



ygap

Application Support Kit

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Bula & Welcome

As you prepare your application for [The Sustainable Tourism Accelerator](#), here are some helpful tips to ensure you effectively express your ideas and demonstrate how your business aligns with our mission.

We're not looking for impressive qualifications - most entrepreneurs don't have diplomas or degrees, some have never had business training before. Entrepreneurs often learn as they go. As we review your submission, we will be paying close attention to your lived experience.

Upon reading this Application Support Kit, you may still have questions. Please get in touch – you can [book us in for a 1:1 session](#), reach out on [Facebook](#) or email us on pacificislands@ygap.org.

And remember, applications close FJT Midnight, Wednesday 20th November!

Vinaka vakalevu and thank you! We look forward to reviewing your submission.

Your Application

How To Apply

We will accept either a written and spoken submission:

Prefer A Written Application? Please complete our [online application form](#). As best as possible, please be sure to answer all of our questions and provide as much detail as you can. You will also have the opportunity to upload supporting materials such as photos, links and documents.

Prefer A Spoken Application? Feel more comfortable expressing yourself verbally? We are accepting video applications. Please ensure you include answers to the questions listed below. Email your video and any supporting materials to pacificislands@ygap.org.

Application Questions

To help you prepare, please find our application questions outlined below. If you are submitting a written application, these are available in our online application form. If you opt for a video application, please ensure you verbally answer these questions in your submission.

SECTION - PROGRAM INFORMATION

QUESTIONS	CHOICES & ORIENTATION
On a scale of 1 (very poor) to 5 (excellent), please rate the reliability and speed of your internet connection of your business.	1 - Very Poor 2 - Poor 3 - Neutral 4 - Good

QUESTIONS	CHOICES & ORIENTATION
	5 - Excellent
To participate in the Accelerator , you must be available for the entire duration of the Bootcamp and Fiji Tourism Exchange. Are you available from 8th to 14th February 2025 and from 11th to 13 May 2025?	Yes No
How did you hear about the ygap Sustainable Tourism Accelerator?	Tourism Fiji Duavata Sustainable Tourism Collective Talanoa Treks ygap or yher Alumni Website Email Social Media Presentations/Info Session Newspaper Word of Mouth
If you were referred by a ygap or yher Alumni, kindly share their name.	Please provide their full name

SECTION - YOUR CONTACT DETAILS

QUESTIONS	CHOICES & ORIENTATION
What is your name?	Please provide your full name
What is your date of birth? The ygap Sustainable Tourism Accelerator is open to all ages!	Please provide your date of birth
What is your gender? The ygap Sustainable Tourism Accelerator is open to all genders	Female Male Prefer not to disclose Other - How do you Identify?
What is your email address?	Please provide your email address
What is your mobile number?	Please provide your mobile number.
What are your preferred languages? Which of these language(s) do you feel most comfortable learning in? Please select all that apply.	English Vosa Vakaviti Fijian Hindi Other - Please specify your preferred language

SECTION - YOUR BUSINESS DETAILS

QUESTIONS	CHOICES & ORIENTATION
What is the name of your business?	Please provide the name of your business.
How much time do you spend on your business?	I work on my business full-time I work on my business part-time I have multiple businesses and this is one of them This is a side hustle (I am working full-time) This is a side hustle (I am studying full-time)
What year was your business founded?	
Is your business formally registered?	Yes No In the process of registering
Is your business located in a rural or urban location?	Urban (cities/towns) Peri-Urban (areas surrounding cities/towns) Remote (islands/highlands)
Where does your business operate from?	Please nominate the city/town and province your business is located in.
What does your business do?	Briefly describe your business offering - what are the tourism products and services that you offer? Briefly describe your business model For example - our business offers a fun day trip experiencing the scenic Navua River. The itinerary includes a boat ride, a village visit, swimming at a waterfall and tubing down gentle rapids. Light refreshments and lunch are included.
What stage is your business currently at?	Briefly describe the stage your business is now in - what progress have you made towards your business goals? Please feel free to provide as much detail as possible - tell us your story! For example - have you developed a tour or activity that is ready to market or sell? Do you have appropriate insurances and/or any infrastructure to support your business, such as equipment, tools, boats or vehicles? How do you promote your tour services? Have you secured strategic partners? We work with early-stage ventures, so don't worry if things are still being developed! Just give us a snapshot of where your business is currently at.

QUESTIONS	CHOICES & ORIENTATION
<p>In one sentence, describe your business and the problem it addresses</p>	<p>For example, we run a dance group that employs youths to address the problem of youth unemployment and lack of opportunities for school dropouts by empowering them through cultural engagement in the arts.</p>
<p>Do you use online channels to promote your business?</p>	<p>Does your business have a website? Is your business using any of the following social media channels? Please cut and paste direct links to your channels here (feel free to write N/A for any sections that don't apply to you)</p> <p>Website Facebook Page Instagram Profile LinkedIn Page YouTube Channel TikTok Channel</p>

SECTION - YOUR FINANCIALS

QUESTIONS	CHOICES & ORIENTATION
<p>What was/is your revenue?</p>	<p>Please add your revenue for the time period 1Jan23 - 31Dec23 (Last Financial Year) & 1Jan24 - 31Jun24 (This Financial Year) . Not making revenue yet? Please mark as zero (0)</p> <p>Revenue from Sales Revenue (Grants/Donations) Net Profit (Total Revenue Minus Total Expenses) Financing Raised (Debt/Equity)</p>

SECTION - YOUR MARKET & CUSTOMERS

QUESTIONS	CHOICES & ORIENTATION
<p>Which Fiji tourism destination does your business serve?</p>	<p>Coral Coast Denarau Kadavu Lau & Lomaiviti Mamanuca Islands Nadi Pacific Harbour Suva Suncoast Taveuni</p>

QUESTIONS	CHOICES & ORIENTATION
	Vanua Levu Yasawa Islands
What segments of the tourism industry do you serve?	The tourism industry is made up of a variety of segments - which tourism segments do you serve? Accommodation & Lodging Experiences & Tours Food & Beverage Transport Itineraries & Bookings Shopping Entertainment Conventions & Events
Who are your customers? Who pays for the product/service? Mention all different types In broad categories, who are your tourism customers? Who do you sell to?	Local customers (living in Fiji) Expatriate customers (living in Fiji) Business customers (based in Fiji) Cruise ship visitors/tourists (visiting Fiji) International visitors/tourists (visiting Fiji) International businesses (visiting Fiji)
How much do you charge for your product/services?	Briefly describe how much you charge for each of your products/services. For example - We charge \$xx p/person, with discounts for large groups. We can take x number of people per trip.
What types of travellers do you serve?	In broad categories, what tourism segments do you sell to? What segments best describe your customers. Please select all that apply. Families Couples Groups Seniors Solo/Single Travellers Professional/Business Travellers Long Stay Travellers Leisure Travellers
How is your business different from others who might be doing something similar?	For example, I focus on collaborating with local artisans to create authentic cultural experiences that highlight the unique traditions of our community.

SECTION - YOUR IMPACT

QUESTIONS	CHOICES & ORIENTATION
Does your business aim to create a positive environmental impact?	<p>Does your business offer environmentally sustainable activities or experiences? For example - marine conservation projects or eco-friendly accommodations? Does your business help conserve natural resources, promote biodiversity, or reduce environmental footprints through sustainable practices?</p> <p>Yes No</p>
If yes, can you tell us how?	Please tell us how your business aims to create a positive environmental impact.
Does your business aim to create a positive social impact?	<p>For example, does your business generate income for remote communities through tourism? Does it preserve and showcase Fiji's cultural heritage, increase community resilience, or create opportunities for local artisans and service providers? Please describe how your business creates (or will create) positive social impact.</p> <p>Yes No</p>
If yes, can you tell us how?	Please tell us how your business aims to create a positive social impact.
If yes, who benefits from your product or service?	For example, the local communities we collaborate with through eco-friendly village tours and the small-scale artisans we source sustainable handicrafts from.
How are they benefiting?	For example, their incomes are improved through consistent tourism revenue, they receive training in sustainable practices to enhance their offerings, and they gain greater visibility for their culture and local products, attracting more eco-conscious travellers.
Does your business specifically target any of these beneficiaries?	<p>Only select if relevant or select N/A</p> <p>Rural communities Low socio-economic communities</p>

QUESTIONS	CHOICES & ORIENTATION
	Children Women Elderly People with disabilities Youth N/A
How many people have benefited from your venture so far?	How many people have you helped? If you don't have an exact number, please provide an estimate.
If you create a positive impact that is not captured by the above questions, tell us in your own words.	For example, we have implemented a plastic-free policy by using reusable utensils and encouraging guests to bring their own water bottles, significantly reducing waste generated during our tours. We have also set up a community fund, helping under-resourced families with their basic needs.

SECTION - YOUR TEAM

QUESTIONS	CHOICES & ORIENTATION
Do you have any co-founders?	No, I am the sole founder Yes, I have co-founders
Do you have a team or other people who work on your venture with you?	No, I am the only one running the venture Yes, I have informal support through family and/or friends. Yes, I have other people formally on my team
If you have other people formally on your team, how many employees do you have working for your venture right now?	Please specify their genders, whether they are full-time employees, part-time employees or temporary/casual employees.
Why are you or your team best placed to run this business?	For example, lived experience, relevant expertise, specific education/knowledge

SECTION - EXPRESS YOUR INTEREST

QUESTIONS	CHOICES & ORIENTATION
Why are you applying?	What value do you feel the ygap Sustainable Tourism Accelerator will bring to your business? Whatever you'd like to share, please tell us.

QUESTIONS	CHOICES & ORIENTATION
What do you most want to gain from the ygap Sustainable Tourism Accelerator?	Refining Your Business Model Participation at the Fiji Tourism Exchange Networking Opportunities Access to Resources Funding Opportunities Scaling Your Business Enhancing Impact Marketing Strategies Learning Best Practices Connecting to a Supportive Community
Have you participated in any other accelerators or incubators?	Yes No
If yes, please tell us which programs you attended and when.	Please list the other accelerators or incubators you have attended and when.
Is there an entrepreneur you would like to recommend for this Accelerator? P	Please nominate them! If you nominate a fellow entrepreneur, please be sure to share sufficient details for us to get in touch - for example, their full name, business name and/or a link to their website or social channels.

Application Tips

BE YOURSELF

Share Your Story - Tell us what inspired you to start your business. For example, if you grew up in a place known for tourism and saw its effects on your community, explain how that motivated you to create a business that supports local culture and the environment.

Example - "I started my eco-tourism business because I saw my village struggling with waste management. I wanted to create tours that show off our natural beauty and teach visitors how to protect it."

DESCRIBE YOUR GOALS

Outline Your Vision - Explain what you want to achieve with your business and how it supports sustainable tourism. How does your business help the environment, local communities, and promote local culture?

Example - "My goal is to build a sustainable tourism business that highlights the beauty and culture of my village. We offer guided tours to waterfalls led by local guides who serve meals made from local produce."

PROVIDE SPECIFIC EXAMPLES

Show Your Commitment to Sustainability - Explain how your business supports sustainable tourism. What positive effects does it have on the environment, community, and culture?

Example - “We offer tours that include traditional Fijian experiences like kava ceremonies and cooking classes with local families. This helps preserve our culture and allows visitors to connect with the community.”

HIGHLIGHT COMMUNITY INVOLVEMENT

Discuss Your Impact - Share how your business involves the local community and contributes to sustainability.

Example - “I buy local produce from farmers for our tours, which helps support hardworking community farmers.”

Criteria

Who are we looking for?

You're an entrepreneur in Fiji - Leading an emerging, early-stage, or small venture that is ready to make its mark in the tourism industry. Whether you're focusing solely on tourism or integrating travel experiences into a complementary business, your goal is clear - to welcome more visitors and expand your reach.

Focused on Tourism - Your venture is rooted in the tourism market. This could mean that you are exclusively dedicated to providing tourism experiences or that you are incorporating travel elements into a broader business model. Regardless, you are eager to attract more visitors and enhance your business's visibility.

Early Stages of Development - You are in the early stages of your entrepreneurial journey. You have either fully developed, tested, or launched one or more tourism experiences and can demonstrate early traction or proof of concept. This foundational work sets the stage for future growth and success.

Heartfelt Motivation - Your business is driven by a genuine desire to make a positive impact on your community and the environment. You aspire to contribute to a better Fiji, whether through sustainable practices, community engagement, or cultural preservation. Your passion fuels your hustle.

A Vision for Growth - While you may be starting small, you possess a big and beautiful vision for your venture. You are ambitious and eager to scale your impact, aiming to create a lasting difference in the tourism landscape of Fiji.

Desire for Connection and Learning - You are enthusiastic about connecting with like-minded entrepreneurs from Fiji and around the world. You want to learn from others, share experiences, and build relationships that can help you grow both personally and professionally.

Ready to Take Action - If selected for this opportunity, you are prepared to bring your A-game. You understand that success requires hard work and dedication, and you are ready to roll up your sleeves and make the most of this chance to grow your business and enhance its impact

Frequently Asked Questions

What Is An Accelerator?

An Accelerator is a program that gives early stage businesses access to the skills, knowledge, connections, funding, community and other types of support they require to become sustainable and scalable. They often are fixed in duration and cohort-based.

What Is An Impact Business?

We believe that business can be a force for good, and entrepreneurship is essential for addressing the pressing social and environmental challenges of our time. This program aims to support ventures focused on creating positive social or environmental change within the tourism sector - aka a positive impact!

What Do You Mean By Sustainable Tourism?

When we refer to a sustainable tourism business, we are seeking entrepreneurs aiming to create positive environmental or social change through their tourism venture or experiences. For inspiration and examples, check out our friends at [Duavata Sustainable Tourism Collective](#).

I Thought You Only Ran Programs For Women?

This year, our Accelerator is open to all genders, with a special welcome to women, iTaukei, and LGBTQI+ entrepreneurs.

Many emerging businesses are underestimated due to systemic barriers, limited access to resources, and societal biases. If this resonates with you, we encourage you to apply and take advantage of this opportunity!

If I Don't Have A Team, Can I Still Apply?

Yes you can! Having a team is just one of the components we look at when making our selection decision. Your team could consist of family, friends, neighbours or anyone you trust to lend a hand with your business. If you haven't found that great team yet, that's okay (as long as you see value in eventually building your team). Remember, it's impossible to build a large, successful business all on your own.

I Have A Co-Founder(s). Can I Still Apply?

Absolutely! If you have a co-founder (or several) you can apply for the Sustainable Tourism Accelerator.

However please note, during the Bootcamp and Fiji Tourism Exchange we can only accommodate one founder per venture – you'll need to decide which of you is best placed to attend.

During the support phase, there will be opportunities for you to nominate a 2nd member of your business to attend masterclasses and other activities – for example, a co-founder or a senior member of your team.

If My Business Isn't Focused On Tourism, Can I Still Apply?

Sorry. Our upcoming Accelerator is only for businesses offering traveller or tourism experiences – if you have a business that offers things to do, places to stay or experiences to try, you are very welcome to apply. Some examples are farm visits, art or craft classes, culinary classes or historical walks.

I Don't Have Revenue Yet - Can I Still Apply?

Having revenue shows us that people are willing to pay for tourism product or service that you have created or are providing – this is “proof of concept” If you don’t have revenue yet, it is up to you to get creative as to how you can show us that your venture is selling or building something that fulfils a need.

I'm Fijian But Not Based There, Can I Still Apply?

Unfortunately, no. We are committed to building the agency and capacity of the power of local leaders, we are looking to support ideas by locals on the ground.

Can My Co-Founder Attend The Program?

During the live-in bootcamp, we can only accommodate one founder per venture – you’ll need to decide which of you is best placed to attend. During the support phase, there will be opportunities for you to nominate a 2nd member of your business to attend masterclasses and other activities – for example, a co-founder or a senior member of your team.

Vinaka Vakalevu & Thank You

#ittakesatribe
#sustainability
#ygappacificislands

If you have any questions, just ask:
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linkedin.com/showcase/ygappacificislands