessed (e.g. reliable remittances, lease payments, formal and informal income, gifts and loans, and wages, or through in-kind supplies of seeds, fertiliser etc.

- Are finances currently and easily accessible to support the business?
- Who should you link up with to support your experience in the area of finance?

KEY PRIORITIES	ACTIVITY	PROJECTED COMPLETION DATE	YES / NO	N/A
<p>The experience you provide has the potential to create lifelong memories and a lasting impression</p> <ul style="list-style-type: none"> ● Making the Experience Memorable ● Enhancing the Setting ● Adding Value ● Establishing Rules ● Health and Safety ● Program Evaluation <p>In all of these, think about who will be in charge of the various areas listed in the Activities section, will you be solely in charge, or do you have people available to help out.</p>	<ul style="list-style-type: none"> ● Do you have active experience/s or engaging activities for your visitors? ● Have you identified the days and hours you will operate? ● Do you have any briefing information that will take place before any tours? ● Do you have a restroom/s, sheltered rest spots for guests to use? ● Do you have a gathering place in the event of inclement weather? ● Do you have any value added services/ products available for sale to guests or for guests to try? ● If you are serving food and beverages, are these locally grown and produced? Is your FnB preparation area meeting minimum standard requirements? 			



- Do you have rules or code of conduct for employees and visitors?
- Do you have Health & Safety procedures? Given our COVID19 era, it is also important that you adhere to the protocols that have been made, mandatory.
- Do you have an Emergency Plan?
- Do you have a process of capturing and responding to customer feedback? Who will be managing this task, you or do you have someone available?
- Are you on Trip Advisor? Do you respond to Trip Advisor reviews? Will you be in charge or will this be someone else's responsibility?

