SESSION 2

Product Design & Tourism Value Chains
Designing An AgriTourism Experience

Marita Manley | Pacific Agribusiness Research in Development Initiative
Intro: Designing An AgriTourism Experience
Intro: Designing An AgriTourism Experience

- Where agriculture and tourism meet!

Key elements of an agritourism experience

- Farm - information and participation in food production and processing to better understand farm systems and culture
- Farmers - getting a glimpse into agricultural life through farm stories
- Nature - animals, plants and the environment
- Sharing and talanoa!

An activity, enterprise or business that combines primary elements and characteristics of agriculture and tourism and provides an experience for visitors that stimulates economic activity and impacts both farm and community income.
Intro: Designing An AgriTourism Experience
Intro: Designing An AgriTourism Experience

- New product development = transformation of a market opportunity into a product available for sale

- The market opportunity depends on who you are targeting as your market
Intro: Designing An AgriTourism Experience

Defining and understanding your target market critical

See the experience from their perspective

Things that are normal for you can be extraordinary for visitors

‘I had no idea that’s how a pineapple grew!’
Group Work

Product development: Defining key elements of an agritourism product

- Hypothetical scenario
- Worksheets with guiding questions
- Audience / target visitors
- Offering / agritourism experience
- Potential challenges / barriers
- 8 groups
Group Work

Product development: Defining key elements of an agritourism product

- Who will come to experience the product?
- What are some key requirements that matter to them?
- What experience will guests have?
- What will they see, learn, feel?
- What unique experiences will they get?
- What challenges and barriers do you anticipate?
Understanding The Tourism Value Chain & Where Your Business Fits

Lavinia Kaumaitotoya | Pacific Farmer Organisations
Understanding The Tourism Value Chain & Where Your Business Fits

Simplified example... Teitei Tokatoka

Veilomani Maramas

Teitei Tokatoka

ISLAND DREAMS
# Understanding The Tourism Value Chain & Where Your Business Fits

Simplified example… Teitei Tokatoka (and yes this add to more than 100%!)  

FJD 200 / day - FJD 60 / FJD 80 / FJD 40 / FJD 20

<table>
<thead>
<tr>
<th>Farmers / communities (30%) - Veilomani Maramas</th>
<th>Operator (40%) - Teitei Tokatoka</th>
<th>Inbound operator (20-30%) - Hibiscus Tours</th>
<th>(Online) Travel agent (10-20%) - Island Dreams</th>
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| Guests are hosted by a women’s group in the community in homestays, they harvest their own food and learn about cooking traditional recipes | Tour operator is responsible for product development and support, training, insurance, marketing, booking system, transport, logistics. These could also be outsourced to other providers. | Inbound operator is responsible for marketing to their client base, connecting agents with smaller operators, packaging smaller products into longer itineraries. Uses contracts to develop database of offerings to their client. | Wholesale and / or retail  
Connects end-user to the destination and activities online or via traditional means (shops, brochures, travel advisors) |
Veilomani
Maramas

10-20%

20%-30%

30%

40%

Teitei
Tokatoka
Understanding The Tourism Value Chain & Where Your Business Fits
Group Work

Understanding tourism value chains and where your business fits in

List the relevant actors in the tourism value chain for your experience.

Think about...

- What are some of your main costs?
- Which actor adds value to the experience at each step?
- Actors might include: farmers and farm operators, community members, guides, transport providers, tour operators, inbound tour operators, overseas travel agents