

TOURISM SECTOR INVESTMENT

FINAL REPORT

Simon Milne
Tourismworx Ltd & NZTRI

20 November 2006

Prepared for the South Pacific Tourism Organisation

Funded by:
Pacific Regional Economic Integration Programme (PACREIP).
REIP 5.5

TABLE OF CONTENTS

Context.....	2
National Workshops.....	3
Regional Workshop.....	4
The South Pacific Tourism Investment Marketplace (SPTIM).....	5
A Way Forward.....	8
Appendix One.....	9
Appendix Two.....	17
Appendix Three.....	22

CONTEXT

There is a critical need to enhance capacity within Pacific ACP countries in areas related to tourism investment. Such capacity building can enable the identification and evaluation of investment opportunities in the tourism sector, increase inward investment and create income and employment in the region.

The activity discussed in this report focused on implementing a coordinated program to assist Pacific ACP countries identify and quantify their investment opportunities, categorize and profile these opportunities and then present and market these opportunities through the SPTO website and SPTO and country IPA databases. The work is funded under the Pacific Regional Economic Integration Programme (PACREIP- Project No. 9 ACP RPA-006)

The terms of reference required the consultant to:

- 1. Provide technical training and skills enhancement to key agency staff (officers of IPAs and NTOs) in 3 Pacific island countries (Tonga, Samoa, Vanuatu), to improve their skills and effectiveness in identifying, evaluating, presenting and marketing tourism investment opportunities.**
- 2. Convene a regional workshop to strengthen the coordination of regional investment activities already underway as a result of country consultations by the consultant.**
- 3. Establish a tourism investment database. The database will need to store information on development sites, existing operations seeking joint venture partners for expansions and other tourism sector business opportunities available for investment in all Pacific ACP countries.**

This report reviews the outcomes related to each of these three areas. Given the nature of the work the bulk of the report is made up of Appendices which provide specific details on the outcomes. The body of the report summarises the approaches taken, provides details on the database (South Pacific Tourism Investment Marketplace) and presents some thoughts on how the database can be sustained in the future.

NATIONAL WORKSHOPS

Three national training workshops were held, one each in Vanuatu (27 Sept.), Samoa (4 Oct.) and Tonga (27 Oct.). The workshops were well attended and were enthusiastically received. Full details on the dates and attendees are provided in Appendix 1, comments on the seminars are also provided.

A review of the comments reveals strong positive sentiment about the workshops themselves, a desire for further capacity building in this area and a desire to engage as wide a range of stakeholder groups as possible in tourism investment discussions.

The material covered in each workshop was built around a standard core that contained the following dimensions:

- Review of global tourism investment trends and tools
- Past initiatives to develop tourism investment in the region
- On-line resources that can assist in the building of capacity
- A review of on-line resources for the region and nations
- A review of the SPTIM and opportunities for feedback

In addition to outlining trends in tourism investment and exploring resources that are available to develop skills and knowledge in the investment arena, attendees were given the opportunity to give feedback on the content and design of the SPTIM site and to suggest effective ways to raise awareness of the site.

Local context and issues were incorporated throughout each workshop. The material presented can be viewed at www.tri.org.nz and copies have also been deposited with the SPTO so that it can upload them to www.spto.org when/if desired.

The workshops were attended by a mix of stakeholders and it has been pleasing to note that in several cases the participants have contacted the consultant at a later date to seek further information on the ideas that were discussed.

REGIONAL WORKSHOP

A one day regional workshop was held in Nadi on October 30. The workshop attendees were invited from around the region. Several of those attending had been present at the earlier national investment workshops. Full details on the dates and attendees of the workshops are provided in the Appendix 2. Comments on the seminars are also provided.

A review of the comments reveals that attendees valued the workshop and felt that the SPTIM has strong potential to assist in the process of developing tourism investment in the region. It is clear, however, that several attendees would have liked to have an extra day to learn more about the new web-resource. Several questions on the SPTIM have been fielded by the consultant since the meeting and records show that the development site has been used and tested by a number of the attendees since the workshop was completed.

The material covered in each workshop had some minor overlap with the national workshops - however most of the focus during the day was on gaining hands on experience with the South pacific Tourism Investment Marketplace. The material presented in the workshop can be viewed at www.tri.org.nz. Copies have also been deposited with the SPTO so that it can upload them to www.spto.org when/if desired.

Attendees were also given the opportunity to give feedback on the content and design of the site, and to suggest effective ways to spread knowledge of the site. The feedback was particularly helpful and has since been incorporated into the development process. It was pleasing to see that several of those attending are interested in becoming national administrators for the site (for more detail on this role see the next section of the report).

The attendees are part of a 'test group' who have been asked to provide ongoing feedback on the site and to review changes made since the regional workshop. This 'virtual community' of experts and industry stakeholders will continue to be a resource for the SPTIM as it develops over time.

INVESTMENT DATABASE

The development of the South Pacific Tourism Investment Marketplace (SPTIM) took place in 3 phases. The first involved a review of existing databases, the second involved creating simple mock-ups for testing in the national workshops and the third involved creating a live site for the regional workshop and then finalizing the site following feedback. Full details and images from the site are provided in Appendix 3.

Review of Investment Databases

The following work was undertaken:

- Review of relevant web-based and on-line library resources to find benchmark examples of effective online investment development/training tools - the focus was global but particular attention was paid to the Pacific and Caribbean
- Review of relevant materials collected by the consultant during past investment related projects - particularly the Profit Pacific project
- Review of relevant web-based resources, including institutional offerings.

The review revealed the following key themes:

- On-line investment databases are increasingly common
- On-line investment databases tend to cater to larger investment opportunities and investors
- Most on-line investment databases are out-of-date
- Few on-line investment databases are linked to each other

The decision was therefore taken, following consultation with the SPTO, to design a site that would cater to both large and small investment opportunities in the region. At the same time the database created must be easily updatable, free to use, and offer users the chance to input content directly.

Development of 'SPTO Investment Marketplace'

Initial development of the website 'look' and architecture was done by taking best practice examples from elsewhere around the world. Basic content development was also undertaken to provide sufficient material for presentation and feedback in the national workshops.

The mock-up site was presented at an early stage to SPTO staff and was also tested with the Investment Officer (Jennifer Findlay) at the Pacific Island Trade and Investment Commission along with investment officers from Vanuatu, Samoa, Tonga and New Caledonia plus two private sector

entrepreneurs from Tonga. The early reception of the concept and look of the site was positive and development continued.

The South Pacific Tourism Investment Marketplace (SPTIM) utilises a number of open source web technologies. The site is developed in PHP and connects to a MySQL database. Data driven elements of the site can be updated easily via the database or a Content Management System (CMS). The software is hosted on a Linux based web server housed at AUT University in Auckland, New Zealand. The SPTIM is designed to link to, or be incorporated within, the SPTO site depending on the preferred option.

The overall backend design of the SPTIM is created in a relational database that allows storage of all the investment and country information in a way that enables them to be related to each other. The database has been designed from scratch and custom fit to this particular application. It is separated into different data areas and stored online. There are areas for a range of features (see Appendix 3 for more detail), including:

- Investments - which houses all relevant information (name, return on investment, investment categories the investment falls into etc.)
- entrepreneurs - where their overview is stored along with the username and password for the website
- countries and country areas - where all the statistics, introductions and additional data is stored and many other areas for the general running of the website.
- investors - where basic information and profiles can be presented along with investment 'wish-lists'

All of these can be linked together to provide even more flexibility. For instance, an entrepreneur can be linked to all the investments they have added to the site, and an investment can be linked to the country/island they are based in.

The content for each page is also stored in the database. This includes the content for countries, areas and all the investments. Any of the content can be modified by an administrator (or entrepreneur in the case of an investment) remotely without the need to know any HTML or any other web-based development language. Uploading images for investments is also done in the simplest way possible: by letting the user select the image from a file on their desktop or other folder and then adding a basic title for their image. The image is then uploaded into the system immediately. Entrepreneurs seeking investment and investors looking to invest are able to create their own personal profiles on the site to enable better understanding of the various parties involved.

The SPTIM system is quite flexible. It allows the administrators to have complete control over the content that is being shown on the website. For instance, the administrator for a particular country like Niue has access to all the investments that are based in Niue. The administrator can modify

the investment if they deem it necessary, alter the images for the investment, and can also lock and unlock the investments (hide or show it on the website). This is important as all new investments are locked by default until an administrator reviews them and unlocks them. That way content is screened before being shown to the public, which is vital on websites like the SPTIM.

Security is important for a website like this where potentially sensitive data could be stored. The SPTIM website uses a basic login system to keep a user's information safe. The user selects this password when they register and they can change it at any point. To ensure the user is using a valid e-mail address (which administrators may need to enable contact with the user), the system automatically generates an e-mail to the user's e-mail address with a link that will need to be clicked on to activate the user's account. This is also common practice for most websites that require the user to register. The user will only have editorial access to the investments they have created. That is to say they will not have editorial access to other people's investments on the website. Administrators will, on the other hand, have access to all investments in the country under their jurisdiction.

To explain further, each country may have one or more administrators (usually someone from the country's tourism office or investment office) to do two things. Firstly, the administrator will manage the content for the country. This includes data like statistics for the country, managing the text for each of the areas in the country and the country itself, updating laws, regulations and legislations pertaining to investments in the country and other information that will be useful for people interested in investing there. Second, the administrator will have to manage the new investments being added to their areas and country. They will have to review the investments and images before unlocking them if necessary. In many cases investment information will be added directly by the entrepreneur and the role of the administrator will simply be one of quality control, in other cases the administrator may work closely with an entrepreneur to develop their information.

Administrators can manage more than one country (this means maybe a representative of SPTO or NZTRI can manage a couple of countries if no local administrators can be found right away), and if an administrator manages a country, in their list of investments will be all the investments for that country regardless of the owner. More instructions about investments can be found in Appendix 3.

Each page uses a master template system that allows overall changes to the site's look and feel to be reflected in all pages with one change. This means alterations to the SPTIM pages can be done immediately (usually by the developers) and will be reflected to all the pages on the website - making it simple for the look of the site to be changed if/when required by the SPTO.

A WAY FORWARD

An investment database is only as good as the content it presents. The challenge for SPTIM will be to generate content and create a sustainable platform for investment related information exchange. The national and regional workshops have raised awareness of the potential for an easily updatable tourism investment database to raise the profile of Pacific Island tourism investment opportunities. The capacity building focus of the work has also raised awareness of the broader array of resources that exist to support and guide investment development activity in the region.

The challenge now is to build on this initial awareness of the SPTIM and to push ahead with the appointment of national administrators. It will also be important for the SPTO to at least one of its staff have a good knowledge of the site and its workings. The consultant recommends the following steps to implementing a sustainable database:

1. Provide coverage of the SPTIM at the Profit 2 tourism investment meeting in Vanuatu.
2. SPTO to contact attendees to the regional workshop and officially invite them to become administrators of the site (most expressed an interest at the workshop). If an individual does not wish to participate as an administrator then they should be asked to nominate someone else.
3. SPTO generates some media coverage for the site.
4. SPTO and administrators works with PITIC and Profit to ensure that relevant existing investment materials in other databases are added to SPTIM and that links between web resources are strengthened.
5. If future budget allows it would be useful to follow up the regional workshop with in-country training visits to present the SPTIM directly to the tourism industry and other key stakeholders

Decisions on the design and future location/management of the site will need to be taken by the SPTO in the future - in the interim NZTRI/AUT will continue to host the site and maintain it through its initial development phase.

APPENDIX ONE

NATIONAL TOURISM INVESTMENT WORKSHOPS

VANUATU

SPTO TOURISM/INVESTMENT WORKSHOP 27TH WEDNESDAY SEPTEMBER 2006

Club Vanuatu Board Room

ATTENDEES

NAMES	ORGANISATION	CONTACT DETAILS
Ms Emily Niras	Tafea Regional Tourism Office	Niras2005@vanuatu.com.au NTDO Ph - 68604
Brenda Andre	Information Officer Vanuatu National Tourism Office	Ph - 22813 info@tourism.vu
Reginald Gerian	Senior Research Officer Vanuatu IPA	Ph - 24096 rtabigerian@vanuatu.gov.vu
Lolleth Benjimon	Certification officer, Vanuatu IPA	Ph:24096 lbenjiman@vanuatu.gov.vu
Willie Toama	Accreditation officer, Vanuatu Tourism Office	Ph - 22575 ACCREDITATION@tourism.vu
Reginald Tarilaka	Tourism Officer, Torba Province	Ph - 26020 assuaegar@vanuatu.gov.vu
Smith Tebu	Regional Certification officer, Vanuatu IPA	Ph - 24096 stebu@vanuatu.gov.vu
Jacqueline Calo	Admin officer, Vanuatu Tourism Office	Ph - 22515 accounts@tourism.vu
Willie Sacksack	Investment officer Vanuatu, IPA	Ph - 24096 investment@vanuatu.com.vu
Hannah Taleo	Touris Coordinator Shefa Provincial	Ph - 22752 Nana81aqua@yahoo.com

NAMES	ORGANISATION	CONTACT DETAILS
	Council	
Janet Tapau	Vanuatu Tourism Office	Ph - 26020 janet@vanuatu.gov.vu
Adela Issachar	Community Development officer National Tourism Office	Ph - 26020 assacgar@vanuatu.gov.vu
John Mahit	Vanuatu IPA	Ph - 24096 jamahit@vanuatu.gov.vu
Lesley Mera	VTO	Ph - 26020 jandre@vanuatu.gov.vu
John Ware	Tourism Officer, Sanna province, NTDO	Ph - 37719 Jeware@vanuatu.gov.vu
Janet Ngewele	Vanuatu Tourism Office	Ph - 22515 admin@tourism.vu
Linda Kalpoi	Vanuatu Tourism Office	Ph - 22515 gmanager@tourism.vu
Helen Po'uliva'ati	SPTO	Ph (679) 330-4177 hpouливаати@spto.org

**SUMMARY OF COMMENTS FROM PARTICIPANTS - INVESTMENT WORKSHOP,
VANUATU - 27/09/06**

COMMENTS
<p>Very informative and excellent workshop Provide training especially website to rural areas in each islands & provinces Provide guideline on funding small projects and businesses especially EU funding & others</p>
<p>Very valuable to this sector (tourism) especially for the Tafea Province who are really struggling to bring in tourists from outside but have very limited marketing opportunities as well as - lots are interested in foreign investors to invest in this region towards Tafea tourism development but again do not have the means to and the know how. So I've found this workshop valuable! Thank you!</p>
<p>Well presented workshop, especially the information about investment websites. However it seems like Investment offices needs to update Vanuatu Investment website</p>
<p>An eye opening workshop which took in more participants from VTO and other provinces and VIPA unlike times when they are held in one country per year. It has helped us to understand our position in terms of tourism investment and investment generally within the Pacific and what can be done to improve. Certainly we know where to learn from other countries and what can be done to improve such as making use of IT and information sharing. SPTO helping to promote Pacific Island countries Tourism Investment & investment opportunities in general would help promote business that are not able to feature overseas in any websites</p>
<p>I have recently joined the Tourism office in March 2006. This is an eye opener for me. I have witness small operators closing down due to financial issues but having been to this workshop, I see an opportunity to achieve better information and greener pastures for business or investment. Also the workshops help Vanuatu as a whole on how to attract more investors and help with the development of our country The website is a really good idea to help promote more investment in Vanuatu</p>
<p>This workshop has a lot of helpful and important guidelines and hints to offer but with this limited time frame. I think we need to or the NTO need to provide more trainings using the slides and samples and guidelines Simon has given</p>
<p>It is very interesting and appropriate for Vanuatu IPA. A great value!</p>
<p>Vanuatu should pursue the concept from this workshop as it will greatly benefit the country in terms of investment opportunities. Technology needs to be updated in this area, however there may be factors contributing to the slow down of this concept, more or less it would be very beneficial on the whole</p> <p>IT was a very useful workshop. It will and has brought concerns in creating websites that are too detailed and better content for attracting future investors.</p> <p>Especially for the SME it will link and give out opportunities to the consumers themselves</p>
<p>I find this workshop very interesting. I think this kind of workshop will benefit Vanuatu a lot.</p>
<p>Very interesting, learnt a log of new information concerning online toolkits to enhance capacity building for SMEs that would be useful to upgrade our local tourism</p>

COMMENTS
operators to make their business more appealing to investors. Appreciate very much the presenter's method of presentation, it was clear & concise. I look forward to Friday's workshop on Tourism Strategic planning
I'm sure it will help us in my present jobs, especially product profiling (on the internet)
I would like to thank SPTO & MR Simon for organizing this workshop. It really helps me to learn more about Investment and tourism in Vanuatu.
Vanuatu tourism office is only marketing Vanuatu as a tourist destination but now we learn a lot in investment
Workshop was very helpful. Hoping to learn more from SPTO on Friday
The workshop has enabled me to learn more about websites and how they are made. I would suggest we participants get an on-the-job training sometimes in the near future
Very interesting but need more time to put inputs and also the policy of our foreign investment need amendment. Please I need more information
The workshop is very helpful and interesting especially in the investment website that we've been through. We will be working together with SPTO to update it.
Great case studies and examples used for application in Vanuatu. The market place concept is very appropriate for the islands in particular - meeting the needs & demands of SMEs especially. The content was interesting and applicable to Vanuatu. The information about the resources available was of great value to the participants. Thanks Simon - job well done.

SAMOA

SPTO Tourism Investment Database Workshop Hotel Millenia Apia 4th October 2006

Name	Occupation	Employer
Ierome Paletasala	Principal Planning Officer	Samoan Tourism Authority
Christina Leala	Senior Tourism Planning Officer	Samoan Tourism Authority
Tauasili Anesi	Administration IT Officer	Samoa Hotels Association
Faauga Mulitalo	ACEO-Corporate Services	Ministry of Women, Community & Social Development
Taffy Banse	IT & Information Officer	Small Business Enterprise Centre
Sealisuralvetoa Melepone Isara	Manager Planning & Development Division	Samoan Tourism Authority
Shinn Ete	HRD Manager	Samoa Tourism Authority (STA)
Peter Liivter	Student Free University of Bolzano Degree Course Tourism Management	Samoa Tourism Authority (STA)
Terozita K Uitime	Foreign Investment Registrar	Ministry of Commerce, Industry & Labour
Pelenato Fonoti	Manager Research & Development	Development Bank of Samoa
Sili Apelu	Co-owner	Taufua Beach Fales Lalomaru
Aomalo Leuelu Setu	Telecommunication Policy	Ministry of Communication & IT

Comments On The Samoa Workshop
The workshop is very useful to planners/policy workers to build up policies that are capable for the development of the tourism industry and for the planners to create resource plans for the project in tourism development not only to benefit the community but also the country as a whole.
The idea of having Dr Simon Milne talk about investment incentives and opportunities is one of those great opportunities whereby people in the industry should be well aware of the comment to this is that please make sure to give out invitations of these sorts of seminars well in advance so that all the smaller operators can have time to prepare for these seminars.
There is a lot of important materials and information to be shared amongst the local business operators. It is sad though that not many small business operators such as beach resort owners attended the workshop. Hopefully in the future the selection of the participants will consider the small/medium business operators so they can get better understanding of current developments in the Tourism Industry.
Invite small business operators. Important to build a network with fresh investors to expand their ventures.
Very proactive and looking forward to putting what was discussed in the workshop into action.
It has been an eye opening one for me. Knowing some websites that exist that assist in tourism development in Samoa was of great benefit. Also learning to know the problems & difficulties of PROINVEST one. Also learning to know that there is now an opportunity for operations (smaller ones) to have direct contact with investors. Good to see you Simon hope to see you again in the near future.
Very interesting workshop, especially for me as a student from Europe. I think the toolkit is gonna work as soon as the IT technology has been spread out to all the Pacific Islands providing them easy access to the web. If you don't mind I'll keep in touch with you as I think that some of the contents could be of an important role for the continuation of my studies.
If you could extend an invitation to attend the Regional Workshop in the future as website development is one of our priority projects on the pipeline. It would be a great opportunity to expose and practically involve in maintaining our website as well as enhancing investment promotion agencies skills & knowledge in our field of work. This workshop gave an insight to me on general process & guidelines in promoting investment online.
Excellent context, however may be a little bit of distraction of mobile phones in the morning thus may be the organisers should alert future participants of training sessions to take precautions of this.
Good opportunity to learn about tourism investment and how it will benefit Samoa's tourism industry. The attendance from investors & business community was really poor (responsibility of STA).

TONGA

ATTENDEES AND COMMENTS ON TONGA INVESTMENT WORKSHOP OCTOBER 27 NUKUALOFA

Name	Occupation	Employer	Email
Falati Papani	Tourist officer	MOT	falatipapani@tvb.gov.to
Leta Havea-Kami	Deputy MD	TDB	lkami@tdb.to
Letisia Afi	Senior Res. Officer	MLCI	letisiaa@mlci.gov.to
Sami Finseth	SRO	MLCI	samif@mlci.gov.to
Apai Moala	Senior Geologist	MLSNRE	apai@lands.gov.to
Seli Taufa	GIS Officer	MLSNRE	seli@lands.gov.to
Puluno Toke	Officer in Charge	MoT	puluno@hotmail.com
Lupeolo Fisiikaile	Planning		
Sefisi M Tupou	Reg. manager	Westpac	stupou@westpac.com.au
Bella Pennington	Development Officer	MoF	ipennington@finance.gov.to
Ana Tuionuku	Principal Economist	MoF	atuionuku@finance.gov.to
Papiloa Foliaki	President	TTA	papiloa@kalianet.to
Sione Moala	Deputy Director	TVB	
Junaki Jaulays(??)	Information officer	TNC	
??? Fifita		TNC	
<i>2 further attendees did not provide names one Peace Corp with MoF, the other AUSAID Youth ambassador</i>			

Comments on the Tonga Workshop
Very useful, clear presentation, very good discussion
Very easy to understand some of the problems that we should solve in order to attract investors
Very important and useful to us all in Tonga
The workshop is very important for me to have a good knowledge on how to develop our tourist industry in Tonga
Comparisons with other countries v. useful, I know that Tonga needs more assistance on these tourist issues if we are to compete with others
Valuable info, useful view - global, regional and Tonga
We will pass the info to relevant groups, esp. tourism industry members
I won't be surprised to see Simon back in Tonga on a similar mission in the future - well done Simon!
I think you helped open people's eyes to the real issues at hand. Sometimes it takes an outsiders perspective. There are a lot of great resources out there - thank you for sharing them with us.
Very informative, esp. on issues relating to tourism and website resources
Gained a lot of good ideas how to get information on investment websites and what to do with it - e.g. give feedback etc
Gained a better understanding of some of the impediments (i.e. outdated websites and poor coordination between ministries) to foreign investment
Need for national strategy to aim at tourism yield and enhancing visitor experience. This is v. relevant to banks (TDB) to keep in mind when finding and supporting tourism projects
Personally the workshop has been very useful in helping me to understand the tourism sector needs better. Also I'll take it back to TDB to share with lending staff and customers
Building links with overseas Tongan communities through direct marketing through the TDB website - links with Tonga-Now, PITIC etc and building local capacity too.
The workshop was very important and Simon is the most appropriate and right person that Tonga should deal with in the area of tourism investment
Excellent workshop - easy to follow and lots of good info.
Good one! Well done Simon!
Really useful - could benefit from an extra day to talk about some things in more detail - I wish we had been able to cover strategy development as well...

APPENDIX TWO

REGIONAL TOURISM INVESTMENT WORKSHOP

Nadi 30 October

Attendees

1	VIVIANI	Dylan	Niue
2	SIONEHOLO	Frank	Niue
3	AGUS	Jerry	PNG
4	DRUMA	Cybelle	PNG
5	AVIO	Robert	Vanuatu
6	LENEUOTI	Lono	Tuvalu
7	RONETI	Tiroa	Kiribati
8	TEANNAKI	Tarataake	Kiribati
9	SAKSAK	Willie	Vanuatu
10	PAPANI	Falati	Tonga
11	FUSIMALOHI	Vika	Tonga
12	TOKURU	Michael	Solomons
13	LEAVAI	Lauao	Samoa
14	ULTIME	Terosita	Samoa
15	TEATU	Limasene	Tuvalu
16	Pisaina	Leilua Leisam	Fiji
17	Helen	Po'uliva'ati	Fiji
18	Sai	Too Go	Fiji
19	Daveina	Rigamoto	Fiji
20	Simon	Milne	NZ
21	Daniel	Kennedy	NZ

Comments on the Regional Workshop

Overall. Did the workshop meet your expectations? Yes <input type="checkbox"/> NO
Yes. Insight on tourism investment development in the region
Yes. Met objectives of raising my understanding.
Yes. Essential tool and concept for tourism development.
Yes. Knowledge and skills for targeting investment in tourism.
Yes. Clear, understandable and worth in terms of any issue relating to tourism investments.
Yes. Provide new techniques for development of our promotion site with varieties of Information.
No. Had no real expectations.
Yes. It's proven me a lot of indicative ideas and experience in the utilization of the internet access.
Yes. Have basic knowledge on the use and possible benefits of the toolkit.
Yes. The objective is good but just need time to acquaint to the process of doing it.
Yes. First hand experience on website development as expected was offered in this
Workshop especially the toolkit phenomena.
Yes. This is a very concept and needs to be promoted in a bigger way.
Yes. Collection of websites targets groups in investment opportunities in tourism.
Yes. Enable me to provide information for the new online website for tourism investment, more changes, update before it gets online. Provide understanding on tourism investment in the Pacific.
Yes. Built my awareness of the "marketplace".
2. What did you find that was particularly informative and / or useful?
Everything
New online website that could provide entrepreneurs and investors to meet and spare information they would like for investments in country and investors access to information.
Hit new website for SPTO countries < http://nztri.govt.nz/pacificinvestment . Rather than attending meetings like Proinvest this is the first stepping-stone to negotiate.
Ways and opportunities of investment and how to address and implement or put into practice when get back home. All key issues discussed.
Formulating investment / entrepreneur profile on the net.
How to fill up the entrepreneur registration form updating info on site and understanding.
The objectives of the website. Much needed.
All information were very useful especially 'useful link
Everything that was conducted and implemented during the workshop
Examples and experience on tourism investment in other countries.

On hand component. Bringing the entrepreneurs and investor together.
About the South Pacific Tourism investment market place website.
The introduction of South Pacific Tourism Investment Market.
3. Do you have any suggestions for improvement?
The toolkit is user friendly and addresses the challenges we faced today with tourism development.
Simon's presentations.
The way of using information technology.
Should be a follow-up workshop to review the program on individual countries performance on management on this website.
How other useful websites provide crucial links to access information in terms of investment for our local industries benefit.
How to use the website.
4. Were there any issues or problems faced during the workshop that could be improved on for the future?
2 days for training could be adequate. Also information on above website should have completed for participants to look through and raise some questions they find.
Needs extra ½ day or so for some hands on experience.
Can I suggest having a follow-up workshop of this kind again next year so we can work on experience and knowledge gained today back home and provide an update for next years regional workshop.
Promote the website on this investment toolkit more widely nationally and regionally.
Organize more training workshops and the toolkit / website is operational. Do more on practical part very more effective.
More practical and less theory sessions should be run with computers from start to end.
Should be a follow-up workshop to review the program on individual countries performance on management about this website.
Consultations should continue on in supporting information for island countries in regards to investment.
More hands on stuff less theory.
Not yet - not fully operational yet the concept is very good.
Good
5. How are you planning to implement the outcomes of this workshop?
Push on idea / concept of South Pacific Tourism Investment Market to work mates and try to maximize awareness of South Pacific Tourism Investment Market.
Sharing it with work colleagues and pals.
Build awareness on benefits => one to one consultation.
Will implement what is relevant to us immediately.
I'm going to work out together the outcome with other agencies that relates to investment.
Include information from this workshop to enhance the quality of our existing website. Also collaboration with Ministry of Tourism in design / managing this website.
Will arrange for projects to be registered online and create domestic

awareness through industry on website.
To pass on knowledge gained onto my colleagues at home. Own self experience.
Tapping donors funding for national workshop with NZTRI expertise assistance.
Have a workshop back home inviting SMES a local business people who needs first hand introduction on website development to work with us in putting all factual information for implementation.
It will be implemented as soon as possible. What a great concept.
Conduct briefing sessions / seminars about the website and outcomes.
Share with other colleagues especially investment department to enable them the update on it.
Create awareness at home] entrepreneurs, government officials and agencies that are involved in tourism investment.
6. What are your expectations from South Pacific Tourism Organisation regarding follow-up activity from this workshop?
Facilitate and provide support where possible awareness with investors, assistance to National Tourism Offices to be able to maximize the potential for country entrepreneurs.
Provide assistance if required when conducting national workshops for the local community especially entrepreneurs.
The South Pacific Tourism Organisation should assist National Tourism Offices conduct briefings / sessions on the outcomes.
South Pacific Tourism Organisation must fully support this concept because it's a great market place for investors to meet project improvements better than Proinvest.
Call another workshop in the next few months probably beginning of next year and for every participants to present issues / successful stories of any changes in their investment sectors since the implementation of website development and run another refresh workshop looking at ways to sustain and update information in your country's website.
Follow-up assistance on this.
More training.
To keep up with regular updates of South Pacific Tourism Organisation activities learn from and make good use in my workforce, share information and knowledge and create better relationship contacts with my fellow participants.
I would like to see South Pacific Tourism Organisation undertaking a marketing campaign in primary markets apart from our own efforts to promote the website.
Maybe the consultant can check on individual country of the progress. A regional workshop to follow-up the progress.
The South Pacific Tourism Organisation should send participants everything that they have followed up from the workshop.
Must have a follow on workshop to evaluate progress and find best way forward for Everyone.
Attendance to future workshop should be based on progress reports and assessments.
To ensure feedbacks on improvement of consultation of website and follow-

up on completion.
Maximise awareness of South Pacific Tourism Investment Market.
7. Overall, how satisfied are you with our approach to the workshop and training.
It was great, good introduction and build up to South Pacific Tourism Investment Market.
Overall, good.
Very professional
Very satisfied
Very satisfied and need continuation of this type of investment workshop as it starts to be an important sector in tourism development.
Excellent, covers a lot in one day, simple to follow.
Satisfied.
Very much thanks
Fairly satisfied but it could have been better.
So far so good just not effective.
Satisfied
Excellent
Very satisfied
Overall good as we have learned how to input / edit the new online website for tourism investment.
Very extremely
Any other comments?
Thanks South Pacific Tourism Organisation for conducting the workshop and for funding this make the function of workshop possible.
More awareness on the concept needed. More links to these website encouraged.
For South Pacific Tourism Organisation to extend next invitation to both National Tourism Offices and Investment Promotion Agencies especially to target officers who are directly involved with foreign direct investments to participate in any workshop on investment and tourism.
Vinaka Simon and Daniel.
Participants of the workshop should be given the opportunities to participate at the Vanuatu workshops on 29 Nov - 1 st Dec.2006 so that they can continue on learning skills towards investment especially the relationship of entrepreneurs and investors.
Workshop should cover for transit cost of participants like us who only have one flight a week then build in some attachment work for participants to do something useful while on transit to go home. Thanks.
The venue is convenient. All Fiji workshops should be based in Nadi.
Good work
Look forward to more updates on the development of South Pacific Tourism Investment Market 9 the final live site)

APPENDIX THREE

THE SOUTH PACIFIC TOURISM INVESTMENT MARKETPLACE - AN OVERVIEW

Where do I go?

<http://nztri.aut.ac.nz/pacificinvestment/pages/index.php>

The following domain names have also been registered for sue once the site is live:

www.sptim.org

www.pacificinvest.org

What do I find there?

This online marketplace for tourism in the South Pacific has been designed as a 'place' for investors to search for investment products and for entrepreneurs to present investment opportunities. There are resources for investors (useful links and country profiles for example) and to assist entrepreneurs (especially small and medium-sized enterprise owners) to present a well considered investment opportunity (e.g. 'how to' guides for the preparation of business plans).

The site contains the following key dimensions:

- Resources
- Countries and Areas
- Registering as an investor
- Registering as an entrepreneur
 - Adding your investment
 - Changing your profile
- The Administrator
 - Managing the investments

What are Resources?

Resources are designed for the purpose of

- Helping investors and entrepreneurs to find information about investments and investing in the South Pacific
- They are separated by country to provide more specialised information to investors

- they also include laws and regulations for the country concerned and links to relevant resources. These resources and relevant materials can be added by the administrators for each country.



Countries and Areas:

The site is designed in such way that each country and area/island has:

- An overview
- Resources
- Laws and regulations
- Statistics
- Map

These resources and relevant materials can be added/updated by the administrators for each country.



If you click on the islands listed under the country you are taken to the specific area page and this gives you the information on recent investment opportunities and further contextual information.



Entrepreneur Registration

The Entrepreneur Registration section contains the following functionality

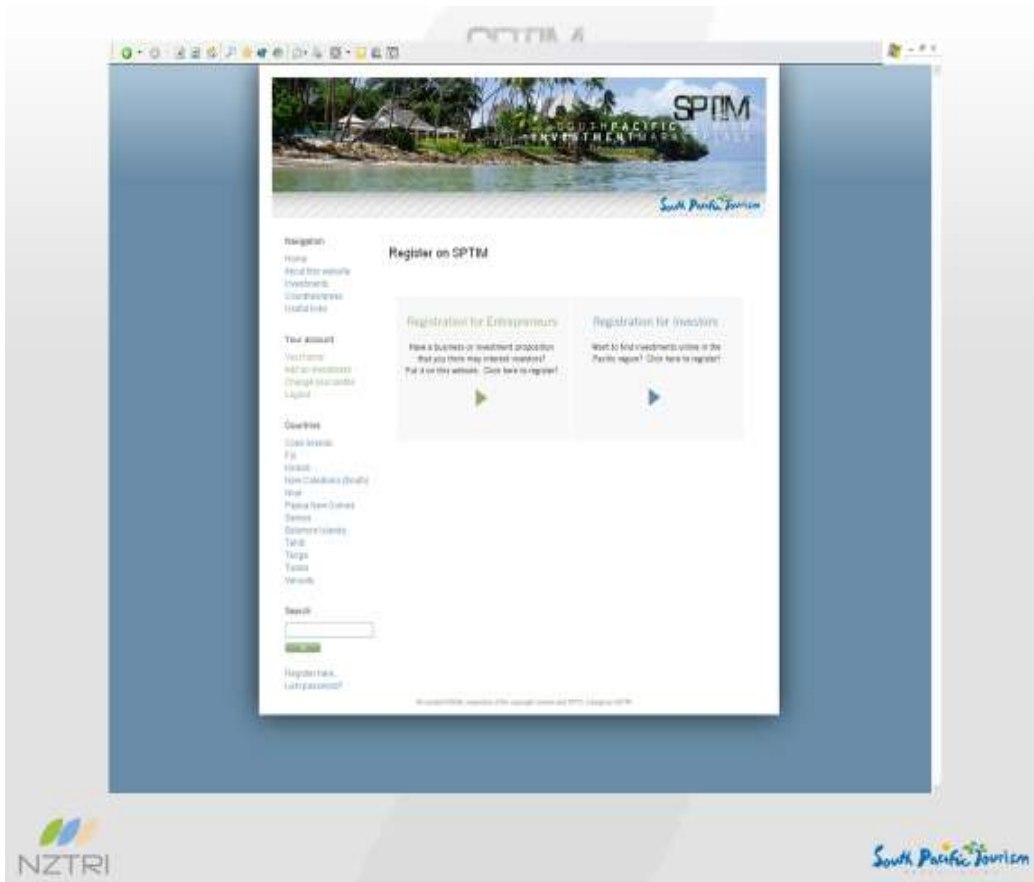
- Register
- Add investments
- Manage investments
 - Add photographs
 - Detailed information for each investment

You can go to register page by clicking

<http://nztri.aut.ac.nz/pacificinvestment/pages/register.php>

(or)

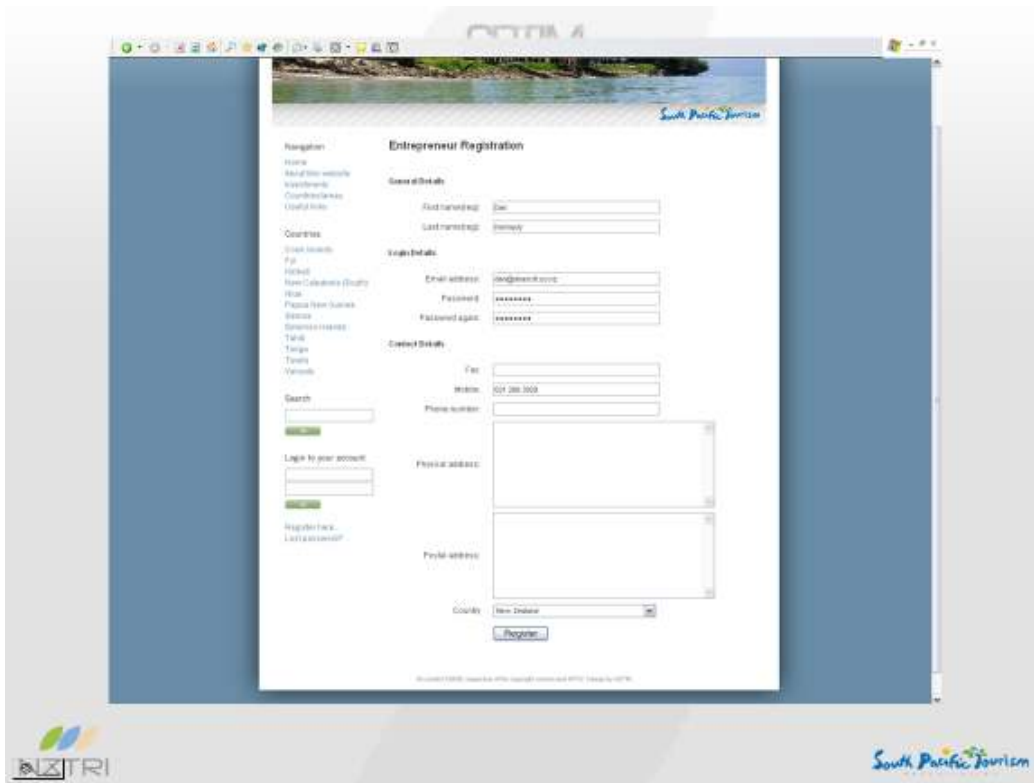
Clicking on Register Here at the left hand bottom corner.



Once you reach the register page Click on



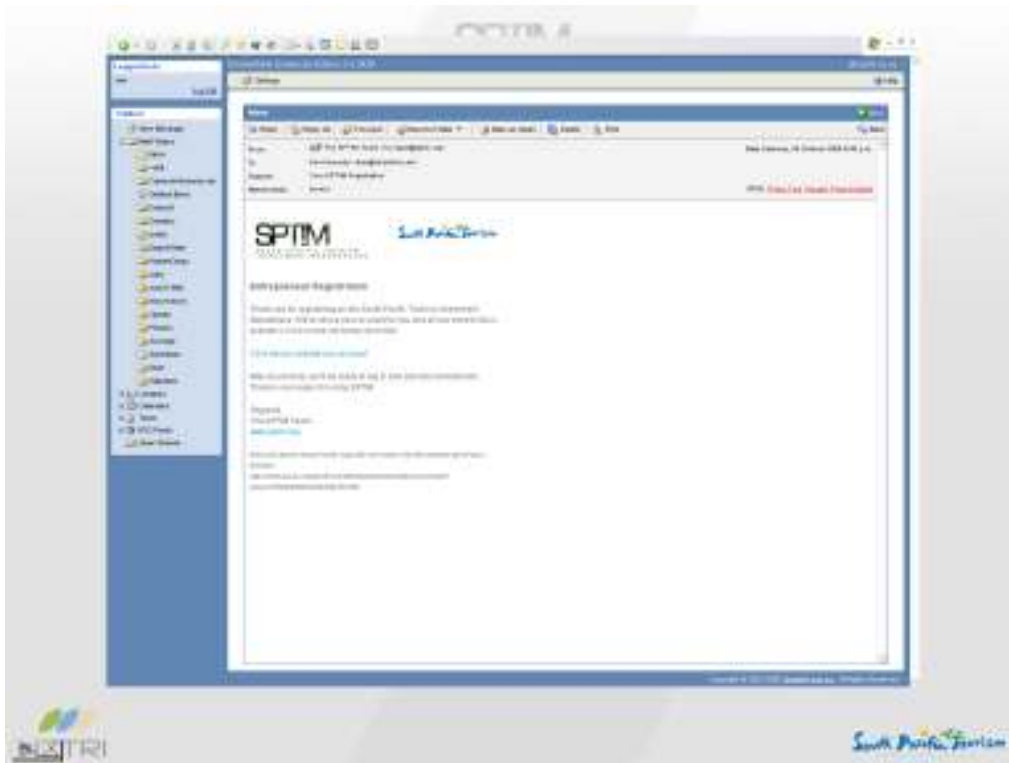
After Clicking on the above Link you are taken to an Entrepreneur Registration Form where you need to fill your details



After filling the form click on Register button placed at the bottom of the page and the following screen will appear:










An e-mail is sent to the user with a link that will unlock the account. It is not possible to log into the website until the link provided is used.










After Clicking on the link provided to you in your mail. You will be shown this message:










 Delete
 Edit
 Manage photos
 Manage the user rights
 View
 Entity locked. Click on this icon to unlock this business and show it on the website
 Entity unlocked. Click on this icon to lock this business and hide it on the website

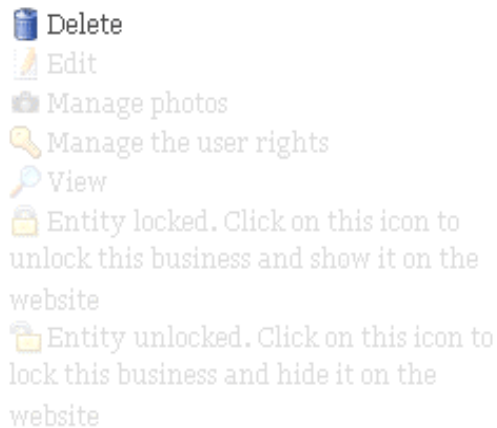
- New investments are locked by default (hidden from the public) until an administrator reviews the investment content and then unlocks it (makes it viewable to the public)
- They can lock it again at any point

 Delete
 Edit
 Manage photos
 Manage the user rights
 View
 Entity locked. Click on this icon to unlock this business and show it on the website
 Entity unlocked. Click on this icon to lock this business and hide it on the website

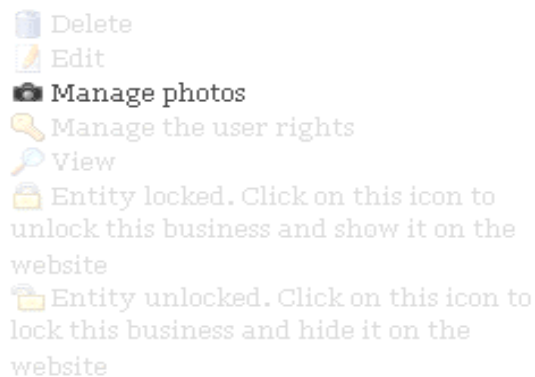
The edit investment button is used when a change needs to be made to an investment

 Delete
 Edit
 Manage photos
 Manage the user rights
 View
 Entity locked. Click on this icon to unlock this business and show it on the website
 Entity unlocked. Click on this icon to lock this business and hide it on the website

If an entrepreneur wishes to remove their investment from the website they simply use the Deleting icon - and are then prompted as to whether they may want to change their mind.



The entrepreneur can also manage photos - adding, deleting and editing photos for an investment and providing their titles/descriptions



Adding an investment

The process of adding investment information is straight forward and incorporates a range of information, including:

- Name
- Description
- Area/country
- Much more additional information
 - Economic impact
 - Present ownership
 - Estimated development costs



Once the details of the project have been uploaded the entrepreneur can see what their site looks like - before it is unlocked by an administrator.



Investors

Investors are able to add their own profile to the site and to register in the same way in which an entrepreneur registers. They are able to develop a profile of themselves - providing background information of interest to those seeking investment. The investor is also able to add a wish-list of the types of investments they would like to make

Administrators

Every country has an administrator (or perhaps several) who will:

- Oversee new investments added and check them for content and validity
- Lock and unlock investments
- Edit investments
- Delete investments

Administrators make use of the same menu options as outlined for the entrepreneurs - but will have access to all dimensions of the site - therefore enabling them not only to add and edit new investments but to also add new investment related resources and information.