



Future Tourism: Rethinking tourism and MSMEs in times of COVID-19

Digital Support Tools for MSMEs



UNDP Barbados & the Eastern Caribbean
November 18, 2021

Introduction



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Future Tourism Project

**UNDP Barbados and
the Eastern Caribbean**



Future Tourism in a Nutshell

- Support to MSMEs significantly impacted by COVID-19.
- 10 countries and territories
- 2 Main Components:
 1. Regional Policy Dialogues & Policy Solutions
 2. Business Adaptation Programme for MSMEs
 - Virtual Open Training
 - Technical Assistance
 - Financial Assistance



BUSINESS ADAPTATION PROGRAMME



Components

1



**VIRTUAL OPEN
TRAINING**

2



**TECHNICAL
ASSISTANCE
AND
MENTORING**

3



**ACCESS TO
GRANTS**

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6 GUIDES WITH PRACTICAL TIPS AND TOOLS:

1  **NEW DIGITAL
MARKETING CHANNELS**

2  **SET UP A DELIVERY
PROCESS**

3  **FINANCIAL ADVICE**

4  **SANITARY SAFETY
PROTOCOLS**

5  **NEW PAYMENT
METHODS**

6  **CREATE PROMOTIONS
AND SPECIAL OFFERS**

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- ✓ The package contains guides, videos and tools
- ✓ Available at: <https://bit.ly/Efuture>
UNDP



THE KEY: DIGITAL BUSINESS TOOLKIT



THE KEY: Your Digital Business Toolkit

In response to COVID-19, this FREE introduction to over 12 no/low cost software tools was designed by Sade Jemmott Consulting on behalf of the United Nations Development Programme to build MSME capacity for digital business and the #eFuture.

Enroll for free

Available at:

<https://bit.ly/EfutureUNDP>

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Thank You!

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