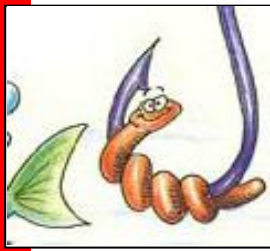


Tourism & Hospitality

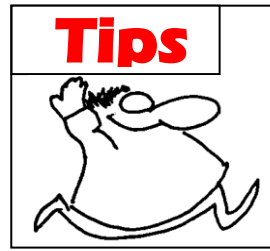
e-info



3



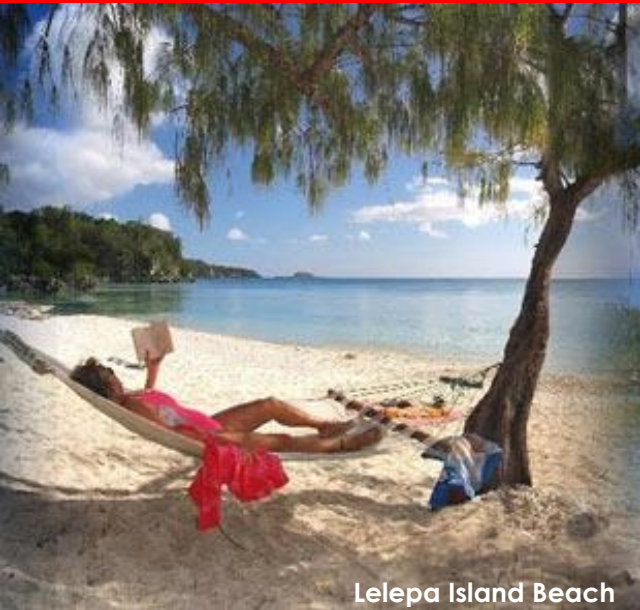
9



18



25



Lelepa Island Beach

Inside this month

- 2 How to Halt Climate Change
- 3 Vanuatu Achiever
- 5 It's time to get serious about Idealism
- 7 The Tour Operator's Contribution
- 8 When Neglect Leads to Pollution
- 9 Advertising: Where's the Hook?
- 11 The Hospitality "Good Practices" Guide to Sustainable Tourism – Part 8: Contribution to Community Development
- 13 The Sales Challenge
- 15 Profits going up in Flames
- 18 Success Tips
- 21 Tips for better In-house Communications
- 23 The Hospitality "Good Practices" Guide to Sustainable Tourism – Part 9: Social Issues in the Workplace
- 25 One Image is worth a Thousand Words

This is our last issue of T & H E-Info for 2006 and will be our last issue in this format.

We hope to bring you a new and very exciting newsletter in February 2007 encompassing larger global resources and much more information on how to expand your business and improve the world we live in.

Thank you to all those who have written in and provided content.

We hope Vanuatu Hotels Newsletter has been helpful.

*Happy New Year and will be in touch again soon.
John and Silvana*

VANUATU

How to halt climate change

Put a fair value on the globe's key environmental resources

"Last year the global population released 9 billion tonnes of carbon into the atmosphere creating the conditions for radical climate change. By 2025 this will rise to an annual 13 billion tonnes, by which time our environment will be catastrophically destabilised.

Of all the carbon emissions from burning fossil fuels since the start of industrial revolution, half have been made in the last 20 years. Our use of fossil fuels is accelerating so fast that sufficient cuts will not be made in time."

Johan Eliasch – the owner of a 400,000 acres Amazonas rainforest preserve, Chairman of Head NV and Deputy Party Treasurer of the Conservative Party - and former Pensions Minister Rt Hon Frank Field MP – Britain's leading policy innovator - created Cool Earth to make some sense.

Cool Earth is combining mass membership with the world's biggest businesses and the world's biggest eco-resources to halt climate change.

Long term protection of key eco-resources only succeeds when it is aligned with local people's interests. Underwritten by Johan Eliasch, Cool Earth will protect 400,000 acres of forest in its first year - equivalent to 10% of Europe's emissions - by creating wealthier, more secure futures for local people.

Read about the brilliant scheme and join us in helping the lungs of the world survive into the next hundred years.... log into <http://www.coolearth.org>.

Source: www.coolearth.org



*"Yesterday is gone. Tomorrow has not yet come. We have only today. Let us begin."
...Mother Teresa (1910-1997) missionary, Nobel Peace Prize winner*

Vanuatu Achiever



Albert & Guest

We are closing 2006 with our second Vanuatu Achiever. A man, who with the help of his family and Island Community realised his dream. His name is Albert Solomon of Lelepa Island. I caught up with Solomon prior to boarding his flight. Albert was off to Brisbane to purchase more equipment for his business, Lelepa Tours.

Albert, you are an inspiration to your people and have succeeded where so many NiVanuatu's have failed. Tell us a little about how Lelepa Tours came about.

"I was working in the hotel industry for about 8 years and enjoyed it, but I wanted to be financially independent and enjoy my native environment more by showing it to others from around the world. But above all, I wanted to create the means for my island village community to generate an income utilising their precious island for a long time in a responsible way.

I had a few obstacles; the first was next to zero capital. So in 1988, I photocopied hand drawn black and white leaflets selling day trips to Lelepa Island

utilising local fishing boats and service buses from Port Vila for the transfers. I did not make much profit as I had to pay for all these out of my revenue but the business was started and we were very economic. My brothers were a great help and received no pay for many years. In 1999, from the small profit margin we made, we bought our first boat, 8 months later, we bought our second.

2000 saw the purchase of our third boat and acquiring three new staff.

2002 - bought two new boats and increased by two extra staff.

In 2004, we purchased our new 15 seater bus. We hired five new staff to a total of 10 staff and my four brothers.

In 2005, we erected hot and cold showers and flushing WC all serviced with rainwater tanks. This water is used in our outdoor beach kitchen servicing our Lelepa Tour clients.

In 2006, we built a traditional restaurant on the beach with seating for 30 persons. A new boat was added to our fleet. We replaced the old ones and now have four well equipped boats with new 25HP environmentally friendly engines. We operate everyday except Saturday, transporting 15 to 20 people per day in high season and 5 to 10 in low season. This keeps us quite busy but, at the same time, we're not too busy to have a good time with our visitors.

Our next project is to build traditional island accommodation on Lelepa for travellers to stay overnight where they could go kayaking, scuba or swim in our marine reserves.

With the help of overseas environmental organisations and non governmental organisations, we have been able to close off a large area of pristine coral (and turtle habitat) adjoining our island as a marine sanctuary for all future generations to enjoy.

It is in this environment we want to nurture long term sustainable tourism practices. Some of this knowledge comes from our traditional chiefs and others from expatriates who care, the same way we do about this country.

"It is impossible to sell products or services that customers do not want. Learning what customers want, and how to present it attractively, drives the need for marketing research."...Anon

Vanuatu Achiever (cont'd)

Albert, before you leave, would you share some of your success tips with other NiVanuatu's who wish to set up tourism businesses.

That's easy! Firstly, it is very important to have strong family or friends behind you. Secondly; do not spend the profits, what is made by the business belongs to the business, in other words, you re-invest profits into the business for many years before taking money out. Thirdly; marketing your business is a full-time job. Fourth; work harder than your competition, even if you don't have competition, work hard. Lastly; be honest, generous and fair in all your dealings to build a good reputation with clients and colleagues.

That's it John, I'm off to improve my business. Oh yes, forgot one; always look and find ways to improve your business!

All Photos of Lelepa Island: Courtesy of Lelepa Tours



Ask your staff....

"What do you think are the most urgent training needs of the tourism and hospitality industry in Vanuatu?"

You may find some interesting and revealing answers different to management perceptions.

There are two simple questions to ask staff to determine their level of skills in customer service:

1. What is the most important thing in your job?

If your staff gives any answer other than "customer", then they need customer service training!

2. What is customer service?

If they can't tell you that customer service is being able to consistently exceed customer's expectations, then they need customer service training!

If we're going to consistently exceed customers' expectations, we have to recognise that every aspect of our business has an impact on customer service, not just those aspects of our business that involve face-to-face customer contact. Improving customer service involves making a commitment to learning what our customers' needs and wants are, and developing action plans that implement customer friendly processes. That is, the organisation must be customer focused at every level.

Good customer service is all about bringing customers back and about sending them away happy - happy enough to pass positive feedback about your business along to others. The essence of good customer service is forming a relationship with customers - a relationship that that individual customer feels that he would like to pursue. How do you go about forming such a relationship? By remembering the one true secret of good customer service and acting accordingly; "You will be judged by what you do, not what you say." Finally, there is one last question to ask yourself - "How customer focused are you?"

Source: Lisa Beasley, RMIT

"Businesses that focus on enhancing the customer's "experience" will take the lead heading into the new millennium. Current trends tell us that successful businesses focus on building customer loyalty above all else."...Anon

It's Time to Get Serious About Idealism

Sustainability may seem idealistic, but in 1750, so did democracy. We believe that moving in the direction of sustainability; creating a world where nature thrives, economies prosper, societies work, and everyone has the chance to live a long and fulfilling life is the great challenge of the 21st century. It's going to take a tremendous amount of innovation and development to make that transformation happen. We believe the transformation is possible, because it's already under way. We're dedicated to supporting this historic shift and to speeding it up.

Sustainability is a new way of thinking about success.

All over the world, from corporate boardrooms to small businesses, from large government agencies to small communities, thinking in terms of sustainability is emerging as a key strategy for achieving long-term visions and goals. But sustainability is not success-as-usual. Sustainability means long-term success.

Whole-system success. Integrated success. We provide tools, processes, training and consulting services to support this new way of thinking about success and for doing what needs to be done to make it happen.

Sustainability is about change.

Movement toward a preferred future, where environmental problems are solved before they are created, where economies are prosperous, where everyone has the opportunity to contribute.

Sustainability is about solutions.

The list of problems faced by today's world is long. Huge environmental challenges. Economies in need of reinvention. Eroding social capital. People looking for security, as well as satisfying lives. Sustainability work is the search for answers, for identifying what works, for creating it, for adopting it, for implementing it.

Sustainability is about systems.

Since its emergence on the world stage in the late 1980s, sustainability has come to mean much more than stopping our destruction of Nature and raising the standard of living for the world's poor (the key problems identified in the

ground-breaking 1987 report, Our Common Future). As international thinkers and leaders continued wrestling with these problems, they discovered something important: Everything was linked to everything else. And when you discover you need to improve just about everything, everyone must play a part.

Sustainability is about people.

It's especially about the people we call "change agents." People dedicated to making a positive difference. As a company, we're also dedicated to finding them, cultivating them, and helping them become more effective; whether they are our clients, our associates, our contractors, our licensees, our competitors, or our friends and colleagues.

Source: *Atkisson Inc.* - www.atkisson.com

"We are moving toward a preferred future, where environmental problems are solved before they are created, where economies are prosperous, where everyone has the opportunity to contribute to the fullest of their abilities."



Water views - Lelepa Island



Foreign tourists stay longer in Australia and spend more

International visitors to Australia are staying longer and spending more, which was positive news for the tourism industry.

Australian Tourism Export Council (ATEC) Managing Director Matthew Hingerty, was commenting on today's release of Tourism Research Australia's latest International Visitor Survey figures, which revealed a 12 percent increase in visitor nights and expenditure for the year ended September 2006.

"Overall, international visitors contributed \$18.9 billion to our economy, making tourism one of Australia's most important exports."

Mr. Hingerty said the figures were good news, particularly in light of actual visitor numbers, which remained static at just over five million for the year - about the same as for the corresponding period in 2005.

"It is important to not just look at actual numbers as increases in volume without a corresponding increase in profits is not a sustainable outcome for the industry," he said.

"In the past Australia made the mistake of marketing itself as a budget destination, but in more recent years the focus has shifted to concentrating on those attributes that make us unique and in offering our visitors a value for money experience."

Mr. Hingerty said if Australia was to continue to attract high-spending, long-staying visitors, it was important for government and industry to invest more in developing new product and experiences, particularly in regional areas.

"With the current downturn in domestic tourism and with 78 percent of international visitor expenditure still going into the coffers of major cities, this is especially the case," he said.

"Today's travellers are looking for more than just a 'drop, shop and flop' type of holiday - they want to get out and meet the locals, take part in the culture and have experiences that help them grow as a person.

"It is therefore important that we encourage visitors to travel more widely and to give them a reason to come back."

Mr. Hingerty said it was also important to see the figures in a worldwide context as more people were travelling globally than ever before and competition for the international tourist's dollar was becoming increasingly cutthroat.

"Destinations such as China and south east Asia are recording double digit visitor growth and investing massive amounts of money into developing their tourism industries," he said.

"Australia's growth by comparison has remained relatively static and it is important for our industry and governments to work closely together to ensure we do not lose further market share to cheaper, closer destinations."

Source: E-Turbo News, 07/12/06



Lunch on Lelepa Island



Snorkelling at Lelepa Island

The Tour Operator's Contribution

Most tour operators recognise that a clean and safe environment is critical to their success. Fewer have the management tools or experience to design and conduct tours that minimise their negative environmental, social and economic impacts while optimising their benefits. To develop and implement these tools in their own operations, and encourage other tour operators to do the same, a group of tour operators from different parts of the world have joined forces to create the Tour Operators' Initiative for Sustainable Tourism Development. The Initiative is voluntary, non-profit, and open to all tour operators, regardless of their size and geographical location.

With this Initiative, tour operators are moving towards sustainable tourism by committing themselves to the concepts of sustainable development as the core of their business activity and to work together through common activities to promote and disseminate methods and practices compatible with sustainable development.

The initiative has been developed by tour operators for tour operators with the support of the United Nations Environment Programme (UNEP), the United Nations Educational, Scientific and Cultural Organisation (UNESCO) and the World Tourism Organisation (WTO), who are also full members of the Initiative.

Does sustainability make business sense?

A clean and pristine environment, with authentic local culture and friendly people, are the reasons why people travel. It is in the tour operators' interest to preserve the environment in destinations and to establish good relationships with local communities. More and more surveys also show that customers respond positively to actions taken by tour operators to improve the sustainability of their businesses. Integrating sustainable principals into tour operators' business practices will also create better relationships with suppliers and local communities.

Cost savings, improved productivity, better image, and greater credibility with shareholders will follow.

Tour operators play a leading role in promoting sustainability. Tour operators have a central role in the tourism industry, acting as intermediaries between tourists and tourism service suppliers. They influence consumer demand, destination development patterns, and their suppliers' performance, as well as tourists' behaviour. This gives tour operators a unique opportunity to move toward greater sustainability in tourism development. Integrating sustainability in everyday business practices.

Integrating sustainability in the tour operator's business means taking into account environmental, social and economic aspects throughout the process of developing a holiday package, and in particular in:

Product management and development, selecting destinations, services and activities taking into account their effects on the environment and society.

Supply chain management, selecting suppliers based on their own environmental and social performance.

Customer relations, raising customers' awareness of responsible travel and sustainable options at destinations.

Co-operation with destinations, establishing long-term partnerships with destinations and contributing to local conservation and development efforts.

Internal operations, focusing on workforce conditions in headquarters and country offices, as well as on the production of printed materials.

Being a member of the TOI network also gives the members the opportunity to participate in technical meetings and workshops, exchange information and learn from each other. For more information go to: <http://www.toinitiative.org>.

Source: RMIT Newsletter 2006

When Neglect leads to Pollution

We don't like to talk about it, hear about it, or know about it...

As a matter of fact, septic tanks or 'sewage tanks,' as they are alternatively called, are extremely important to premises which are not connected to a main sewerage system. Without such tanks, sewage and wastewater will be discharged directly into drains and pollute our waterways.

What is a septic tank?

A typical septic tank consists of two storage chambers in a connected series. Raw sewage flows into the first chamber and settles at the bottom of the tank.

Other materials such as fats and oil float on the surface forming a 'scum' layer. Further settlement takes place in the second chamber before partially treated wastewater flows out into the drains.

Why is desludging so important?

The septic tanks are normally water tight, and usually contain liquid as well as waste material. Wastewater from toilets, bathrooms and kitchens enter the tank and flow out of it, leaving solids to settle.

Over time the tanks will be filled with accumulated solids or 'sludge'. This requires regular desludging or removal. Failing which, sewage will be discharged directly into the drains and pollute our waterways, which may cause waterborne diseases such as typhoid, cholera and Hepatitis A.

Many owners keep their septic tanks operating efficiently by regularly having their tanks cleaned by removing the accumulated sludge from the septic tanks. However, there is a concern. Concern has always been the remaining premises with septic tanks in the country, which have been neglecting their responsibility to maintain such tanks and end up polluting drains, rivers and lakes.

Sewerage Facts

Septic tanks are settlement tanks with limited storage space, usually about 2.5 cubic metres. The maximum amount of sludge that one can store is approximately 1/3 of its total volume. If desludging or removal of sludge is not carried out regularly, the sludge level may exceed its maximum limit. When this happens, there will be insufficient retention time and space for incoming sewage. Hence, untreated sludge will be released into the drains and pollute our waterways.

Can we make a difference?

Yes, by ensuring that desludging is performed regularly in order to keep our waterways free of dangerous contamination.



WWII Plane Wreck – Lelepa Island



Advertising: Where's the Hook?

The way to make sure you attract the consumer fish - make your advertising work more cost effectively.

Your product or service has a distinct benefit to the consumer. If it did not, you would not be in business.

This is not to say that no one else is offering the same product or service, but do they offer it in the same manner as your business does? Can you do something with the product that they can't? Do you offer a unique benefit or advantage? The answer is YES, because your business is as individual as you are; it must be in order to thrive and prosper.

First, dissect and list all of your unique features and attractions, now you have the perfect ingredients for a very successful ad-campaign.

The recipe must tempt

But, ingredients alone are not enough. They must be created into something palatable, and therefore consumable, before the audience will desire a slice of the action. If you allow your brilliant ingredients to be blended into a product which appears to be quite common, you have offered the consumers no reason whatsoever for sampling your wares, and you shouldn't expect them to do so. Your advertising, which contains those superb ingredients, needs lots of tempting features such as tasty icing, layers of whipped cream, or fresh tropical fruits. Then you have an advertisement guaranteed to achieve 'response-point.'

The tempting features recommended consist of:

- innovation
- creativity
- originality

This all begins with a 'hook'. Every single advertisement - regardless of whether it's for television, radio, newspaper, magazine, outdoor or in-store advertising - needs a hook in order to catch the consumer's attention.

It's one of the only available methods of ensuring that your message stands out from the crowd. If your ad has no hook or a weak hook, the consumer's brain will not absorb it, and if your ad is not absorbed then it will not be acted upon. What a waste of money!



How to develop a hook

The hook is the very first part of an advertisement. It may be a question:

"Have you heard about...?"

"Did you know that....?"

"Why is everybody talking about...?"

It may also be a statement:

"This is a proven fact!"

"The following could save you thousands of dollars!"

"The choice is yours - continue to waste money, or switch to ...!"

Why not make a comment that you know the consumer must agree with:

"Don't you just hate lining up in queues that seem to stretch into tomorrow!"

"Just another year of paying rent, and what do you have to show for it?"

Your hook may be just one word:

"Look!" "Save!" "Bargain!" "Free!" "Easy!"

"Now!" "Bonus!"

An unusual hook may also work very well:

"This pie is not really a pie."

"So, the chute failed to open?"

"Say that again, I missed it."

Advertising: Where's the Hook? (cont'd)

In fact, a hook may be to say nothing at all for the opening three seconds of a television commercial, to have a rooster crowing for the first three seconds of a radio commercial, or to show a picture of a car turned upside-down in a newspaper advertisement. Simply follow these up with a clever caption or theme, sell your distinct benefits and attractions (tease only - don't bombard the brain) and tell them clearly who and where you are, and you're in business!

The consumers WILL respond to advertising. They do every single day, and they're going to again tomorrow. Just as your initial appearance causes a stranger to automatically perceive things about you, the very start of your advertisement (the hook) causes the consumer to perceive whether your message is worth their attention or not.

Try to use a clever hook every time - it works!"

It not only holds the bait - it prompts a bite and enables you to start reeling them in!

Exhibiting: Three Ways to Win....

A unique aspect of participating in an exhibition is the opportunity to sell your product or service, not just once, but three times!

Pre-Show Promotion

It really pays to begin selling prior to the show. You not only promote higher attendance at the event, but more importantly, you are letting your customers and prospects know where to find you at the show.

Here are some proven techniques to try.

- Let your customers know you will be at the show and note the location, dates and times of the event.
- Mail special invitations or show admission tickets to your customers.
- Schedule advertising to coincide with the show dates. Find out when/where ads promoting the show will appear and buy adjoining advertising space.



At the Show

- Offer price discounts or value-added promotions.
- Target customers/prospects on-site and schedule specific appointment times during the show.
- Develop easy ways to qualify new prospects such as collecting business cards, or conducting a prize drawing.
- Hand out unusual giveaway items with your name and phone and fax numbers imprinted on them.
- Distribute discount coupons valid for a specified time period after the show.

Post-show Promotion

- Immediately following the show, contact all prospects/customers who visited your stand.
- Analyse coupon redemption patterns and build a database for the future.
- Ask for referrals from prospects and customers.
- Begin planning for your next show.

Source: AES (Australian Exhibition Services Pty Ltd.) and the International Association for Exposition Management.

The Hospitality "Good Practices" Guide to Sustainable Tourism

Part 8 - Contribution to Community Development

What is the Issue?

Tourism development can have significant impacts on local communities. Environmental damage from development may degrade or restrict access to resources, such as farmland, water or forests, upon which local people depend. In some cases, people may be displaced by hotels or other guest infrastructure. Local people who initially welcomed tourism as a source of employment, wealth, resources, and infrastructure may find that development fails to provide them with the benefits they envisioned. Although hotels do generate jobs in many service and support sectors, these jobs often do not go to the local people who are most impacted by tourism development, particularly those who lack skills or start-up capital. Much of the revenue from tourism may never make it to local communities because of foreign ownership of hotels or use of imported goods. Finally, insensitivity to local cultures, traditions and practices on the part of guests or hotel staff may lead to conflict and anti-tourist feelings among local communities.

Why Should I care?

- Contributions to community development can help to improve relations with local communities and minimise the risk of future conflicts.
- Supporting community development can generate positive publicity and improve reputation.
- Contributions to community development can enhance approval from guests and others who are concerned about local community welfare.
- Providing benefits to local people can support conservation goals by offering alternative, relatively non-destructive sources of livelihood.
- Improving economic linkages with local communities and businesses supports the sustainability of tourism destinations.

What can I Do?

- Help to develop and actively support locally run tourism-related businesses.
- Buy locally produced goods and services. Buy from medium, small and micro-enterprises, as well as entrepreneurs from ethnic minorities and indigenous groups.
- Employ local people.
- Develop training programs covering both basic skills and those necessary for promotion, so that local people can be phased into management positions over time.
- Provide language classes for local workers who do not speak the dominant language of the guests.
- Encourage employees to volunteer in local communities and to follow environmental practices at home.
- Provide information to guests on the area's cultural and religious characteristics and offer tips on how they can ensure that their own behaviour respects these characteristics. Encourage guests to purchase locally produced products and support local service providers.
- Work with local partners to support projects that increase community well-being.
- Provide support for local schools.
- Support local communities with old or unused products.

Where can I get more information?

- Benchmark Hotel program. <http://www.benchmarkhotel.com>
- Corporate Social Responsibility Forum. <http://www.csrforum.com>
- Green Hotelier magazine. International Hotels Environment Initiative. Available at: <http://www.ihei.org>
- Tourism Concern. <http://www.tourismconcern.org.uk/>

The Hospitality "Good Practices" Guide to Sustainable Tourism Part 8 - Contribution to Community Development (cont'd)

Good Practices in Action

Accor Hotels in Indonesia has developed "A Tree for A Child"; a program that is aimed at supporting education and health of local children through funds raised from Accor and through the planting of trees.

The **Punta Cana Resort and Club**, in the Dominican Republic, has organised a co-operative for local women to enable them to market their handicrafts at nearby hotels.

The success of the internal environmental strategy at the **Iberhotel Sarigerme Park** in Turkey, a five-time winner of the TUI Environmental Champion award, has led staff to follow similar practices in the local villages where they live, resulting in both cost savings for local people and conservation benefits.

The **Yachana Lodge**, in Ecuador, donates money to a local foundation that works on a variety of development projects, including a regional education centre, a bee keeping project for women, a local health clinic and a demonstration farm.

Exploraciones Amazonicas, which operates four lodges in the Peruvian Amazon, supports efforts by a Peruvian non-governmental organisation to provide school supplies for students and teachers.

In London, the Mayfair Inter-continental hotel donates old curtains, carpets, bedspreads and half-used bottles of shampoos and soap to a local homeless shelter.

Source: Adapted from: "A Practical Guide to Good Practice" by J. Sweeting & Amy Rosenfield, The Centre for Environmental Leadership in Business



Did you know, it takes roughly half the amount of energy to produce recycled paper versus paper made from wood pulp....plus it saves trees and land fill.

Projection Tip

You and your business 'imaging' should reflect the business you're in. A doctor does not consult patients in overalls nor does a swimsuit shop attendant wear a business suit and tie.

Follow through on business cards, letterheads, brochures, all professionally designed and written so they are eye-catching and cohesive and sell your business.

Adopt a distinctive logo. If this is out of your realm of expertise, find someone who can help you. Mind you, there are a lot of friends who will volunteer but may know less than you on this crucial part of your business. Vanuatu's tri-language situation makes this all the much harder, and costly translation is often prohibitive. Remember, you can always 'contra' the payment of such services. (Contra is a term meaning to exchange goods or services, partly or totally free of charge with another business to a similar perceived value agreed by both parties.) For example; offer your printer or staff uniform designer a "free" weekend at your hotel in full or part exchange for the goods.

The Sales Challenge

One of the most daunting challenges small business people have to face is getting out there and selling their wares. With a little understanding of the principles involved and some basic self-training, however, anyone can become a successful salesperson - and enjoy it!

There is a famous saying in the business world: **nothing happens until someone sells something. Sales are the livelihood of your business.** Many small firms fail simply because they don't sell enough of their goods and services. Whether you are running an existing business or starting out from scratch, chances are the success of your venture will rely heavily on your ability to make sales.

Unfortunately, most people - particularly those who don't have previous experience in sales - find the thought of having to sell something to somebody quite terrifying. This phobia is usually attributed to a simple fear of rejection but it is really caused by lack of understanding of the sales process.

Secrets of Success

What does it take to become a successful salesperson? People generally have preconceived notions about 'born' salespeople. They see them as young, slick, fast and smooth-talking - someone who could sell ice blocks to the Eskimos.

While there are plenty of salespeople which fit this image quite well, they are not 'typical' nor are they necessarily successful. Some of the most dynamic and successful salespeople, look and talk like ordinary people. That's because they are ordinary people. This actually contributes to their success (see the film "In good company" with Denis Quaid). This is because people will only buy from you when they trust you. It is also a great help if they like you.

Although this is not essential if they feel they are getting a 'good deal'.

People feel more relaxed and comfortable with somebody who looks and talks like they do. They are generally afraid of the fast-talking, smoothie types and have a healthy distrust of them.

You are therefore far more likely to be successful at selling if you remember the golden rule: be yourself. Don't try and assume a personality that's not you. Chances are you will feel uncomfortable and your discomfort will show through as insincerity. Remember: if you want people to trust you, you must be sincere, and the best way to achieve that is to be yourself.

"Once customers are convinced that the benefits of buying are worth more than their hard-earned cash, they will buy from you and not a moment before."

Sell the benefits

The most common misconception in selling is that salespeople sell things to people whether they want them or not. This is simply not true. In fact, nobody ever sells anything. People buy! Customers only need to be convinced of the benefits of ownership. Once customers are convinced that the benefits of buying are worth more than their hard-earned cash, they will buy from you, and not a moment before.

Your job as a salesperson is to assist them in their buying decision by presenting sufficient evidence to support your case. You simply have to demonstrate the benefits of ownership. This is called selling the sizzle, not the steak.

For instance, people don't buy a new car. They buy a better form of transportation. They don't buy an electric razor. They buy a closer shave and a better appearance. You could say people don't buy holidays; they are investing in emotional futures - the expectation of happiness in a purchasable capsule called a "holiday". Most guests are more comfortable in their own home; spend a lot less money, and less stress staying home.

The Sales Challenge (cont'd)

Then why spend all that money displacing oneself? The answer: mankind's perpetual quest for a higher level of happiness. Take a look at television ads. They don't sell beer; they sell having a great time with your 'mates'. In other words, they sell the benefits of ownership.

Your job as a salesperson is to help people make the buying decision illustrating these benefits. You are, in effect, the 'assistant buyer'. You help people to get what they want and like a midwife, help the person get through this process, you get what you want. It's a win/win situation.

What type of benefits motivate people to buy? People buy when they are going to gain something. This could be profit or personal gain. It could be prestige or status or sheer pleasure. If they are buying for someone else, then it is simply one or more of those benefits for the person they are buying for.

There is also another reason people buy: fear. This could be fear of what could happen if they didn't buy the product - for instance, life insurance or health care services. It could be fear of missing out on a possible benefit or advantage. All buying decisions are made for one or more of the above reasons.

Exhibiting: Demos make your display sizzle

The competition is right next to you. The noise level is high. Your audience is easily distracted. They have varying levels of technical knowledge. Can a demonstration really be effective?

Yes! Demonstrations are a key element in trade show strategy, but effective demonstrations require practiced skills and expert interactive communication with the audience.



Here are guidelines for success.

- Be aware of visitors' first and frequently lasting impressions.
- Practice your demonstration. You'll be better able to respond to specific questions at any technical level.
- Know every aspect of the equipment or product before the show. Your level of preparedness is a reflection of you and your company.
- Position yourself so that you can see the audience and the product. Keep people from standing behind you where they can't see you or the product properly.
- Make eye contact. Convey commitment and interest with your eyes. Acknowledge newcomers to the demonstration.
- Use body language to convey confidence and conviction. Use gesturing for emphasis and impact or to compare and contrast what you are demonstrating.
- Anticipate questions and prepare answers prior to the show. Know who on your staff can answer a question when you can't. Restate questions so everyone can hear and if necessary, tone the question down to make it less difficult to answer.
- Adjust to the audience. For less technical audiences, stress benefits and solutions to problems. For a technical audience, focus on special features and functions.
- Use the demonstration to qualify sales opportunities and stimulate post-show interest.

Source: AES (Australian Exhibition Services Pty Ltd.) and the International Association for Exposition Management.



Profits going up in flames!

Can we make a difference? Yes, A big difference: Most hotels, resorts, etc. have lawns and have them mowed regularly. Grass clippings are then dumped somewhere to be burned later. This produces smoke (sometimes for days, annoying others down wind) and is of no benefit to your garden or the atmosphere plus, you're burning away hard earned profits. The secret to lush, trouble free tropical gardens is very simple: **mulch, mulch, and mulch.**

Mulching Makes and Saves Money

Mulching enriches and protects soil, helping provide a better growing environment producing beautiful gardens, enticing customers, and reducing gardening maintenance costs at the same time preserving your asset.

Mulching is one of the simplest and most beneficial activities you can practice in the garden. Mulch is simply a protective layer of a material that is spread on top of the soil. Mulches can either be organic, such as grass clippings, straw, bark chips, and similar materials or inorganic, such as stones, brick chips, and plastic. Both organic and inorganic mulches have numerous benefits.

Mulch:

- a) Market your garden beautification – great gardens attract customers, provides a "finished" look to the garden
- b) Saves money: conserves moisture, reducing the need for frequent watering
- c) Fantastic weed growth prevention – reduce garden maintenance expenses such as labor and chemicals
- d) Naturally protects the soil from erosion and reduces compaction from the impact of heavy rains
- e) Especially effective for tropical locations
- f) Maintains a more even soil temperature, which is great for plant growth
- g) Keeps fruits and vegetables clean
- h) Keeps feet clean, allowing access to garden even when damp
- h. Is good for the environment; creating bio diversity in your garden.

Organic mulches also improve the condition of the soil. As these mulches slowly decompose, they provide organic matter which helps keep the soil loose. This improves root growth, increases the infiltration of water, and also improves the water-holding capacity of the soil. Vanuatu soil is super rich in mineral content (from all the volcanoes) but deficient in organic matter. Organic matter is a source of plant nutrients and provides an ideal environment for earthworms and other beneficial soil organisms especially needed by Vanuatu gardens.

While inorganic mulches have their place in certain landscapes, they lack the soil improving properties of organic mulches. Inorganic mulches, because of their permanence, may be difficult to remove if you decide to change your garden plans at a later date.

In Vanuatu, we have an abundance of coral – this 'rock' is an ideal mulching material especially for bougainvilleas.

Mulch materials

Lawn clippings make excellent mulch (See October Issue for information). Their fine texture allows them to be spread easily even around small plants. Newspaper, as mulch, works especially well to control weeds. Leaves are another readily available material to use as mulch. Leaf mould or the decomposed remains of leaves. Depending on where you live, numerous other materials make excellent mulches. Hay and straw work well. Seaweed used sparingly is an excellent mulch.

When to apply mulch

Time of application depends on what you hope to achieve by mulching. Mulches, by providing an insulating barrier between the soil and the air, moderate the soil temperature. This means that a mulched soil in the summer will be cooler than an adjacent unmulched soil. However, since mulch acts as an insulating layer, mulched soils tend to warm up more slowly in the spring and cool down more slowly in the cooler months than unmulched soils.

Remember, in order to:

- ▶ Weed control
- ▶ Moisture retention
- ▶ Soil improvement
- ▶ Beautification
- ▶ Lower garden maintenance cost

Grass clippings -

Spread them immediately to avoid heating and rotting.

Newspaper -

1. Save your own newspapers.
2. Only use newspaper text pages (black ink); color dyes may be harmful to soil microflora and fauna if composted and used.
3. Use 3 or 4 sheets together, anchored with grass clippings or other mulch material to prevent blowing away.
4. The amount of mulch to apply will be determined by the mulch material you are using.

General Guidelines:

- a. Do not apply mulch directly in contact with plants. Leave some space next to established plants stems to help prevent diseases flourishing from excessive humidity.
- b. Remove large weeds before spreading mulch, small weeds will rot under the mulch.

Bark mulch and wood chips are sometimes used with landscape fabric or plastic. The fabric or plastic is laid on top of the soil and then covered with a layer of bark chips. This outdated practice is not recommended: while initially the plastic or fabric may provide additional protection against weeds, as the mulch breaks down, weeds will start to grow in the mulch itself. The barrier between the soil and the mulch also prevents water penetration and any improvement in the soil condition plus makes planting additional plants more difficult. More importantly, it is environmentally unfriendly.

Profits going up in flames! (cont'd)

MULCH MATERIALS

Material	Amount to Apply	Notes
Bark mulch	30-50mm	Smaller chips are easier to spread, especially around small plants. Excellent for use around trees, shrubs, and perennial gardens. When spreading mulch around trees, keep the mulch two centimetres away from the trunk. A couple inches of mulch is adequate.
Wood chips	30-50mm	Similar to bark mulch. If using fresh wood chips that are mixed with a lot of leaves, composting may be beneficial.
Leaves	30-50mm	Best to chop and compost before spreading. If using dry leaves, apply about 10cm.
Grass clippings	30mm	Thicker layers tend to compact and rot, becoming quite slimy and smelly. Add additional layers as clippings decompose. Do not use clippings from lawns treated with herbicides.
Newspaper	10mm	Apply sheets of newspaper and cover lightly with grass clippings or other mulch material to anchor. If other mulch materials are not available, cover edges of paper with soil. Applying on a windy day can be a problem.

Exhibiting: Make Your Stand Design Stand Out

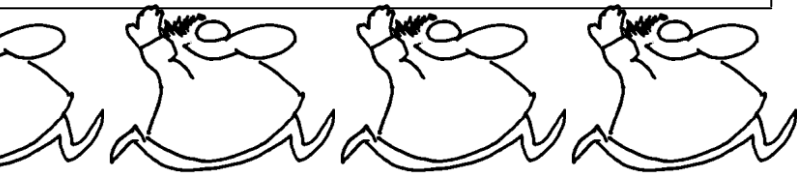


The aim of your stand design should be to attract maximum attention from prospective visitors. Good design will help you achieve your show objectives and also reflect the professionalism of your organisation.

- Exhibition design is a specialised function and should be undertaken by professionals with experience in this field.
- Your designer or stand contractor should receive a carefully prepared written brief which clearly states your show objectives.
- Your company identity and corporate image should be well projected.
- Effective lighting will literally highlight your display in the exhibition.
- Easy access to your display as well as access onto your stand will facilitate interest.
- Do not create unnecessary physical barriers.
- Demonstrations and activity on your stand will attract visitors.
- Remember to use the word "**NEW**". It is possibly the most powerful word in the exhibition industry.
- Avoid a confusing or messy display. Keep the message **simple**.
- Resist the temptation to cover your shell scheme walls with leaflets, brochures, and posters.
- Professionally produced signs or display panels should be prepared prior to the show.
- Keep messages and signs high. Visitors and furniture can block visibility.
- Use upper and lower case lettering. Signs in all upper case are more difficult to read.
- Ensure staff are readily identifiable and easily distinguished from other visitors.
- The biggest sin in any advertising is not to invite the prospect to register interest. Don't forget the call to action.

Source: AES (Australian Exhibition Services Pty Ltd.) and the International Association for Exposition Management.

Success Tips



Everyone wants to be physically healthy. You want to be mentally healthy as well. The true measure of “mental fitness” is how optimistic you are about yourself and your life.

In this article, you learn how to control your thinking in very specific ways so that you feel terrific about yourself and your situation, no matter what happens. We are all a combination of optimist and pessimist, depending on the gravity of the situation, and our mood on the day.

Control Your Reactions and Responses

There are three basic differences in the reactions of optimists and pessimists. The first difference is that **the optimist sees a setback as temporary, while the pessimist sees it as permanent.** The optimist sees an unfortunate event, such as a big booking that falls through or an advertisement that has not increased sales as a temporary event, something that is limited in time and that has no real impact on the future. The pessimist, on the other hand, sees negative events as permanent, as part of life and destiny.

Isolate the Incident

The second difference between the optimist and the pessimist is that **the optimist sees difficulties as specific, while the pessimist sees them as pervasive.** This means that when things go wrong for the optimist, he looks at the event as an isolated incident largely disconnected from other things that are going on in his life.

See Setbacks As Temporary Events

For example, if something you were counting on failed to materialize and you interpreted it to yourself as being an unfortunate event, but something that happens in the course of life and business; you would be reacting like an optimist. The pessimist, on the other hand, sees disappointments as being pervasive. That is, to him they are indications of a problem or shortcoming that pervades every area of life.

Don't Take Failure Personally

The third difference between optimists and pessimists is that **optimists see events as external, while pessimists interpret events as personal.** When things go wrong, the optimist will tend to see the setback as resulting from external factors over which one has little control.

If the optimist is cut off in traffic, for example, instead of getting angry or upset, he will simply downgrade the importance of the event by saying something like, “Oh, well, I guess that person is just having a bad day.”

The pessimist on the other hand, has a tendency to take everything personally. If the pessimist is cut off in traffic, he will react as though the other driver has deliberately acted to upset and frustrate him.

Success Tips



Remain Calm and Objective

The hallmark of the fully mature, fully functioning, self-actualizing personality is **the ability to be objective and unemotional when caught up in the inevitable storms of daily life**. The superior person has the ability to continue talking to himself in a positive and optimistic way, keeping his mind calm, clear and completely under control. The mature personality is more relaxed and aware and capable of interpreting events more realistically and less emotionally than is the immature personality. As a result, the mature person exerts a far greater sense of control and influence over his environment, and is far less likely to be angry, upset, or distracted.

Take the Long View

Look upon the inevitable setbacks that you face as being temporary, specific and external. View the negative situation as a single event that is not connected to other potential events and that is caused largely by external factors over which you can have little control. Simply refuse to see the event as being in any way permanent, pervasive or indicative of personal incompetence or inability.

Resolve to think like an optimist, no matter what happens. You may not be able to control events but you can control the way you react to them.

Weekly Action Task

Now, here are three actions you can take immediately to put these ideas into action.

First, remind yourself continually that setbacks are only temporary, they will soon be past and nothing is as serious as you think it is.

Second, look upon each problem as a specific event, not connected to other events and not indicative of a pattern of any kind. Deal with it and get on with your life.

Third, recognize that when things go wrong, they are usually caused by a variety of external events. Say to yourself, "What can't be cured must be endured," and then get back to thinking about your goals.

Source: *ETravel Blackboard...www.etravelblackboard.com*

Mega Ships are a coming.....

Britain: A 130,000-ton-ship with a capacity for more than 3,600 passengers will enter service with Carnival Cruise Lines in summer 2010. It will be a sister ship to a previously announced 130,000-ton vessel due to enter service in 2009 that will begin a new class for the line. They will be the largest built for Carnival Cruise Lines. Carnival now has four new ships on order or under construction - part of the parent company's 19 vessels on order. Carnival president and CEO Bob Dickinson said the new ships "represent the most spacious and innovative design ever created for a Carnival 'Fun Ship'." The "groundbreaking" class of ship will introduce a host of new facilities and features, he added.

Source....Travelmole

Exhibiting: Dress to Create a Winning Image

How should you dress at an exhibition? Take a cue from your customers - you should be dressed the same or slightly better.

In certain situations, a more relaxed dress code is in order, especially if most visitors are attired casually. You don't want to appear intimidating - as an army of starched-shirt salespeople - and frighten off potential customers looking to avoid a sales pitch. A casual appearance can make you much more approachable.

If you choose to create a uniform look for your staff, be specific. If you decide to use matching sweaters or colourful shirts imprinted with your company's logo, make sure you are also specific about the colour and type of pants, skirts and shoes your staff must wear to complete the look. Give careful consideration to the colours and styles of clothing you use. Keeping in mind the makeup of the individuals who staff your stand - make the clothing age and sex appropriate. For example, choosing pants as part of your uniform could promote an attitude of equality between men and women among your customers.

A uniform can turn your staff into a network of moving advertisements for your company. Your staff become easily identifiable anywhere on the exhibition floor. Take advantage of the unified look to promote a team atmosphere among staff. An added benefit is that your staff are probably more comfortable and therefore more productive. And if your staff are in uniform, you eliminate the inevitable bad wardrobe choices like cheap suits and ugly ties.



But be careful, the high visibility created by uniforms makes it essential that your staff are on their best behaviour at all times, inside and outside your stand.

Casual attire is certainly not appropriate for every trade show, but in the correct situation, you can use it to your benefit and have a more productive exhibition experience.

Source: AES (Australian Exhibition Services Pty Ltd.) and the International Association for Exposition Management.

Don't do everything yourself!

The culture of do-it-yourself is strong in small under-budgeted enterprises, but it doesn't always pay. This is especially true in Sales and Marketing. How often one sees advertisements, brochures, flyers or websites that have ignored all the basics of marketing and capture negligible response if at all.

Don't always think about the money saved by doing it yourself; weigh up the money you might have made if you'd hired the services of (proven and successful) experts in the field.

Tips for Better in-house communication

1. HOLD MINI-MEETINGS IN PREFERENCE TO LONGER ONES

When you want to talk, gather the team around and hold an on-the-spot discussion. An impromptu meeting may only take five minutes but if they come to you the meeting takes longer and becomes more formal, which may not be required.

2. USING THE STAFF NOTICEBOARD.

The staff noticeboard that is never cleaned up falls out of use. Get your cleaner to empty it each week. Unless you do, it'll become a depository for accumulated staff jokes.

3. COMMUNICATE EARLY

If you catch people early, you compromise their day. "What are you working on today Sue?" suggests that later in the day you might come back to check on her progress.

4. USE ALL AVENUES FOR FEEDBACK

Not everyone feels comfortable communicating in the same way. Some people feel comfortable talking while others prefer to write their thoughts. You should have many avenues for feedback, not just one.

5. USE PROPAGANDA

Make appropriate use of the medium of propaganda. For example, if you're on a time management drive, keep repeating expressions like Work smarter, not harder often - until it sinks in. Also, pin your successes to the walls (best ads, awards etc) and keep everyone informed.

6. USE THE WRITTEN WORD

In-house newsletters, memos and briefs all grow in importance because they are written, not spoken. They are a permanent record, and are therefore taken more seriously. Rules also gain power when written down.

7. USE OF MODERATORS AND INTERMEDIARIES

Sometimes communication should not be direct. Being direct is not always wise or acceptable. Use moderators when appropriate and intermediaries when you need to find out more about the other party.

8. KEEP YOUR TONE LIGHT AND EASY-TO-HANDLE

If you complain every time you communicate with your staff, they'll dread hearing from you. Look for reasons to communicate with staff positively, so that when the time comes to be critical, they will not see this as being your normal state.

Communication: The Key to high Performance

High performance managers have two consistent characteristics:

1. They are clear on priorities,
2. They communicate these so that there is no doubt or confusion in the minds of their subordinates.

In other words, subordinates know exactly where they stand, what to do next, and the definition of "acceptable standards".



Fish Feeding, Lelepa Island

Exhibiting: 10 Ways NOT To Greet Visitors



1. It is critical for your staff to create a welcome atmosphere that makes it appealing for visitors to want to stop by. What you don't do can be as important as what you do.
2. Don't Sit. You give attendees the impression you don't care or you're lazy. Visitors won't interrupt your private time, as they see it.
3. Don't Read. You aren't able to make eye contact with visitors as they walk by your stand.
4. Don't Eat or Drink. It is just plain rude and messy. Potential customers are too polite to bother you when you're eating.
5. Don't Ignore Visitors. If you're busy when someone approaches, either acknowledge him/her or try to include him/her in your conversation. If you're talking with a colleague, break it off immediately.
6. Don't Talk on the Telephone. Time on the phone is time away from potential prospects and tells everyone you have better things to do.

7. Don't be a Border Guard. Don't stand where you become a barricade or block the visitor's view. Stand near the aisle and off to the side.
8. Don't Hand Out Literature Freely. Your catalogues and brochures end up in a bag with everyone else's literature. Be discriminating in who gets literature. Better yet, mail them out to qualified prospects after the show.
9. Don't Underestimate Prospects. Get out of the habit of sizing up somebody simply by the way they look. Qualify them, don't classify them.
10. Don't Cluster with Friends and Other Staff. Don't be a "street gang". Nobody will approach a group of strangers, it's too intimidating. Be more approachable.

Source: AES (Australian Exhibition Services Pty Ltd.) and the International Association for Exposition Management.

What is happening in Espiritu Santo???

Find out here - www.euronext.com

Did you know?

Fact: Frozen food uses 10 times more energy to produce than fresh food.

Solution: Buy fresh food instead of frozen.

Fact: Methane is the second most significant greenhouse gas and cows are one of the greatest methane emitters. Their grassy diet and multiple stomachs cause them to produce methane, which they exhale with every breath.

Solution: Eat less red meat.

Fact: The average meal in the US travels 1,500km from the farm to the plate. Imagine the accumulative travel distances for food in the Pacific islands!

Solution: Buy local, and save fuel (ships and air) and keep money circulating around your island.

The Hospitality "Good Practices" Guide to Sustainable Tourism

Part 9 - Social Issues in the Workplace

What is the Issue?

The tourism industry provides employment for 230 million people - about ten percent of the world's formal labour force. There is a growing movement to ensure that tourism develops ethically and respects human rights. The 1948 United Nations Universal Declaration of Human Rights states that all human beings have certain basic universal human rights. These rights include the right to life, liberty and security of person, freedom from torture and slavery, protection under the law, freedom of thought, religion and travel, and the right to work, form trade unions and have an adequate standard of living and well-being. The U.N. Declaration calls upon "every individual and every organ of society" to promote and respect human rights; as parts of society, hotels and other tourism businesses all have a role to play in achieving this goal. Most of the focus on human rights in the tourism industry has revolved around labour laws and poor working conditions (such as long hours, low pay, lack of job stability and limited career prospects), as well as the use of child labour or forced labour, child sexual exploitation and gender issues. Also included are non-discrimination issues, poverty issues, environmental and indigenous issues, including land rights, protection of human dignity and freedom of association and the rights to collective bargaining.

Why Should I care?

- Respecting employees' human rights can ensure that operations comply with relevant laws and avoid fines and lawsuits.
- Ensuring that employees are treated well and are fairly compensated can minimise the risk of antagonism and anti-tourist feelings and help promote a welcoming and supportive attitude toward guests.
- Fair treatment of employees and local communities can bolster staff morale and enable a business to become an employer of choice.
- Promoting equal rights among all employees can minimise friction between local and foreign employees and management and support staff.
- Ensuring that dialogue and negotiations are conducted with freely elected workers' representatives and guarantee authentic consultations on management, decisions affecting staff and their acceptance by staff, as well as a constructive long-term attitude of employees towards the goals of the hotel.
- Respecting the rights of employees and neighboring communities can help safeguard the reputation of the business.
- Respecting the rights of indigenous communities can mitigate against adverse attention from non-governmental organisations or the media.

What Can I do?

- Undertake a study into the potential human rights impacts of your business on employees, local communities and other stakeholders.
- Provide a fair living wage and benefits to all employees.
- Sign formal contracts with all employees.
- Adopt a formal position/policy on human rights that commits the business to upholding fundamental human rights.
- Establish policies and guidelines to protect employees' health and safety in the workplace.
- Ensure that working hours, rest periods and remuneration comply with local legislation and practices, as well as with collective agreements where they exist.
- Train destination nationals for management positions and support career/personal development and employability across all employment categories.
- Ensure equal opportunities for employees of different genders, cultures, ethnicities and ages.
- Encourage women and ethnic minorities to pursue careers.
- Recognise and respect the rights of indigenous people and other vulnerable groups.

The Hospitality "Good Practices" Guide to Sustainable Tourism Part 9 - Social Issues in the Workplace (cont'd)

What Can I do? (cont'd)

- Provide communication systems to inform workers of their rights, in local languages and orally if illiteracy is common.
- Develop systems that allow for confidential and safe reporting of and follow-up on grievances.
- Have a fair and legal child employment policy.
- Sign on to and implement the ECPAT Code of Conduct for the Protection of Children from Commercial Sexual Exploitation in Travel and Tourism (www.thecode.org).
- Ensure that security services or personnel do not violate the human rights of employees or local people and are trained in relevant human rights standards.
- Respect freely elected workers' representatives and provide them with relevant information.
- Require all suppliers and sub-contractors to comply with company policies and guidelines on human rights, labour practices and occupational health and safety.

Where can I get more Information?

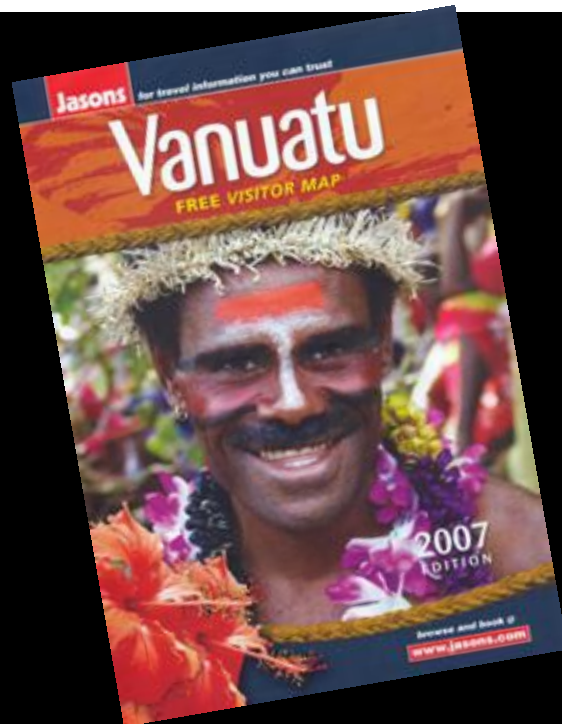
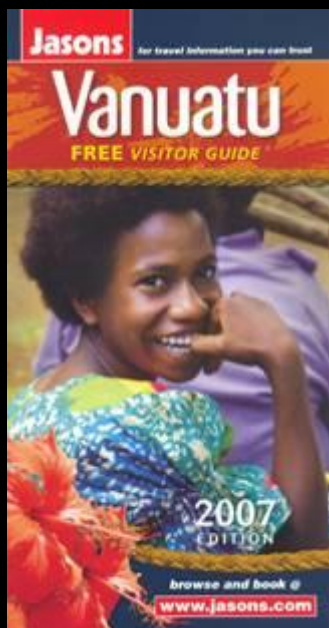
- Corporate Social Responsibility Forum. <http://www.csrforum.com>
- ECPAT International. <http://www.ecpat.net>
- International Labour Organisation. <http://www.ilo.org>
- Tourism Concern. <http://www.tourismconcern.org.uk>

Source: Adapted from: "A Practical Guide to Good Practice" by J. Sweeting & Amy Rosenfield, The Centre for Environmental Leadership in Business



Ancestral Cave, Lelepa Island

"If an orchestra all played the same instrument it would not be very interesting, and have a limited audience. The same can be said of a destination's profile: the greater the diversity, the greater the market attraction..."
...Speaker at Profit Conference, Vanuatu, Nov06.



One image is worth a thousand words...

laken Keru
Phone 678 68 695
Fax 678 68 846
Email tevergreen@vanuatu.com.vu



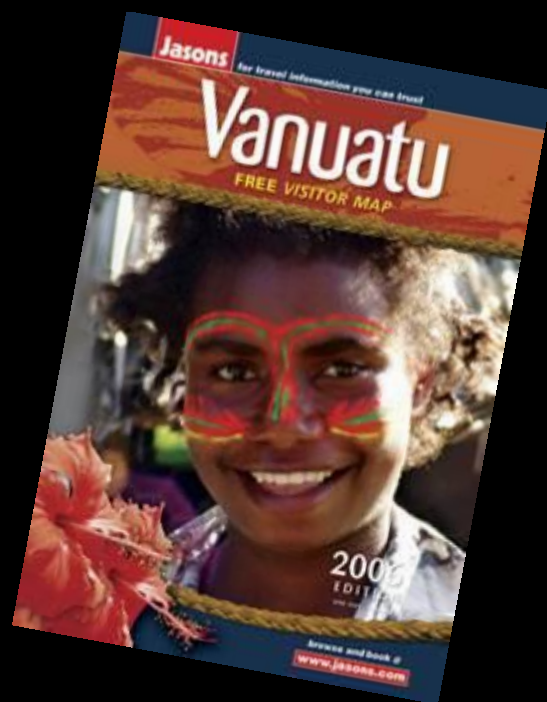
- TANNA - a world of its own

Photography by John Nicholls



Over 25,000
travel listings covering
the South Pacific Islands,
New Zealand and Australia

browse and book @
www.jasons.com





**Need an image of Vanuatu?
E: johnsilv@vanuatu.com.vu**

Tanna Flyer: Photography and Design by John Nicholls

www.travelmole.com Question :

"The seemingly unstoppable growth of dynamic packaging booked online via the internet and the dramatic rise in no-frills flights to mainstream holiday destinations has compounded the woes of traditional travel wholesaler operators. So, do they have a future or is the model cracked beyond repair?"

Reader Response:

"If you cannot be the cheapest, you have to add value - and if you cannot add value or understand this, then you will not last. That's the whole debate, over and done with, as will lots of traditional tourism operators be who don't add value."

Don't forget; find the answers on SPTO's website – www.PacificToolkit.org

Did someone forward this edition of Tourism & Hospitality e-info to you?

If you would like to subscribe to this newsletter and receive free monthly editions delivered to your desktop, please email us at info@vanuatu-hotels.vu

Note to Contributors: If you wish to contribute to Tourism & Hospitality e-info, please email submission in Word or plain text format to John at info@vanuatu-hotels.vu. Acknowledgement will be given to all submissions and we reserve the right to prioritize the publication schedules for articles submitted. We will endeavour to publish all submissions as soon as is possible after receipt, but this will depend on the volume of submissions received. We look forward to hearing from you in the near future.

This Newsletter is published by John and Silvana Nicholls of Vanuatu Hotels; phone: +678 24444, for the Vanuatu Tourism Industry. All photography by @John Nicholls. Contents of this newsletter are in the context of Vanuatu Tourism at the time of issue and may not be relevant to other tourism destinations. Vanuatu Hotels is a franchisee of Worldhotel-link.com. Content is independently written from, and does not imply in any way the views of Worldhotel-link.com.

Vanuatu Hotels
www.vanuatu-hotels.vu

Member of  www.worldhotel-link.com