



# UNWTO Workshop on Sustainable Tourism Product Development in the Pacific Islands

**31<sup>st</sup> March 2021**

**Hybrid**

**Holiday Inn, Suva, Fiji**



# Introduction

The Pacific is a region covering one third of our planet's surface. Destinations within the region are diverse, in terms of their populations, ease of access, degree of tourism development, culture and language, etc. There is growing awareness across the region that tourism could play an increasingly important role in economic development. There is also an opportunity to preserve the environment and cultural resources: whilst pristine environments are not the exclusive domain of Pacific islands nations, their unique individual cultural heritage differentiates them from the global market. Tourism is seen as an opportunity to continue to provide sustainable economic growth even as natural resources reach their limit within economic contribution.

The COVID-19 pandemic has caused unprecedented socio-economic impacts, especially in the tourism sector. For many Pacific Small Island Developing States (SIDS), tourism is an important socioeconomic pillar. This implies long-term holistic thinking with regards to the challenges brought by the pandemic, and thus connects with the need to transition to a more sustainable tourism model.



# Objectives and Methodology

The workshop is specifically designed to support tourism stakeholders from the Pacific Island Countries in the unprecedented challenge of COVID-19, but particularly Small Island Destinations in the Pacific who strongly depend on tourism as their main means of subsistence.

The objectives of the workshop are:

- To support and advance the development of sustainable tourism products in the Pacific Islands
- To encourage the exchange of good practices in sustainable tourism development between Pacific Islands and pioneer countries
- To promote and disseminate the findings of the UNWTO/APTEC Publication on Sustainable Tourism Product Development Opportunities in the Pacific Islands

Moreover, the workshop strives to enable the Pacific Island Countries to share successful tourism good practices on sustainable tourism development. The ultimate aim is to strengthen the capacity of destinations at the regional, national, and destination levels. Attending this workshop is the opportune chance to learn about sustainable tourism product development and engage with other government officials from Pacific Islands.





# Programme

Time (Suva, Fiji)	Programme
	<b>Opening Ceremony</b>
09:00 – 09:25	<ul style="list-style-type: none"><li>- Opening remarks by Mr. Yoshiaki Hompo, President, Asia Pacific Tourism Exchange Centre and Chief, UNWTO Regional Support Office for Asia and the Pacific (video message)</li><li>- Welcome remarks by Mr. Josefa Tuamoto Deputy Chairman SPTO/CEO Tourism Solomons</li><li>- Congratulatory remarks by Mr. Zhu Shanzhong, Executive Director, UNWTO (video message)</li><li>- Congratulatory remarks by Mr. Bokeun Choi, Director General for Tourism Policy, Ministry of Culture, Sports and Tourism of the Republic of Korea (video message)</li><li>- Group photo of the online and on-site participants of the workshop</li></ul>
09:25 – 09:40	<b>Introductory Session</b> by Ms. Alcinda Trawen, Deputy Manager Research & International Relations, UNWTO Regional Support Office for Asia and the Pacific
09:40 – 10:55	<b>Session 1: Sustainability and Tourism Product Development in the Pacific Islands</b>
09:40 – 10:10	<ul style="list-style-type: none"><li>- Presentation by Mrs. Christina Leala Gale, Sustainable Tourism and Research Manager, Pacific Tourism Organization</li><li>- Presentation by Dr. Noel Scott, Adjunct Professor of Tourism Management in the Sustainability Research Centre, University of the Sunshine Coast</li></ul>
10:10 – 10:50	<ul style="list-style-type: none"><li>- Country Presentation (Niue, Kiribati, Indonesia)</li><li>- Q&amp;A discussion</li></ul>
10:50 – 10:55	Wrap up by Ms. Marita Manley, Facilitator of the workshop
10:55 – 11:05	<b>Coffee break</b>

# Programme

Time (Suva, Fiji)	Programme
<b>11:05 – 12:20</b>	<b>Session 2: Restarting Tourism: Harnessing the Potential of Intra-regional Tourism and Sustainable Product Development</b>
11:05 – 11:35	- Presentation by Mr. Michel Julian, Department Officer, Tourism Market Intelligence and Competitiveness, UNWTO
11:35 – 12:15	- Presentation by Ms. Jennifer Bartlett, Private Sector Development Consultant
	- Country Presentation (Fiji, Vanuatu, Malaysia)
	- Q&A discussion
12:15 – 12:20	Wrap up by Ms. Kolora Mason, Facilitator of the workshop
<b>12:20 – 13:45</b>	<b>Lunch</b>
<b>13:45 – 15:00</b>	<b>Session 3: Innovation and Digital Transformation: New Opportunities in the Sustainable Tourism Development Era</b>
13:45 – 14:15	- Presentation by Mr. Paul Davis, Senior Adviser, Tourism, Pacific and Development Group, Ministry of Foreign Affairs and Trade, New Zealand
14:15 – 14:55	- Presentation by Dr. Seul Ki Lee, Associate Professor, College of Hotel and Tourism Management, Sejong University
	- Country Presentation (French Polynesia, Republic of Korea, Fiji)
	- Q&A discussion
14:55 – 15:00	Wrap up by Ms. Marita Manley, Facilitator of the workshop
<b>15:00- 15:10</b>	<b>Closing Session</b>
	- Closing remarks by Mr. Kartik Pratap, Acting Director of Tourism, Ministry of Commerce, Trade, Tourism and Transport of Fiji
	- Closing remarks by Mr. Christopher Cocker, Chief Executive Officer, Pacific Tourism Organization

# Expert Speakers



**Ms. Alcinda Trawen**

Deputy Manager Research &  
International Relations,  
UNWTO Regional Support  
Office for Asia and the Pacific



**Mrs. Christina Leala Gale**

Sustainable Tourism and  
Research Manager,  
Pacific Tourism  
Organization



**Dr. Noel Scott**

Adjunct Professor of Tourism  
Management in the Sustainability  
Research Centre,  
University of the  
Sunshine Coast

# Expert Speakers



**Mr. Michel Julian**

Department Officer,  
Tourism Market  
Intelligence and  
Competitiveness,  
UNWTO



**Ms. Jennifer Bartlett**

Private Sector  
Development Consultant



**Mr. Paul Davis**

Senior Adviser,  
Tourism, Pacific and  
Development Group,  
Ministry of Foreign  
Affairs and Trade,  
New Zealand



**Dr. Seul Ki Lee**

Associate Professor,  
College of Hotel and  
Tourism Management,  
Sejong University



# Introductory Session

## Ms. Alcinda Trawen

Deputy Manager Research & International Relations, UNWTO Regional Support Office for Asia and the Pacific

Alcinda Trawen has joined UNWTO Regional Support Office for Asia and the Pacific from PNG Tourism Promotion Authority (PNGTPA) where she worked for over 12 years. Previously she worked in the hotel industry as well supported develop and taught the first undergraduate degree program in tourism and hospitality in Papua New Guinea at Divine Word University. She holds a Master of Tourism from James Cook University, Australia and a Master of Planning, University of Otago, New Zealand as well as an undergraduate degree in tourism from University of Otago.

She has worked in the areas of tourism master plan implementation & development, cruise ship development, tourism training and awareness. She has also been part of leading roles in the APEC. Tourism Working Group. Currently she is in charge of research project on Sustainable Tourism Product development in Pacific Islands countries.





# Session 1

## Mrs. Christina Leala Gale

Sustainable Tourism and Research Manager, Pacific Tourism Organization

Christina Leala-Gale is the Sustainable Tourism and Research Manager at the Pacific Tourism Organisation. Prior to joining SPTO in 2017, she was the Project Manager for the Finland-Pacific Project on Reduced Vulnerability of Pacific Island Communities to the Effects of Climate Change at the Secretariat of the Pacific Regional Environment Programme (SPREP).

At national level, Christina has contributed to tourism planning and development in Samoa for over 10 years and recently completed a Sustainable Tourism Training with the Global Sustainable Tourism Council.



# Session 1

## Dr. Noel Scott

Adjunct Professor of Tourism Management in the Sustainability Research Centre, University of the Sunshine Coast

Noel Scott, PhD is Adjunct Professor of Tourism Management, in the Sustainable Research Centre, University of Sunshine Coast, Queensland, Australia. His research interests include the study of tourism experiences, and destination management and marketing. He is a frequent speaker at international academic and industry conferences.

He has over 300 academic articles published including 17 books. He has worked in on a number of UNWTO project in Asia and the Pacific and in Cambodia, Fiji, Indonesia, and Sri Lanka. Prior to starting his academic career in 2001, Dr Scott worked as a senior manager in a variety of businesses including as Manager Research and Strategic Services at Tourism and Events Queensland.





# Session 2

## Mr. Michel Julian

Department Officer, Tourism Market Intelligence and Competitiveness,  
UNWTO

Michel Julian is Programme Officer at the Tourism Market Intelligence and Competitiveness Department, United Nations World Tourism Organization (UNWTO). His work at the UNWTO Tourism Market Intelligence and Competitiveness department covers the analysis of current and future tourism trends. He contributes to the preparation of key UNWTO reports such as the UNWTO World Tourism Barometer. His field of work also includes the study of tourism products and segments, outbound markets and marketing techniques.

He has coordinated joint research projects with the European Travel Commission's Market Intelligence Committee, reflected in several technical handbooks and seminars. Mr Julian (Santo Domingo, Dominican Republic) studied economics and holds Masters degrees in International Economics and Tourism Economics from Toulouse School of Economics - Sciences Po (Toulouse, France).



# Session 2

## **Ms. Jennifer Bartlett**

### Private Sector Development Consultant

Jennifer Bartlett is an economic development and sustainable tourism advisor with more than 25 year experience working for a range of government, private sector, development agency and NGO clients.

She has worked in 25 countries around the world, including several Pacific Islands countries. Her experience in the tourism sector covers key themes including: sustainable destination development; product and niche experience development; policy and planning; natural and cultural heritage; tourism value chains; MSME/entrepreneurship; business enabling environment; investment generation; infrastructure planning; market research; marketing and distribution; institutional strengthening; workforce development and training; and post-disaster recovery.

In the past 18 months, Jennifer has worked on projects for Sustainable Travel International in Palau, NZ MFAT/Business Link Pacific across several PICs, DFAT/Strongim Bisnis in Solomon Islands, the World Bank/IFC in Fiji, and NZ MFAT/Government of Samoa.





# Session 3

## Mr. Paul Davis

Senior Adviser, Tourism, Pacific and Development Group, Ministry of Foreign Affairs and Trade, New Zealand

Paul joined MFAT in 2018 and is the Ministry's in-house tourism specialist, providing a dedicated tourism input into the planning, design, monitoring and review of tourism development programmes which the New Zealand Aid Programme supports. The role provides technical advice, influences the Ministry's strategy and programming through tourism sector insights and develops policy advice for tourism. Paul provides advice to programming divisions on where to focus across the range of potential investments and interventions. Paul is also the Ministry's contact and liaison point with the New Zealand domestic tourism sector.

Paul has a detailed background in national and regional tourism organisation strategy and operations including destination planning, marketing and development. During a 20-year career at the New Zealand Tourism Board, Paul had stints in Auckland, New York, Dunedin and Wellington, he set-up and was inaugural CEO of New Zealand Regional Tourism Organisation, Nelson Tasman Tourism. He then took up a role as Long-term Adviser and Programme Manager for the Tonga New Zealand Tourism Support Programme based in Nuku'alofa, and before joining MFAT, he worked for Northland's Economic Development Agency, Northland Inc.



# Session 3

## Dr. Seul Ki Lee

Associate Professor, College of Hotel and Tourism Management, Sejong University

Dr. Seul Ki Lee is Associate Professor in the College of Hospitality and Tourism Management, Associate Dean of International Affairs (OIA), Director of the Tourism Industry Data Analytics Lab (TIDAL), and Director of the LINC+ Project at Sejong University. Seul Ki has been involved in various tourism official developmental assistance (ODA) projects, including the first bilateral tourism ODA project funded by the Korean Government.

Dr. Seul Ki Lee's research involves application of urban economic theories and spatial econometric methods to investigation of location-related problems for tourism and hospitality firms such as clusters and agglomerations. He has published more than 40 studies in peer-reviewed journals and serves as an editorial board member or ad hoc reviewer for more than 20 academic journals.





# Country Presentation Speakers



**Ms. Moka  
Ioane-Laufoli**

Acting Chief  
Executive,  
Nuie Tourism  
Office



**Mr. Petero  
Manufolau**

Chief Executive  
Officer,  
Tourism Authority  
of Kiribati



**Dr. Frans Teguh**

Senior Advisor for  
the H.E. Minister of  
Tourism and  
Creative Economy  
of Indonesia



**Ms. Jacinta Lal**

Principal Tourism  
Officer Ministry of  
Commerce, Trade,  
Tourism and  
Transport of Fiji



**Mr. Paul Pio**

General Manager,  
South Sea  
Shipping/Secretary,  
Vanuatu Tamtam  
Travel Bubble  
Taskforce, Vanuatu

# Country Presentation Speakers



**Mr. Mohd Daud  
Mohd Arif**

Senior Director,  
Tourism Policy and  
International Affairs,  
Ministry of Tourism,  
Arts and Culture of  
Malaysia



**Mr. Hironui Johnston**

Senior Advisor in  
charge of International  
Transportation, Ministry  
of Tourism and Labor  
of French Polynesia



**Ms. Hyeri Han**

Deputy Director,  
International Tourism  
Division, Ministry of  
Culture, Sports and  
Tourism of the  
Republic of Korea



**Ms. Emma Campbell**

Director of Marketing,  
Tourism Fiji





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