Innovation and Digital Transformation During a Pandemic!

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Digital at Tourism Fiji

**Dedicated Digital Team**
Social Media & Website Team
Digital is all about being where the consumer is
Digital touches everyone in our organisation
Ongoing commitment – no silver bullet

**Tourism Industry Resources**
Website Listings
Social message alignment and sharing of industry content

**What’s coming…**
Exploring Industry upskilling programmes with Google & Facebook
CASE STUDY

Care Fiji Commitment

Challenge

Solution

Implementation

Results
Tourism Fiji’s Vision:

To Inspire the world to come and experience the place Where Happiness Finds you
What makes Fiji unique

Isn’t the sandy beaches...
OR THE RAINFORESTS AND WATERFALLS...
It’s the Fijian people and their hospitality!
Suddenly

Global Pandemic Hits
Bulanaires Campaign Cancelled
Borders Closed
Tourism Halted

Tourism Industry Impact
Many businesses closed or on reduced hours
New Health & Safety Standards being rolled out – varying levels of adoption and understanding

Consumer Impact
Consumers rating health & safety practises and the number one consideration when choosing a destination
What is it?

- A destination wide programme to ensure compliance with the government’s COVID-19 Safe Guidelines for Tourism Businesses
- Developed in conjunction with the Tourism Recovery Team
- Each business has a Wellness Ambassador responsible for upholding health and safety standards – giving a personal touch
- Wellness Ambassadors undertake training, complete an action plan for their business and commit to training all staff on COVID safe best practises
- Once complete they get access to a range of promotional tools to show they are part of the programme
Developing the Programme

- Worked in conjunction with the Ministry of Health and Medical Services and FHTA to develop training programme and action plan template
- Wrote recommended SOPs that businesses could follow to help them complete their action plans
- Developed video content and written content to suit different adult learning styles
- Ensured alignment and approvals from MHMS before we went live
- We also needed to clearly document each businesses progress on the programme. MHMS required proof of training, documented action plans and training plans – it had to be a digital solution
**Digital Solutions**

- Worked with Google Classrooms to develop a comprehensive online classroom
- All resources available in the classroom
- Training modules created
- Can be done from anywhere and any time
- Action template hosted on classroom also
- Comprehensive QA and testing process in place with support from Google Classroom experts
- Also gave significant in person support – including 2 x national roadshows and account managers to assist each business
- In person support was what our “customer” base needed to get the programme completed as efficiently as possible
Wellness Ambassador Program

All topics

Introduction
- What is your role of the Wellness Ambassador...
- Navigating Google Classroom

Module 1. What is the Care Fiji Commitment?
- Required Reading: What is the Care Fiji Commitment?
- Quiz: What is the Care Fiji Commitment?
- Module 1: Did you read the assignment and...

Module 2. What is COVID-19?
- Required Reading: What is COVID 19?
- Quiz: What is COVID-19?
- Module 2: Did you read the assignment and...

Module 3. Understanding the COVID-19 Safe...
Results So Far...

- 208 Wellness Ambassadors
- 152 Completed Training
- 105 Action Plans approved
- Consumer Marketing Positive Response
- Recognised and Endorsed by WTTC
Our Bula Spirit Awaits You!

Vinaka vakalevu