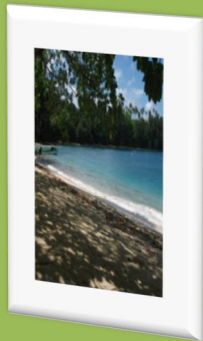


INTRODUCTION TO ECO-TOURISM

MANUAL



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SECTION 1: INTRODUCTION TO TOURISM

What is Tourism?

Tourism is the business of travel. It is a temporary movement of people to destinations outside their normal places of work and residence. It includes activities that tourists enjoy at their destinations and the facilities created by various businesses to satisfy their needs.

Tourists may buy travel products and services directly from airlines, railway companies, cruise ships companies, coach operators or hotels. They may also buy tour packages from tourism promoters called travel agents or tour operators.

Based on the UNWTO definition on tourism, tourism could be categorized as:

- **Domestic Tourism**
Domestic tourism involves trips made by local resident within their own countries. Example, An American, who lives in New York, takes a business trip to Los Angeles.
- **International Tourism**
International Tourism involves trips between 2 countries. To a certain country, a visit by residents of that country to another country is her outbound tourism. A visit to that country by residents of another country is her inbound tourism.

What is Tourism made up of?

Tourism is an industry that has other sectors that contributes to its development and existence. It is made up of sectors and sub sectors of other businesses, organizations, NGO's, and private or public businesses. This contributes to the industry's vulnerability. Tourism industry cannot stand alone, but it depends very much on other sectors like Transportation and infrastructure, agriculture, fisheries, conservation, energy etc... for its complete service. Without these other sectors we could not grow this industry. That's why tourism is known as *binis blo umi everiwan* and not just one person.

What determines a tourist visit?

The attractiveness of a tourist's destination encourages people to visit and spend time at the destination. Therefore the major value of destination attractiveness is the pulling effect it has on tourists. Without the attractiveness, tourism does not exist and there could be little or no need for tourists' facilities and services. It is only when people are attracted to a destination that facilities and services follow (Butler 1979b)

Attractions are the primary elements of destination appeal. They are the key motivators for visitation to a destination (Page 2006). They are the fundamental reasons why prospective visitors choose one destination over another.

Tourism Positive impacts.

These are some of the positive impact tourism may bring to a destination;

- It promotes environmental sustainability with the preservation and conservation of our resources.
- Bring in foreign exchange currency (money) into the host destination economy
- It is an interdependent economic activity which supports the agriculture and fisheries sector.
- Creates equal gender employment opportunities for both skill and unskillful labor.
- Helps to maintain the belief, customs and culture of a host community through demonstration of cultural ceremonies.
- Tax, tariffs and indirect monies are evenly distributed to stakeholders involved in the tourism industry.
- Indirect supports to education, medical insurance and community projects within host communities.
- It also improves and upgrades local basic infrastructures to cater for tourism growth.

How to maximize positive impacts:

In order for us to maximize the positive impacts, listed below are some important areas we need to take into consideration within our destination.

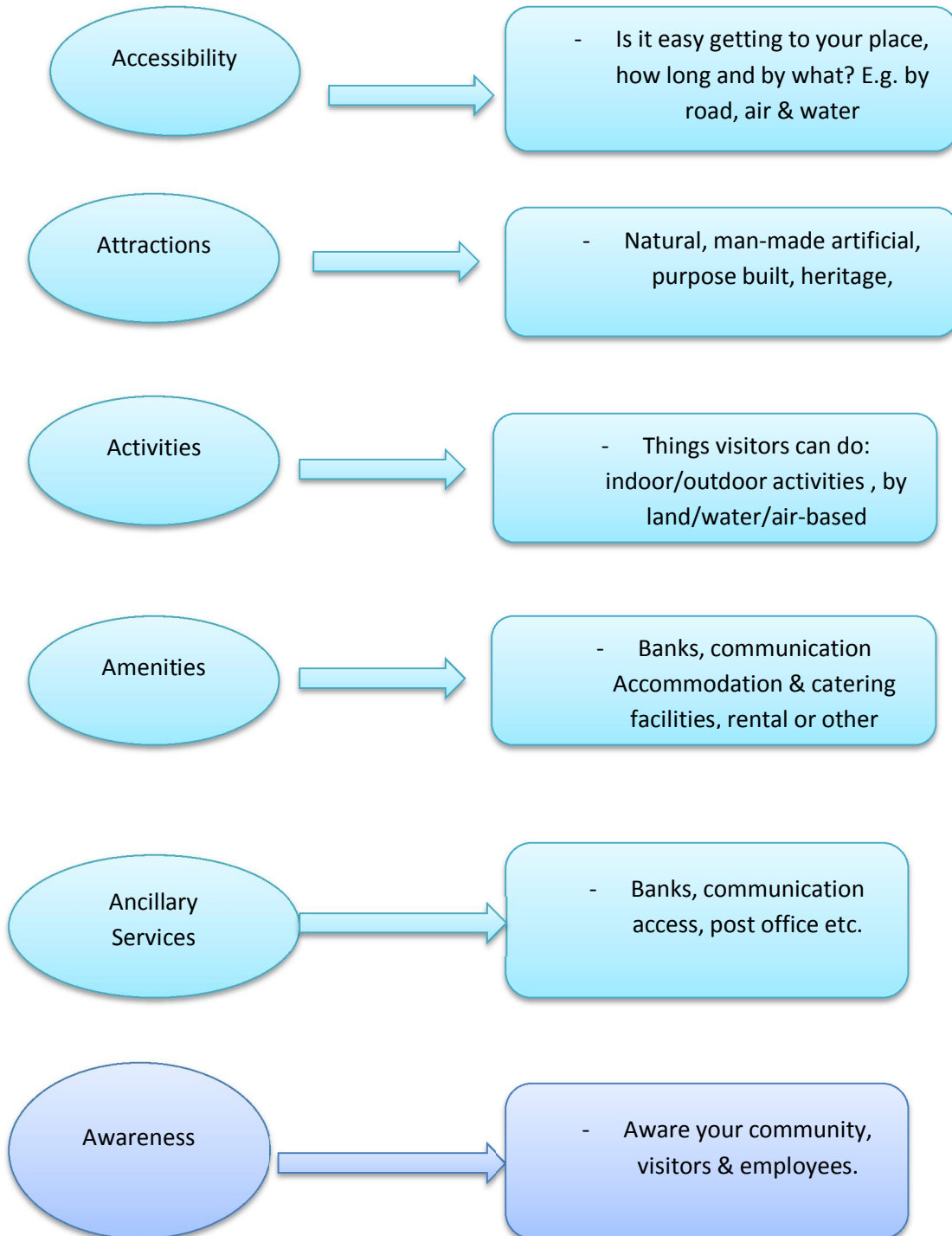
- Maintain, improve & upgrade tourism facilities and products
- Maintain the friendly image/reputation of your environment destination
- A continuous update of marketing/promotion of your tourism products
- Provide training for the staff and continuous awareness program for the host community, these include customer service.
- Maintain and build better relationship agreement between all potential stakeholders that involved both directly and indirectly in the tourism industry. E.g. work closely with tourism government ministry.
- Maintain an equal distribution of wealth to potential parties. E.g. pay levy to SIVB for the purpose of promotion/marketing.

Note:

Even though on the other side of the coin we have negative impacts of tourism but we can always minimize its impacts only if we have set of rules (known as Code of Conducts) as a guideline between the host community and the visitors.

Requirements of a tourism destination.

There are at least six (6) main attributes to determine a successful tourist destination, these include our country as a whole, or your community, Village, islands, sites etc. you can use these 6 A's to assess your area for its potential .



Activity 1

1. Why tourism needs the support of other sectors like agriculture, fisheries and so forth?
2. Which airport /seaport do you pick up your guest?
3. How far and how long is your airstrip/seaport from your lodges?
4. What are the activities and attractions there for your guests?
5. Check whether your lodge will provide the following amenities
 - Accommodation privacy & safety
 - Flush Toilet
 - Standard bathroom and shower
 - Healthier kitchen services

SECTION 2: ECO-TOURISM

Introduction

The change in our environment such as education, new technology, ease of sharing information and the access to information, world events to name but a few has seen people venturing further out to remote areas.

This also has caused a shift in the market from mass tourism to specialized markets. The new tourists of today are looking for a more active, participatory and environmentally sustainable tourism.

One such niche market is eco-tourism. In eco-tourism, our environment (forests, water systems, marine eco-system etc...) all play a vital role to the business. These are the key components of any eco-tourism product.

A walk through the rainforest is not eco-tourism unless that particular walk somehow benefits that environment and the people who live there.

What is Eco tourism?

Eco Tourism means people/tourists

- Travelling to natural destinations
- Involves activities with less damage to the environment.
- Builds environmental awareness
- Provides financial benefits and empowerment for local people.
- Respects local culture

Eco-tourism has to be interactive. Use all senses: taste, hear, smell, see and feel, to ensure that guests get the ultimate experience.

What are the benefits of Eco-tourism?

There are some benefits to running an eco-tourism operation if operators and communities use them as a tool

1. Eco –tourism protects our non-renewable resources such as the land and sea from destructive operations such as logging, mining, and over-fishing & over harvesting of marine resources, harsh chemicals from agricultural pastures etc...
2. Eco-tourism allows us to protect our culture and cultural heritage.
3. It protects our resources for the future. This means that our sea and land will always provide for us.
4. It educates people about the importance of protecting our resources including our culture. You never know your visitors might champion your courses for better protection of our land, sea and our traditional way of life.
5. It offers new opportunities for small enterprises investment and opportunities for local people. Example: someone in the community might open a small petrol business, or a canteen, bakery etc... that directly supports the eco-tourism project.
6. Eco-tourism involves community partnership so there is a sense of pride and ownership of the project.

Eco-Tourism Design and Construction

When building an eco-lodge it is essential that one must think carefully of the design and to keep as close or true to the eco label principals. Here are some ideas which may help you design and construct your own eco- accommodations.

1. Build the lodge to reflect local heritage using bush materials whenever possible
2. Construct the buildings on stilts to reduce the “footprint” on the rainforest floor; this also allows a natural flow of air and air conditioning is not needed
3. Carefully pick the site to avoid sensitive or endangered plants (example orchids) and land features

4. Hand clear the resort area to minimize ecological damage
5. Use building material that have been harvested in a sustainable way
6. Design the roof to reflect heat and keep all rain out
7. Place solar panels if finances permit in order to power radio, lights, refrigerator, and heat water tank (if necessary)
8. Ideally install a composting toilet or have a flush soak away toilet designed that is ecologically sensitive
9. Purchase products locally to keep money in the community
10. Hire local staff who have relevant skills to work on the project, it creates community pride
11. Construct the jetty away from sensitive coral and marine habitat as it will become a heavily used area

Eco-Tourism Guidelines

When setting your eco project always ensures that there are guidelines or rules that your visitors have to adhere to whenever they visit your area. Guidelines are a control measure to:

1. Controls where visitors can and cannot go example tabu places
2. It controls arguments and disappointments between visitor and host community
3. It also keeps visitors away from sensitive areas
4. Prepares your guests for the trip and community life

Environmental Guidelines

When running a eco lodge/business or running a conservation program it is essential that environmental guidelines are in place to ensure that the protection of conservation area (Example turtle nests, megapode nests, rare plants etc..) are followed. A brief information about your business or conserved area is important to educate your guests about what you are doing.

Here are some ideas:

1. Please dispose of waste in the bins provided
2. Do not step on coral, feed fish, or touch anything in the water-it could harm you or damage the sea life

3. Please stay on the marked paths and do not pick flowers as you may damage a rare species
4. Advice against the purchase of specific crafts that are produced from threatened natural resources like shells that were collected when they were live, turtle shell, dolphin teeth)
5. Respect birds and other wildlife while watching them
6. Compost all food waste and avoid purchasing prepackaged food in plastic when possible

Cultural Guidelines

Because eco-tourism is also sensitive to the preservation of our cultures

1. Please dress conservatively in villages-women should wear skirts below their knees
2. Please do not give sweets to local children as it causes dental problems but rather give pencils to the local school
3. Always ask permission or go with a guide to visit tambu/cultural sites otherwise you will offend the local people. Respect the site by leaving it just as you found it.
4. Most people are happy to have their photograph taken but please ask permission first

Examples of Eco – Accommodations in Solomon Islands



Lolomo Eco Resort, Roviana Lagoon, Western Province



Sanbis Resort, Gizo Western Province

Importance of activities and attractions

In any tourism business activities and attractions are an important part of your visitor's experience. Activities and attractions determine how long your guests will spend at your eco project. In business this is good, as the longer you keep them the more likely they will spend money on your establishment and community

In keeping with the eco theme it is essential that you also promote sustainable activities and attractions that inform, educate and above all give a great experience to your guests.

When thinking of adding activities and attractions to your eco project. Think of:

1. Simple ideas and regular things that we use to do at home or our community. Example cooking style, weaving/carving, paddling the canoe, traditional medicines that we use etc...
2. Think of unique features of the environment. Example, cave, waterfalls, look out points from cliffs/mountains, volcano tours, mangrove forest etc...
3. Think of unique events either natural or cultural. Example of a natural phenomenon mating rituals of certain unique bird or mammal species, bonito fishing during bonito season, surfing during the cyclone season months November-April, crab migration etc... An example of a cultural event includes Wogosia festival, Koarau fishing during the low tide seasons, wedding ceremonies, religious ceremonies etc...
4. Find out if there are any man-made features or buildings that would be of interest. Altar built during the time of our ancestors, world war II buildings, trenches and foxholes, Monuments such as the Japanese Monument, USA Monument or any religious monuments that has a rich back ground
5. Revive our cultural dances, songs and custom stories for entertainment that otherwise would have been lost to our modern lifestyle.



Dugout canoe paddling



Traditonal Food Preparation

Types of Tourism

There are many different types of tourism that practice the basic principles of eco-tourism. Some are even strict. However, whatever type of eco- tourism you want to focus on, ALWAYS remember that you must have an element of education in it.

Here are some example which you might be interested in venturing into.

1. Cultural Tourism

This is a subset of tourism and is concerned with a country or a regions culture. In culture tourism our lifestyle, history, the people, art, religion or architecture (how we build things and why) plus other elements that shape our life are the main product components.

It can be showed cased through museums or theater or historic sites visitations. Cultural tourism can also be shown through festivals and our rituals.



A girl from Isabel with her traditonal decorations

It is important to research your unique culture so that you can package your product to satisfy your visitor's cultural need.

2. Adventure Tourism

In adventure Tourism the visitor takes a vacation to a natural environment or remote location with the specific purpose to engage in active physical participation. This means that these activities or attractions have an element of danger in them.

Some of these adventure activities includes cave exploration, trekking in the mountains (Kolobangara, Simbo/Savo Volcanoes trek, Guadalcanal Trek, kayaking in Marovo Lagoon etc...). To adventure visitors these are challenges that have to be conquered. These activities have to be challenging, enduring, adrenaline pumping and gives a sense of achievement.



Source: Kolobangara.org

If you are physically fit and love adrenaline pumping activities that challenges you maybe this could be you. However it is essential that safety should be the number one priority when setting up such activities. Equipment's have to be checked and rechecked before setting out on your adventure.

3. Community Tourism

Community based tourism is a type of set up where visitors are invited to the community and where all at least have a slice of the tourist pie. Community tourism should more be like a cooperative example: The community can own the accommodation or individual, women in the community feed the guests, one or two people organize tours etc... and a little of the money should go towards some small project of the community that benefits all, like a new roof for the clinic etc...

4. Volunteer Tourism (Voluntourism)

Voluntourism is essentially combining vacation with leisure, sightseeing and the opportunity to work for a charity or worthwhile cases.

Example: Visitors taking a holiday, explores the village, culture, food and entertainment but also as part of their package they will be helping building the community school library.

Voluntourism focuses on community development, education, environment or social welfare.

Others can be attracted by specific interests such as holiday centered on archaeology and restoration projects (Maxwell, 2006)

Tourism environment management

Environmental degradation is the biggest threat to any tourism business. It is essential that we recognize and identify some effects of tourism impacts on the environment so that proper planning and management be put in place to minimize the effects to the environment. Here are some bad effects of tourism on the environment.

TOURISM'S EFFECTS ON THE ENVIRONMENT

1. Tourism can lead to increase levels of pollution: air pollution (increasing levels of air travels), water pollution (recreational boating/OBM), noise pollution (noise from loud music)
2. Features of places of interest change over time due to visitor traffic. Erosion of tabu places because people touching them and moving objects around.
3. Too many people on the bush tracks can change the behavior and habits of mammals, birds, insects etc...
4. Inexperienced divers and snorkelers stepping on corals
5. Spills from chemicals, petrol, oil and harmful detergents can damage our streams and marine life. It also can cause rapid algae growth which can choke waterways and streams
6. Increase rubbish like plastics and tins. In small coastal island tourism where to dispose of rubbish is a major issue
7. Clearing of land for tourism development can cause loss of habitat and plant species disappearing

Simple ways of managing negative impacts

So what are some practices that we have to put in place to minimize some of these negative effects of tourism.

1. Put up signs. A sign board is a good start to inform your visitors about rules and regulations that they must follow
2. Put up board walks so that you elevate them up thus protecting fragile and delicate eco-systems in forests
3. Put up buoys so that you protect the reef from being damaged by anchors
4. Limit number of tourists to protect habitat damage and disturbances to feeding and mating patterns of fauna
5. Encourage guests not to pick flowers/plants/insects
6. Use renewable sources of light and fuel



Example: Construct simple paths to protect fragile eco-systems

SECTION 3: HOSPITALITY & HYGIENE

In hospitality cleanliness is next to holiness. This means ***clean facilities, happy guests***. Special consideration must be paid to the Kitchen area, bathroom & toilets, guest room and public areas.

Kitchen

Practicing good hygiene and cleanliness is very important as this is where the guest's food is prepared. It is your responsibility to ensure that:

1. Your kitchen is in order. All utensils (plates, cups, plates, pots, etc...) should be allocated shelves or cup boards. Do not store anything under tables or on the floor.
2. Wash your hands before handling food and keep your nails short
3. Make sure all your dishes are washed properly in hot soapy water or lime if you run out of dish washing liquid
4. Dust and clean the shelves at least once or twice a week to deter cockroaches and other insects residing among the shelves
5. Have good ventilation so that your kitchen is cool, aired and smells fresh
6. All raw food (fish, mud crabs, meat, pork etc...) should be put in basins or trays and covered from flies.
7. Vegetables and fruits should be washed clean from dirt and insects before being cooked or served.
8. Always serve fresh food. Never serve food that has not being stored properly. Especially if you do not have a refrigerator.
9. Floors have to swept and mopped after every meal preparation to deter flies
10. Windows have to be cleaned at least twice weekly

11. All dishes and pots have to be washed immediately after food preparation and after guest has finished his/her meal
12. Dispose of all garbage correctly. Separate plastics and tins from biodegradable products such as vegetable peelings, fruits etc... Use them in the gardens as fertilizers.
13. All pets are not allowed in the kitchen.

Remember that at the end of the day, the kitchen has be cleaned spotless for use the next day.



Cover food from flies



Use the right and clean utensils

Cleaning your dining area

Before we start, the dining area must be cleaned before any preparations must take place.

1. Dust or damp dust the area around dining area
2. Sweep the floors, move any furniture that may have dirt stuck in-between
3. Check for condition of furniture
4. Polish furniture if they need polishing
5. Call for fresh flowers/ water plants
6. Use clean and ironed linens on tables

7. Ensure all your cutlery is cleaned and polished
8. Arrange tables as per menu/guest request

Your dining area is now ready.

Cleaning the guest room

Following is the suggested plan for cleaning a departure room.

1. Knock twice on the door and announce 'house-keeping'
2. If there is no answer after 1-2 calls proceed to enter
3. Wedge door open and draw back all curtains and open windows to let fresh air in – this makes it more pleasant for you to work in
4. Remove any rubbish and dirty food trays and empty ash trays
5. Check for lost property (if guest has already left)
6. Remove all used linen (used towels etc.. must not be used to wipe spills etc... this will damage the linen)
7. Pull the bed out from the wall and remove dirty linen – follow bed making procedure
8. Once bed is made. Damp dust any painted or plastic surfaces. Damp dusting will not put the dust into the air
9. Clean the mirrors using the right chemical
10. Replace any complimentary items in the bed room – example tea, coffee, milk etc...
11. Sweep the bedroom floor

Cleaning the bathroom

In the bathroom

1. Spray the toilet bowl – this allows time for the cleaner to work
2. Remove any used soaps & shampoos
3. The toilet spray has done its work so using toilet brush clean the bowl
4. Using solution of cleaner and disinfectant, wipe around the basin, bath and then the outside and seat of the toilet
5. Clean the mirror using a glass cleaner
6. Replace soaps and towels
7. Sweep bathroom floor
8. Wash the shower floor/walls
9. Mop floor and leave the room

Remember that the toilet area has to be cleaned at least once or twice a day.

Cleaning the public area

The public area includes places like the any sitting rooms, the library, pool area, the garden etc... These areas also need our attention. In tourism everything that the guests sees and uses are part of the tourist's experience. Therefore cleanliness and hygiene also applies to them.

Good grooming practices

TAKING CARE OF YOUR PERSONAL IMAGE



The way you take care of your body and what you put on it is very important in the tourism and hospitality business. Paying attention to your grooming demonstrates **respect** for yourself and others. We have to be neat and clean when working in the service industry.

Taking care of your personal

- a) Hair
Hair should be kept clean, shiny, well cut and manageable. Comb it often to keep it neat
- b) Nails
Nails should be kept short and clean. Always to remember to clean under your nails. If you wear nail polish avoid vibrant colors and stick to neutral. And don't forget your feet especially when wearing slippers or open toed shoes.

c) Breath/teeth

Having fresh breath is considered good manners. Try to brush your teeth at least two (2) times a day, at mornings and at night. Regular flossing and brushing your tongue also controls odors. Avoid eating bettle-nut and smoking prior to greeting your guests.

d) Body Odor

Take showers/baths regularly and use deodorants/antiperspirant for best defense against body odors. If working outside, exercise, or running errands shower before going back to work.

e) Perfume and Cologne

Apply perfume sparingly. When choosing a perfume opt for something light. Unfortunately some perfume that you love may offend or cause allergic reaction to your guests. Save heavier scents for other events.

When you attend to personal grooming, do it at home or in restroom, not in public

Taking care of your wardrobe

Clothes send a message about how you want others to see you. When at work clothes wear clothes that are washed, clean and spotless each day. Dirty, smelly and torn clothes reflects badly on both you and your employer.

Clothes should be

a) Clean

Wear clean clothes all the time. Do not be tempted to wear clothes that have spots, stains, are torn or just plain dirty. Sometimes clean clothes may not be as fresh as they appear, so apply the sniff test.

b) Neat

Clothes should be free of wrinkles, lint, holes and missing buttons. Hems should be intact. Some basic ways to ensure your wardrobe is immaculate

- Iron and iron board – learn how to iron your clothes properly. You can also hang all your work clothes on a hanger in your closet
- Clothes brush/lint roller – Have one in handy to ensure that lint, wool or pet hair stuck to clothes are removed.
- Basic sewing kit – Learn basic sewing for hemming or sewing on buttons
- Shoe shine- Have a shoe shine kit on hand to ensure that your boots/shoes are look good. Leather shoes should be shined regularly.

SECTION 4: PACKAGING & PRICING:

What are Tourism products?

- These are activities/attractions/amenities that can be combined together to build up tourist's experience within the host destination.
- **Examples are**
 1. Living in a village stay – idea
 2. A picnic lunch on a tropical island– food service
 3. A fishing trip, 3 hrs per day – activities

NOTE: When we combined these individual products together that what makes up a holiday experience for visitors.

Why do we have tourism products

- Tourism products build experience to satisfy the desire of visitors within tourist destinations. Tourism products are the attractions of visitors and what makes up a tourism experience. They are built to attract guests in different places/areas. This what makes up a tourism package.

What is tourism Package?

It simply means like a Collection of things, value them together and then you sell them out to who wants to buy it. . In tourism, includes putting together what will involve in a guest holiday. So for example, you sell a 7 days fishing package at sunset Eco lodge. What you will do is, put every prices together for that whole holiday, what experiences and costs will incur during the fishing holiday. Therefore, package simply means i pricing of your products, which seems valuable to a visitor.

For example, airfare, transfer, accommodation, Food, Activities etc. thus how we price our holiday is very important.

Before you price your products or create a package. At least 3 important points you need to consider when pricing your products.

- ✓ Find out who your customers or target markets are, and how much money they normal spend during their holiday trips. For example, Young backer packers look for cheaper holiday.
- ✓ How much your competitor is pricing his/her products, whether too high or low, you need to find out with your competitors.
- ✓ How much it will cost you for the operation. It does not make any sense if you operate a tourism business without making any extra money or profit. So first you need to find out whether you

can make a profit or loss. Thus, you might have to look at other alternative businesses to operate if it's too expensive for a tourism business.

Cost of Tourism operation:

Before we look into how to price our products and create a package holiday, we need to know some of the costs of operating a tourism business. Most of our small tourism businesses in Solomon Islands fail because we do not conscience about our operation costs. We want to make a lot of money, but we also spend a lot of money on unnecessary things, and we do not stick to our costs. Such business operation is risky

These are some of the costs we need to consider in our small Eco lodge Operation.

- ❖ Fuel (petrol)
- ❖ Accommodation
- ❖ Food (3 meals a day)
- ❖ Wages
- ❖ Custom fees/access fees
- ❖ Other fees, license, Bed Levy 10%
- ❖ Hire of things, boat/OBM
- ❖ Wears & Tears of OBM/Boat.
- ❖ Administration expenses: e.g. telephone,
- ❖ Marketing/promotion expenses. E.g. website update,
- ❖ Repair & maintenances of Assets including huts, jetty,
- ❖ Replacement of facilities e.g. kitchen items, beds and pillows

How we can price a Holiday:

To make in easier we can divide a holiday into four (4) areas, to breakdown our costing. And they are;

1. Booking costs (agent)
2. Transportation costs (transfer costs)
3. Accommodation & Food
4. Activities expenses

BOOKING COSTS

Before a visitor looks for a holiday, they first place a visitor will want to arrange his/her holiday with someone who can be easy to do the logistics and arrange the bookings for him. Normal people doing these are call agents, can be a local or international agent, and they usually liaise with the visitor and book his/her trip with a commission on top. The booking costs include arrangement of flights, book accommodation and the agent take the commission for the service did. For example, below is booking for one guest to holiday at Lolokeheo homestay at Isabel province.

Description	Unit cost	Total costs
Brisbane – Honiara (plus tax) (return)	SBD\$4500 per person	SBD\$4500
Honiara-Fera (return)	SBD \$1900	SBD\$1900
	Total cost	SBD \$6400

AIRPORT TRANSFERS

Usually this involves meet and greet at the airstrip and you do the transfer either by boat, truck, just a walk distance. However, there are some transfer that involves costs which we need to take note of; like wages for skipper & crew, hire of Boat, wears & Tears, profit. This is an example, of a return trip from Lolokeheo homestay to Fera airstrip. Charge per boat with maximum of 6 people.

Description	Unit cost	Total Costs
Fuel (petrol)	\$100 x 3 gal x 2 way (	\$1200
Skipper & crew	return) = \$600 x 2	
Wears & tears	\$150 per trip x 2	\$300
	\$150 per trip x 2	\$300
	Total Costs	\$1800

ACCOMMODATION & FOOD

The two (2) most important areas where a visitor will spend most of his/her time on are the accommodation & food. Without the accommodation & food, the visitor won't be able to stay at a place to enjoy the activities he/she was looking for during holiday. However, the way we price our accommodation and food is very important, so we must make sure that the price we put must match the value of the rooms & beds, and also the type of food we prepare for them. An example in the table below shows how Loloheheo homestay can price its accommodation & food.

Description	Unit Cost	Total Costs
Accommodation	\$200p.p /night	\$200p.p
Food (3 meals a day)	\$150 p.p/day	\$150p.p
	Total	\$350p.p

ACTIVITIES COST

Tourism offers varieties of activities that tourists can experience during their trips. In Solomon Islands activities tourism offers are based on the 3S which are sea, sun and sand many others. However, the way we package them and price it is very important. You can involve visitors with a lot of activities, but how do you value these activities is another thing. It's difficult to calculate the value for swimming but you can calculate the costs that you will incur in order to provide that activity. So for example, Loloheheo homestay offers one of its activities as watching the leather back turtle give birth during the night. What costs you will meet to take visitors there, wages for your rangers, management fees, etc...the table below just show one activity, however, you can come with a lots of other related activities.

Description	Unit Cost	Total cost
Rangers wages	\$50 per tour	\$50
Management fees	\$50 per head	\$50
	Total Cost per tour per head	\$100

This is an example of a complete holiday package

For a holiday at Lolokeheo homestay to visit Leather back turtle breeding sites.

Description	Costs (SBD)	Costs (AUD)
Airfare (Bris-Hon; Hon-Fre) Return)	SBD\$6400	AUD\$1067
Airport transfer (<i>include coconut drink, Lifejackets</i>) Per boat (return)	SBD \$1800	AUD\$300
Accommodation Plus 3 Meals (Mostly seafood & tropical fruits)	SBD\$350 p.p/day	AUD\$59
	SBD\$1000 per day	AUD\$167
A tour to leather back turtle site (	SBD\$100Per head	AUD\$17

OPERATION BUDGET

This is to help you budget your spending when you receive the money from visitors. If you have a operation budget, you will know exactly where the money will go and how much you can used (your profit). The operation budget helps you to rely on your business rather than continue seeking funds from the Ministry, when your OBM breaks down or you need to repair your house. You already know where you can get money because you have save money based on your operation budget. The operation budget helps you to save money for the future.

For example, on how to budget your accommodation income, a visitor stays for 7 nights

Description	Budgeted
Accommodation	\$200 x 7 days = \$1400
Bed Levy (10%)	\$20 x 7=\$140
Housekeeper	\$40 x 7=\$280
Repair of hut	\$40 x 7=\$280
Admin/Marketing Exp	\$20 x 7=\$140
Profit	\$560

Activity 2

1. Why tourism package is important?
2. Choose a location for your tourism business and do a weekend package that includes visit to your conservation sites?

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