Sustainable Tourism Product Development Opportunities in the Pacific Islands

UNWTO Workshop on Sustainable Tourism Product Development in the Pacific Islands

Wednesday 31st March, 2021

(Hybrid)

Holiday Inn, Suva, Fiji

Alcinda Trawen, Deputy Manager Research & International Relations, UNWTO Regional Support Office for Asia and the Pacific
Sustainable Tourism Product Development Opportunities in the Pacific Islands

This research aims to provide knowledge, recommendations and case studies on synergies between tourism growth and tourism product development in Pacific Islands Countries (PIs). It will serve as a tool to:

a) analyze current efforts of tourism product development in Pacific Island states,

b) identify opportunities for product development and make recommendations that promote local entrepreneurship initiatives and community engagement in Pacific Island States;

c) provide good practice scenarios from across the region and other island states, and lessons learned from them;

d) encourage intraregional collaboration and benchmarking among Pacific Island destinations.

<table>
<thead>
<tr>
<th>PICS Featured</th>
<th>Best Practice Cases</th>
</tr>
</thead>
<tbody>
<tr>
<td>Federated States of Micronesia</td>
<td>Federated States of Micronesia and Niue</td>
</tr>
<tr>
<td>Fiji</td>
<td>Papua New Guinea and Singapore</td>
</tr>
<tr>
<td>French Polynesia</td>
<td>Palau and New Zealand</td>
</tr>
<tr>
<td>Kiribati</td>
<td>New Zealand</td>
</tr>
<tr>
<td>Niue</td>
<td>Australia, Cook Islands and Vanuatu</td>
</tr>
<tr>
<td>Papua New Guinea</td>
<td>Japan and New Zealand</td>
</tr>
<tr>
<td>Samoa</td>
<td>Fiji, Hawaii, Japan and New Zealand</td>
</tr>
<tr>
<td>Solomon Islands</td>
<td>Fiji and Papua New Guinea</td>
</tr>
<tr>
<td>Timor Leste</td>
<td>Japan, Malaysia and New Zealand</td>
</tr>
<tr>
<td>Tuvalu</td>
<td>Japan</td>
</tr>
</tbody>
</table>
This report is the first UNWTO publication focused on the Pacific Islands.

Report is focused on the five pillars of product development; government policy, private public partnership, small to medium enterprises and entrepreneurial development, community engagement and carrying capacity. Features 11 Pacific Country chapters.

Provides best practice cases only within the region especially from the Pacific Islands, so Pacific nations can see what their neighbors with the same constraints, how have tried to overcome their challenges.

While recommendations in each chapter are country specific, the summary recommendations are regional focused.

Regional focus is an approach for cost-effective regional development recommendations to address common challenges faced.

All countries featured and the members of the South Pacific Tourism Ministers Council vetted the regional recommendations.
Sustainable Tourism Product Development
Opportunities in the Pacific Islands
Key Findings

- Human Resource Development
- Soft Adventure
- Regional Partnership for Mega Events
- Sustainable Market Development to Support Product Development
- Utilize Existing Air Services
- Community Based Tourism Product Pricing Strategies
- Build Polynesia Cultural Product Awareness in Australia
- Pension Funds as Investors in Tourism
- Specialist Tourism Product Development function for Small Islands States
- Prioritize Actions
2020
a timeline marked by closures

23 January: Wuhan lockdown
30 January: WHO declares the outbreak a global health emergency
11 March: WHO declares the outbreak a pandemic
20 April: 100% of worldwide destinations have introduced travel restrictions
1 November: 27% of all destinations worldwide keep their borders completely closed for international tourism
Product Development & Value Chains
Promote new and authentic experiences that are unique to rural areas
COVID-19 Recovery Trends

In the context of the COVID-19 pandemic, the role of tourism in rural development is more relevant than ever. Tourism in rural areas offers important opportunities for recovery as tourists look for less populated destinations and open-air experiences and activities.

In addition, the COVID-19 pandemic has triggered rising interest from tourists looking for new experiences based around natural and rural areas in the open air, far from congested settings.

Products related to nature & outdoor
- Ecotourism
- Adventure tourism
- Wellness
- Culture
- Gastronomy
- Focus on road trips

Source: UNWTO Recommendations Tourism & Rural Development, 2020
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Quarter 3 or 4 - 2021 Workshop on Key Findings When Report is Released
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OUTLINE

Pacific 2030: A Sustainable Tourism Policy Framework

• Vision
• Goals
• Guiding Principles
• Five Pillars
• Priorities
• Policies
• Collective Actions
The Future Traveller

- Authenticity
- Sustainable
- Experience
- Transparency
- Safety
- Shortness
- Frequency
- Digital
OUR VISION

BY 2030 THE PACIFIC ISLANDS WILL BE EMPOWERED AND BENEFITTING FROM TOURISM THAT IS PROSPEROUS, INCLUSIVE, IMPROVES THE WELLBEING OF OUR COMMUNITIES AND PROTECTS AND RESTORES OUR CULTURES, LANDS AND WATERS

OUR GOALS

<table>
<thead>
<tr>
<th>GOAL 1</th>
<th>GOAL 2</th>
<th>GOAL 3</th>
<th>GOAL 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prosperous Economies</td>
<td>Thriving Communities</td>
<td>Visible and Valued Cultures</td>
<td>Healthy Land and Oceans</td>
</tr>
<tr>
<td>Tourism supports</td>
<td>Tourism supports</td>
<td>Tourism amplifies</td>
<td>Tourism respects, protects and</td>
</tr>
<tr>
<td>prosperous and resilient economies and communities</td>
<td>the empowerment and wellbeing of our communities</td>
<td>the values of our cultures and heritage</td>
<td>champions regeneration of our lands and waters</td>
</tr>
</tbody>
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TOWARDS 2030…
Guiding Principles

The Framework is based on nine principles that reflect a series of commitments that, if in place, will facilitate progress toward sustainable tourism. They are a commitment to:

- Balancing growth with sustainability
- Mutual Accountability
- Leadership, transparency, decision-making and governance
- National-led solutions supported by regional initiatives
- Whole-of-sector approach
- Regional cooperation
- Investment in human capital
- Sustainable Financing
- Monitoring and evaluation
FIVE PILLARS OF SUSTAINABLE TOURISM

1. Tourism policy and governance
2. Economic performance, investment and competitiveness
3. Employment, decent work and human capital
4. Social inclusion and poverty reduction
5. Sustainability of the natural and cultural environment
GOAL 1: PROSPEROUS ECONOMIES

Tourism supports prosperous and resilient economies and communities

Priorities:
1. Enabling environment to support sustainable tourism
2. Destination positioning, planning and marketing
3. Quality products, experiences and services
4. Facilitating sustainable Tourism Investment
## GOAL 1: PROSPEROUS ECONOMIES

### Policies:

<table>
<thead>
<tr>
<th>Sustainable tourism acknowledged as key contributor to national development</th>
<th>Destination planning &amp; development strategies to improve competitiveness</th>
<th>Obtaining visitor feedback</th>
</tr>
</thead>
<tbody>
<tr>
<td>Application of good governance principles</td>
<td>Ensure industry understand destination positioning</td>
<td>National stakeholder dialogues</td>
</tr>
<tr>
<td>Environmental, economic and social impact assessments as requirements</td>
<td>Marketing strategies accuracy including for sustainability claims</td>
<td>Supporting policy and legislative frameworks for investment</td>
</tr>
<tr>
<td>Capacity building, development and learning</td>
<td>Enhance visitor awareness</td>
<td>Investment in tourism infrastructure</td>
</tr>
<tr>
<td>Regional standards built on the Global Sustainable Tourism Criteria</td>
<td>Establishing standards to support sustainability</td>
<td>Incentives to promote transition to sustainability</td>
</tr>
<tr>
<td>Monitoring sustainability</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
GOAL 2: THRIVING COMMUNITIES

Tourism supports the empowerment and wellbeing of Pacific communities

Priorities:
1. Strengthening social inclusion
2. Repurposing tourism as a supporter of local communities
GOAL 2: THRIVING COMMUNITIES

Tourism supports the empowerment and wellbeing of Pacific communities

Policies:
1. Rights and needs of everyone irrespective of situation or circumstances
2. Improve access to sites, facilities and services
3. Systems to support local and SMEs
4. Promotion and use of local products and services
5. Community participate meaningfully by addressing concerns
6. Systems established to support visitor contribution to local initiatives
GOAL 3: VISIBLE AND VALUED CULTURES

Our Pacific cultures are vibrant, visible and valued as core elements of our tourism offering and the benefits of tourism support the prosperity of our people.

Priorities:
1. Cultural Preservation, Protection and Promotion
GOAL 3: VISIBLE AND VALUED CULTURES

Our Pacific cultures are vibrant, visible and valued as core elements of our tourism offering and the benefits of tourism support the prosperity of our people.

Policies:

Countries have systems to:
- Evaluate, rehabilitate and conserve natural and cultural sites
- Preserve and protect sites from visitor impacts
- Guidance for visitor behavior
- Ensure proper sale, trade, display and gifting of artefacts
- Accurate interpretative information provided
- Protection of Intellectual Property Rights of communities, individuals
GOAL 4: HEALTHY LANDS AND OCEANS

Tourism respects, protects and champions the regeneration of our lands and oceans

Priorities:
1. Protection and Promotion of Biodiversity, Ecosystems and Landscapes
2. Transition to a low carbon resource efficient sector
GOAL 4: HEALTHY LANDS AND OCEANS

• Policies:
  1. Tourism recognized as an activity requiring sound planning and management
  2. Tourism policies emphasize environmental conservation and protection
  3. Adoption and enforcement of development controls
  4. Tourism businesses supported and promoted to engage in biodiversity management
  5. Compliance with sustainability standards
  6. Regulatory framework for public procurement, research and innovation
  7. Commitment to reduce resource use (energy, water etc.)
  8. Commitment to plastic and waste reduction initiatives
COLLECTIVE ACTIONS

- National
- Industry
- Development Partners
- Regional Partners
OPPORTUNITY TO PROVIDE FEEDBACK BY 9TH APRIL 2021

SPTO:  sustainable@spto.org
TRC Penny Spoelder:  pspoelder@trctourism.com
Solevaka Tourism Community:  www.solevaka.org
UNWTO Workshop on Sustainable Tourism Product Development in the Pacific Islands

Dr. Noel Scott
Product development

Big Leap
- breakthrough idea

Little Steps
- incremental growth & value-adding

You don’t have to run faster than the bear to get away. You just have to run faster than the guy next to you.

= Innovation
Tourism product development

- Entrepreneurship and passion.
- Detailed knowledge of customer needs from personal experience.
- Target Chinese tourist.
- Two years.
- Premiers Innovation Award 2016.
Developing competence in innovation
Australia Awards Sustainable Tourism Short Course

- Eight courses Indonesia (6) Sri Lanka (2)
- 200 people trained (25 per course)
- Each person develops and implements a project (no money) over a 6-9 month period.
10 Essential Elements that Lead to Incremental Innovation

1. Define quality and customer value
2. Develop a customer orientation
3. Focus on the company’s business processes
4. Develop customer and supplier partnerships
5. Take a preventive approach
6. Adopt an error-free attitude
7. Get the facts first
8. Encourage every manager and employee to participate
9. Create an atmosphere of total involvement
10. Strive for continuous improvement
Product innovation ideas (10% of profits to me)

China and Japan product development

Australia cultural product development
• Indigenous cultural immersion
• Co-creation activities (doing not seeing)
• Novelty

• Reward for conservation
Product development - resources

Tourism and Events Queensland
- Experience Development Resources

Australia Awards Video
– SCOT Webinars
Australia Awards Video
– Nico in Ambon
Video: Museum Hack
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Niue’s Sustainability Journey

UNWTO Workshop 31st March, 2021

Presenter:
Moka Ioane Laufoli
Acting Director – Niue Tourism Office
Presentation Overview

- Niue Island
- Responsible Tourism Policy
- Good Practices
  - Plastic Free Niue Campaign
  - Moana Mahu Large scale Marine Protected Area
  - Dark Sky – Top 100 Sustainable Destinations & Green Destinations
- Good Story Award
Faakalofa lahi atu from Niue!

- Small island nation in the South Pacific Ocean
- Located in the triangle between Tonga, Samoa, and the Cook Islands
- Commonly referred to as “The Rock of Polynesia.
- First settlers travel by canoe (vaka), from neighbouring countries Tonga, Samoa and Pukapuka in the Cook Islands.
- World’s largest coral atoll
- Clean, blue Paradise
- Safe and welcoming community
 RESPONSIBLE TOURISM

Niue Responsible
Tourism Policy
September 2017

Niue Tourism
Minimum Standards
and Certification
September 2017

Niue Tourism Business
Code of Practice

As consumers become more sophisticated, and the natural values of a destination are recognised, it is increasingly important to be able to demonstrate a commitment to sustainable development and encourage continuous improvement from the tourism industry and more responsible behaviours and actions by visitors.

The Principles
- Quality in service and delivery
- Profitability in tourism business
- Effective communication with customers
- Commitment to staff training
- Respect for cultural differences
- Attention to safety and security
- High standards of cleanliness and hygiene
- Care for the local ecosystem
- Reduction of waste and pollution
- Support for the local community
- Implementation and use of the code

Actions
Service and Professionalism
- Monitoring and promoting initiatives that accurately reflect the nature, price and quality of the service provided
- Every effort is made to ensure good expectations are met
- The business complies with all relevant laws of Niue
- The business is committed to developing any form of documentation that promotes, protects and promotes cultural and natural heritage
- Procedures for the treatment of complaints are in place
- Children and adults are dealt with properly

Safety and Care
- Staff and management are trained and equipped to deal with emergencies and emergency procedures are clearly established
- Cleanliness and hygiene are observed in all areas of the business
- Aftershave, nail polish and perfume are kept in the operating and maintenance of facilities to ensure a safe environment for guests and staff at all times
- Guests are treated with equal respect and consideration

Sustainability
- Tourism activities are compatible with the local culture and environment
- Tourism business is a member of local community organisations and committees
- Tourism business works closely with the local community and stakeholder associations, bodies and various other organisations

golden rules
for your stay in Niue

With your help we can ensure Niue continues to be a great place for everyone to enjoy.

During your stay we ask that you:
- Treat all people with respect and consideration
- Respect cultural and religious symbols and beliefs and act in a manner consistent with Niuean philosophy
- Approach this food to Niue will be the same as in your country
- Respect Niue for environment and facilities

Thank you, thank you, thank you.
WHY RESPONSIBLE TOURISM?

- help increase positive and sustainable returns to Niue’s economy while protecting its community and environment from negative impacts of Tourism
- guide the industry’s ongoing sustainable development, and support Niue’s contributions to National development aspirations
- there is a growing interest in visiting destinations because of the people and culture

Responsible Tourism Actions

- 3 categories – Environment, Community, & Business/Economic Sustainability
- Actions are to be monitored and reported on annually.

Financing & Support Options

- Niue Development Bank – Carbon Funds
- Niue Chamber of Commerce – Training, small business grants, tourism businesses capacity building
- Department of Environment – Rainwater harvesting systems, waste tanks
- Ridge to Reef Project – Conservation Initiatives
• A Call to Action for Government, tourism industry, businesses and community of Niue.

• Working towards being a world class sustainable destination.
• One of the actions from the Responsible Tourism policy
• Minimum standards for businesses and operators
• Phased in with incentives for highest standard operators
• Internationally recognised
Mutual respect...
what the visitor can expect from Niue
and what the community and
businesses can expect from the visitor

Displaying at accommodations,
restaurants and supermarket
Plastic Free Niue Campaign

• commitment was made at the 2017 Pacific Island Leaders Forum due to the increasing concern about the level of plastics in the Pacific Ocean

• Niue committed to the idea as it works towards achieving Sustainable Development

• National awareness programme – March 2017

• Reuseable bags were distributed to all households on island

• Restaurants have completely avoided using plastic containers, straws etc ...

• The campaign was supported by the Environment Act 2015 to facilitate the ban but it is believe that a standalone legislation would be more effective.
Moana Manu Large Scale Marine Protected Area

- Passed April 2020

- formalizing and giving legal effect to the protection of 40% of Niue’s EEZ spanning 127,000 square kilometres
DARK SKY NATION

Niue – Motu Lagi Pouli
• Dark sky programme was initiated by the Niue Tourism Office

• Mr Richard & Mrs Gendie Sommerville – technical advisers

• Endorsed by the Government and committee was formed August 2019

• Niue Outdoor Lighting Plan – aim to provide policies around preserving the natural darkness of the night sky.

• Consultations with the villages on the benefits of protecting the sky
  • Workshops – training on dark sky ambassadors
• Declared a Dark Sky Nation in March 2020
• Solar Eclipse Event July 2019
• Dark sky recognition is set to provide significant economic, cultural and environment benefits

**Economic:**
Growing global interest in Astro-tourism

**Cultural:**
Skies have been observed and appreciated for centuries, the dark sky status emphasises the importance of traditional knowledge, providing a reason for the retelling and sharing of this knowledge.

**Environment:**
Dark skies don’t just make stars more visible at night, they also cut down on disruptions to wildlife and the ecosystem caused by light pollution
Top 100 Sustainable Destination

Why?
- Capitalise Eco Destination Certification
- Opportunity to be recognized for sustainability efforts and journey
- Connect with international destinations and learn about best practices
- Receive feedbacks, prepare for achieving certification

How?
- Good Practice story – Dark Sky Nation
- Issues faced, Methods, Key success factors, lessons learned, results and benefits
Green Destinations Good Story Award

✔ First Placing in the Islands and Seaside category
✔ Announcement was made on the 12th March, 2021
Faka’a’aue Lahi
Sustainability & Tourism Product Development in the Pacific Islands and Beyond

Presenter:
Petero Manufolau
Tourism Authority of Kiribati
2016 - Government of Kiribati recognised the potential contribution of tourism towards stimulating economic development, retention of cultural traditions and the sustainable management of national environmental assets
KV20 - Kiribati 20-Year Vision
2018 - Government of Kiribati passed the Tourism Act giving way for the establishment of the Tourism Authority of Kiribati to manage Sustainable Tourism Development & Promotion

2019 - Tourism Authority of Kiribati established in on 10 June 2019.
Measures taken by Kiribati to incentivize the development of sustainable tourism.
Tourism Authority of Kiribati
2020 - 2022 Tourism Development Framework

TAK 2020 - 2022 Strategic Plan
1. Tourism Investment Promotion
2. Capacity Building
3. Business Mentoring & Support
4. Funding
5. Marketing & Promotion

Kiribati Sustainable Tourism Policy
Tourism Development Policy that inspires leadership and facilitates collaboration among all our stakeholders to accelerate the shift towards sustainable tourism.

Kiribati National Tourism Development Master Plan
Strategic approach for sustainable tourism development in Kiribati aimed at jobs creation, income generation, foreign and domestic investment growth, infrastructure development and economic and social wellbeing.

2020
- Launch Consumer & Corporate Websites
  - www.visitkiribati.travel
  - Primary source of information on tourism in Kiribati for consumers and corporate partners.

2021
- Kiribati Tourism Investment Policy
  - Address and mitigate the major challenges faced by the tourism industry, and maximize its full economic potential, through an integrated and multi-faceted approach to tourism development in Kiribati, across different levels of government.
  - Tourism Investment Promotion.

2022
- Destination Branding
  - Development of Kiribati’s destination brand identity and positioning on the back of a recovering global travel and hospitality industry. Sustainability will be key.

2023 - 2025 Kiribati Tourism Marketing Plan
- Based on Kiribati’s new brand identity and will outline strategies to grow international visitor arrivals in line with destination carrying capacity.
Strategy and progress undertaken by Kiribati to accelerate the implementation sustainable tourism development strategy
• Strengthen national capacity to ensure a safe and healthy environment for the people of Kiribati through effective and sound waste management targeting the priority waste streams.

Review of Kiribati Environment Act 2007
• Obligations of the Act includes Waste Management and Pollution Prevention, Implementation of environmentally significant activities, Protection, Conservation, Management and Sustainability of Biological Diversity, and Climate Change Impact Mitigation

Fisheries Act 2017
• Address the fight against Illegal, Unreported and Unregulated fishing (IUU), serious fishing violations and raise the penalty provisions

National Quality Policy 2017 – 2023
• protecting consumers, achieving better social and environmental protection, and improving livelihoods.
Outer Island Strategic Plans
• Includes development of Island bylaws on Bonefish conservation.

National Water Resources Policy
• Framework for leadership and coordinated action in the efficient management of Kiribati’s water resources and the supply of safe drinking water to the people of Kiribati.

Kiribati Integrated Energy Roadmap 2017 - 2025
• Optimise and reduce current fossil fuel use, Expand the efficient use of indigenous renewable energy resources, and Introduce new technologies to the Kiribati energy sector.

National Policy Gender Equality & Women’s Development  2019 – 2022
• Ensure that the Government of Kiribati fulfils the expectation of its people both men and women, boys, and girl through providing equal opportunities
Regional Partners

- Pacific Tourism Organisation
- PATA

International Partners

- GSTC
- PT&I
- Creative Tourism Network
Kiribati Success Story - One step closer to our vision of Sustainable Tourism
Improve community and stakeholder awareness of the **importance of improved plastic waste management** by turning plastic waste into a useful resource.
Add value to PET plastic water bottles by repurposing them into elegant and unique jewellery pieces that resembles Kiribati’s culture and arts with potential sale to international visitors.
Improve community livelihoods through plastic repurposing that contributes to the **conservation and protection of marine ecosystems** and demonstrate tourism’s positive contribution to achieving sustainable development.
Supports community engagement, opportunity for income generation, and skills sharing that will inspire industry and national interest and support.
Strengthen community engagement and participation in the tourism industry through women and youth empowerment programmes that and improve understanding of their role in environmental conservation.
The **Pioneering Strategy** designed by Pacific Tourism Organisation (SPTO) and delivered by Tourism Authority of Kiribati (TAK)

**Convert a negative externality** – plastic contamination into a value chain for Kiribati in terms of inclusiveness, social cohesion, economic reactivation, heritage recovery, destination’s attractiveness, among many others.

The uniqueness of program in terms of excellency, sustainability and resilience, makes it the BEST CREATIVE STRATEGY of CREATIVE TOURISM DEVELOPMENT and **A MODEL for DESTINATIONS WORLDWIDE**.
BEST STRATEGY IN CREATIVE TOURISM DEVELOPMENT

2020

TOURISM AUTHORITY KIRIBATI

Republic of Kiribati - Pacific Ocean
Creative Tourism Award has been a welcome recognition for Kiribati

Develop a Sustainable Tourism Policy that inspires leadership and facilitates collaboration among all our stakeholders to accelerate the shift towards sustainable tourism.

Align tourism investment to the guidelines of the Sustainable Tourism Policy.

Develop a Tourism Masterplan that will hold true to the values of Sustainable Tourism Development and ensure that Kiribati gets it right for the beginning.
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