

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

PICS Featured	Best Practice Cases
Federated States of Micronesia	Federated States of Micronesia and Niue
Fiji	Papua New Guinea and Singapore
French Polynesia	Palau and New Zealand
Kiribati	New Zealand
Niue	Australia, Cook Islands and Vanuatu
Papua New Guinea	Japan and New Zealand
Samoa	Fiji, Hawaii, Japan and New Zealand
Solomon Islands	Fiji and Papua New Guinea
Timor Leste	Japan, Malaysia and New Zealand
Tuvalu	Japan

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.



Sustainable Tourism Product Development Opportunities in the Pacific Islands **Interesting Elements of the Research**

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



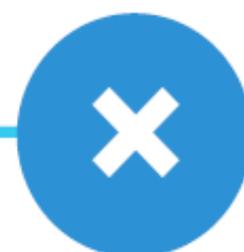
WHO declares
the outbreak a
pandemic

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

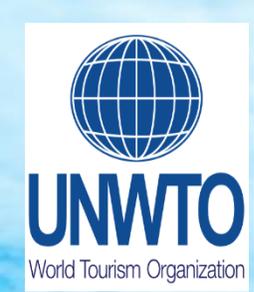
COVID-19 Recovery Trends

Products related to nature & outdoor

- Ecotourism
- Adventure tourism
- Wellness
- Culture
- Gastronomy
- Focus on road trips

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.

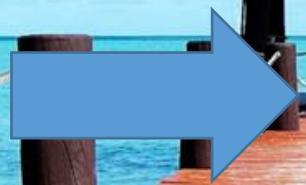
In addition, the COVID-19 pandemic has triggered rising interest from tourists looking for new experiences based around natural and rural areas in the open air, far from congested settings.



Sustainable Tourism Product Development Opportunities in the Pacific Islands

Key Findings

Quarter 3 or 4 - 2021
Workshop on Key Findings
When Report is Released



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



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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



Source: UNWTO, 2020

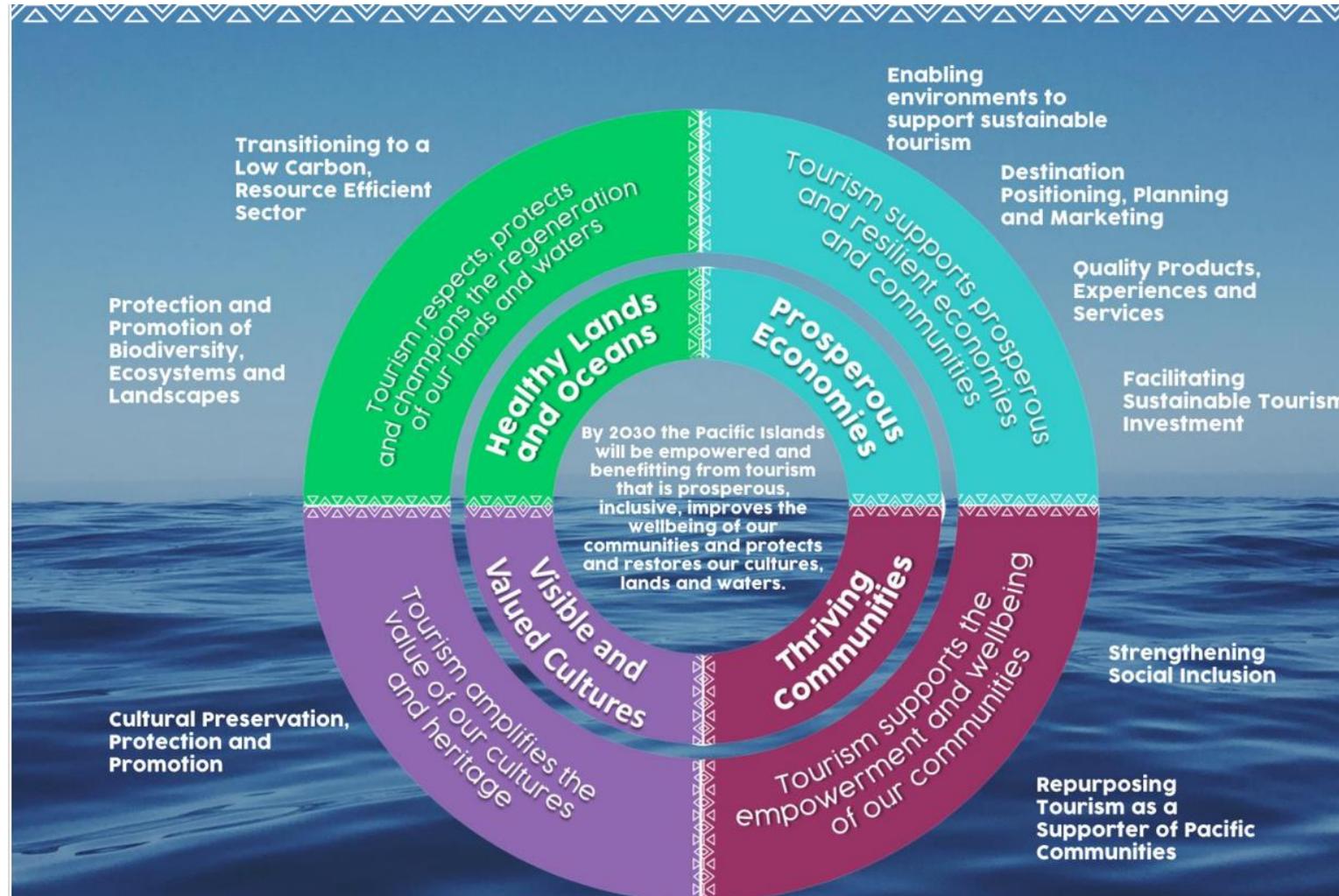
OUR VISION

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

GOAL 1	GOAL 2	GOAL 3	GOAL 4
Prosperous Economies	Thriving Communities	Visible and Valued Cultures	Healthy Land and Oceans
Tourism supports prosperous and resilient economies and communities	Tourism supports the empowerment and wellbeing of our communities	Tourism amplifies the values of our cultures and heritage	Tourism respects, protects and champions regeneration of our lands and waters

TOWARDS 2030...



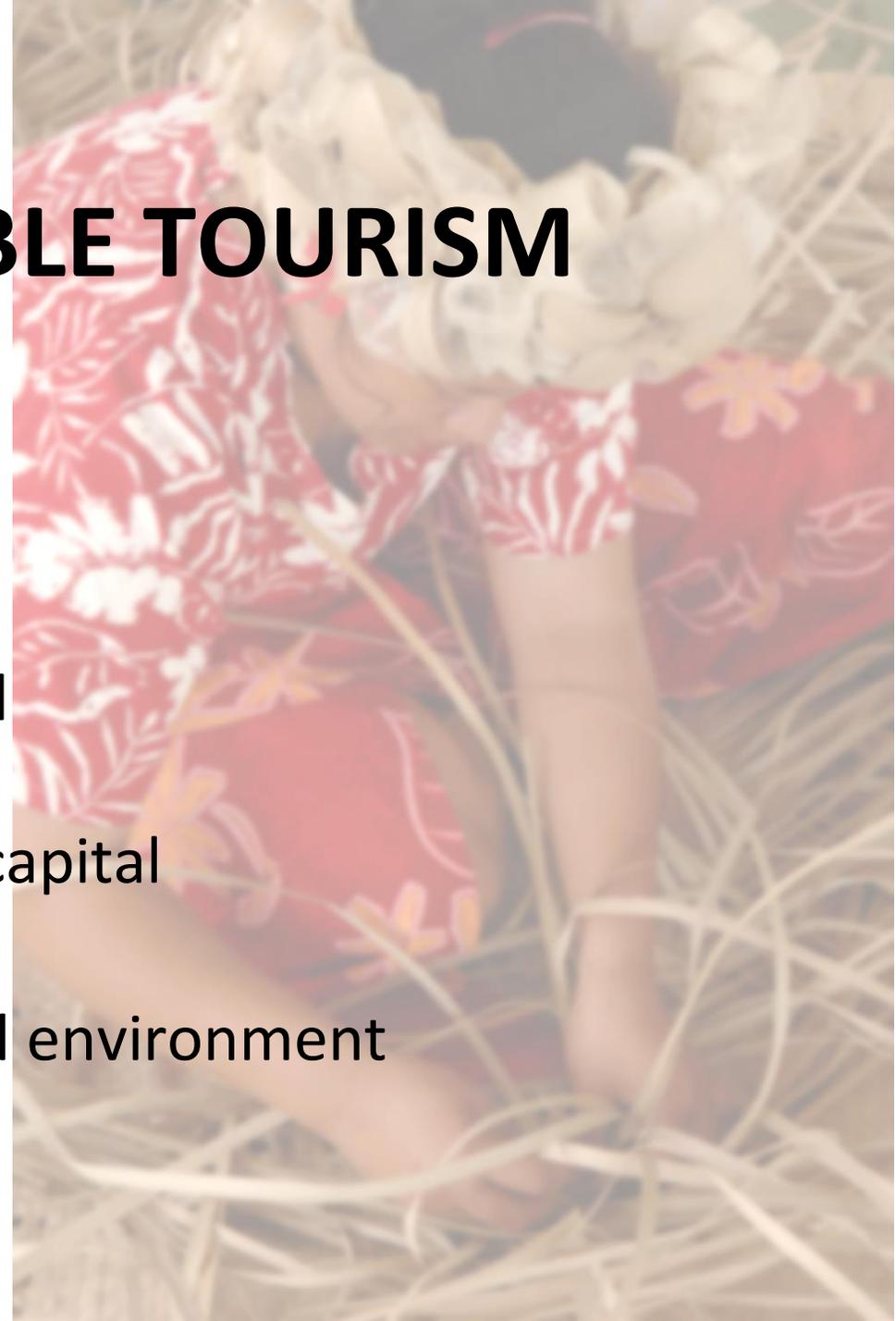
Guiding Principles

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

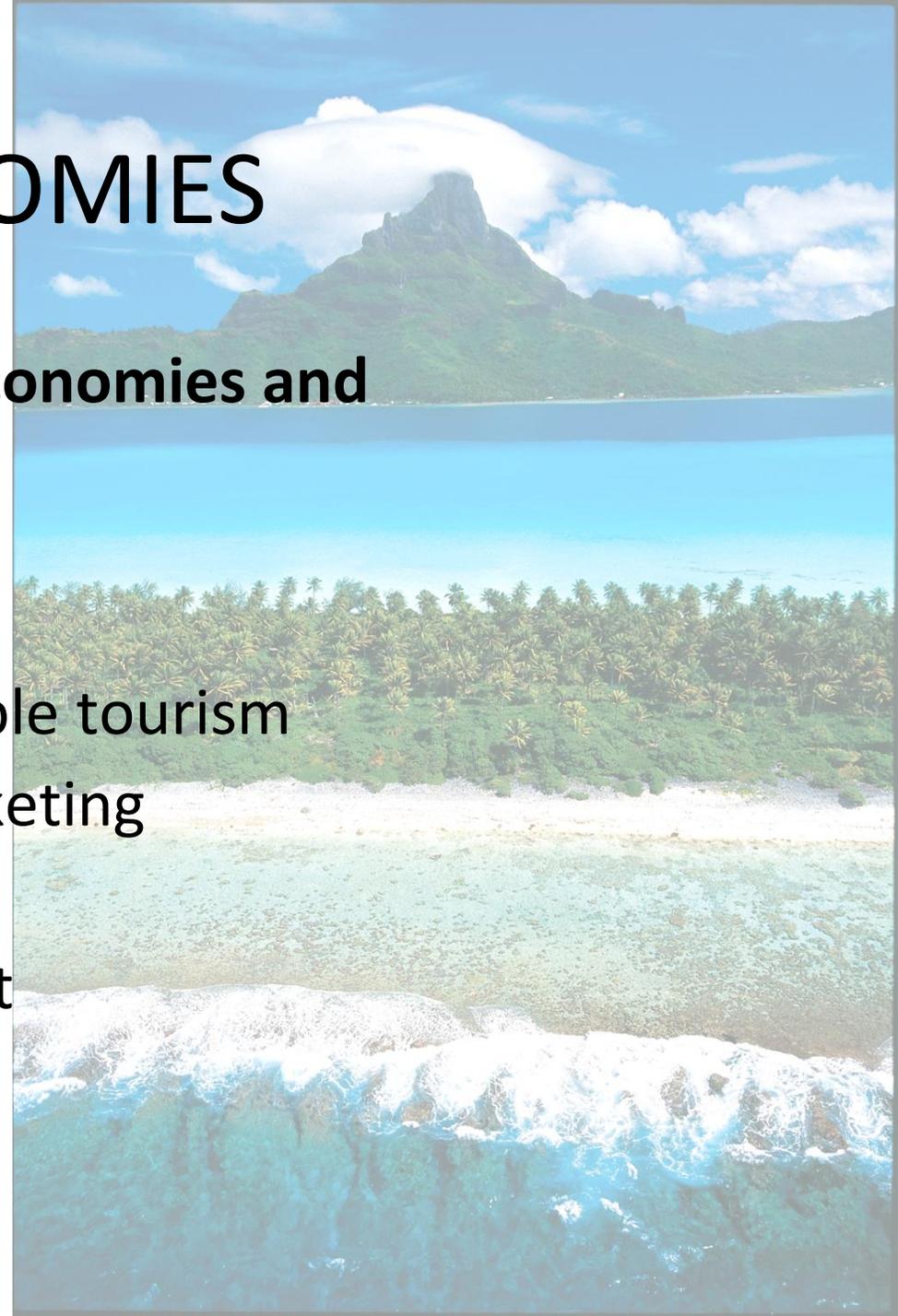


GOAL 1: PROSPEROUS ECONOMIES

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:

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

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

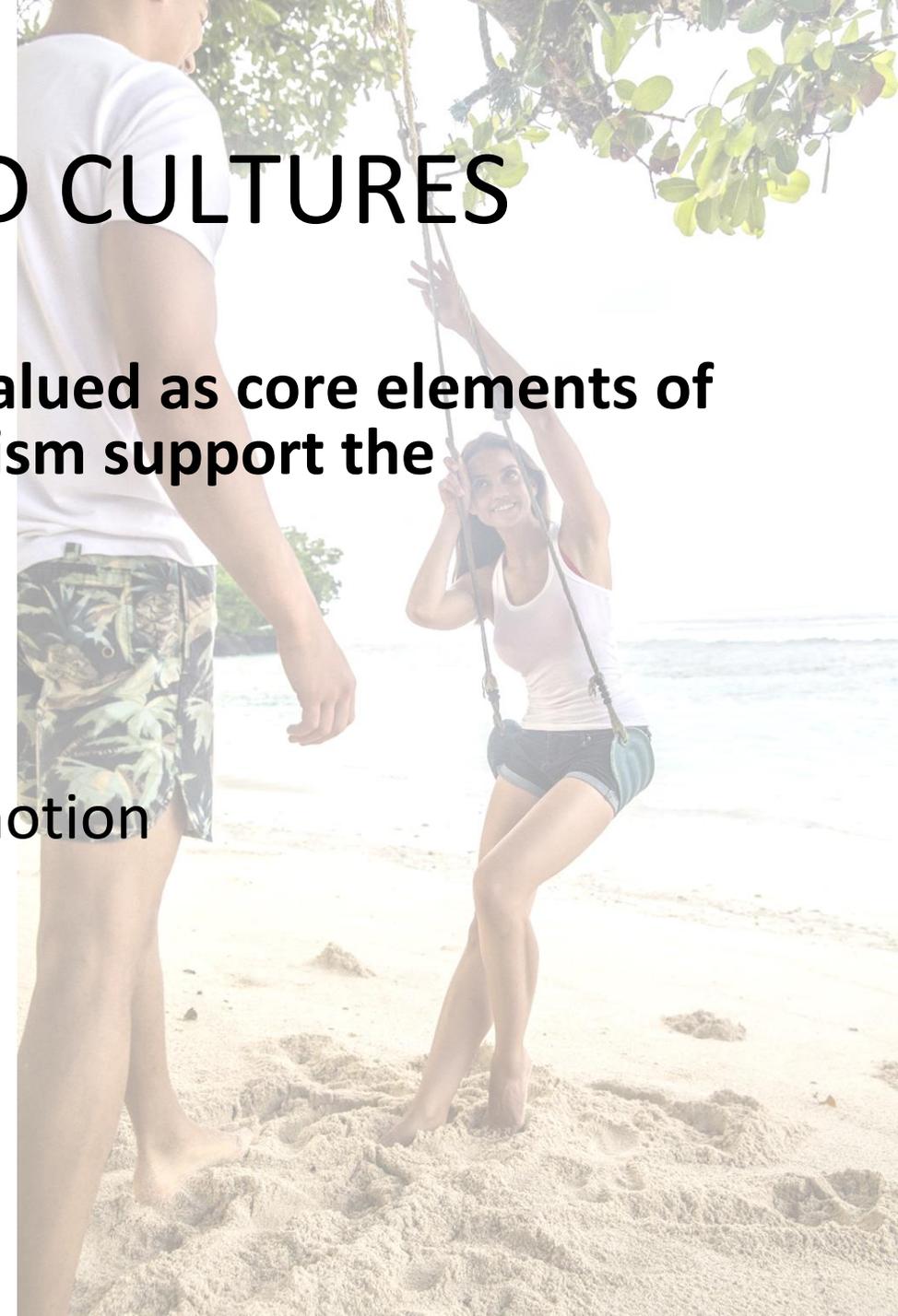


GOAL 3: VISIBLE AND VALUED CULTURES

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



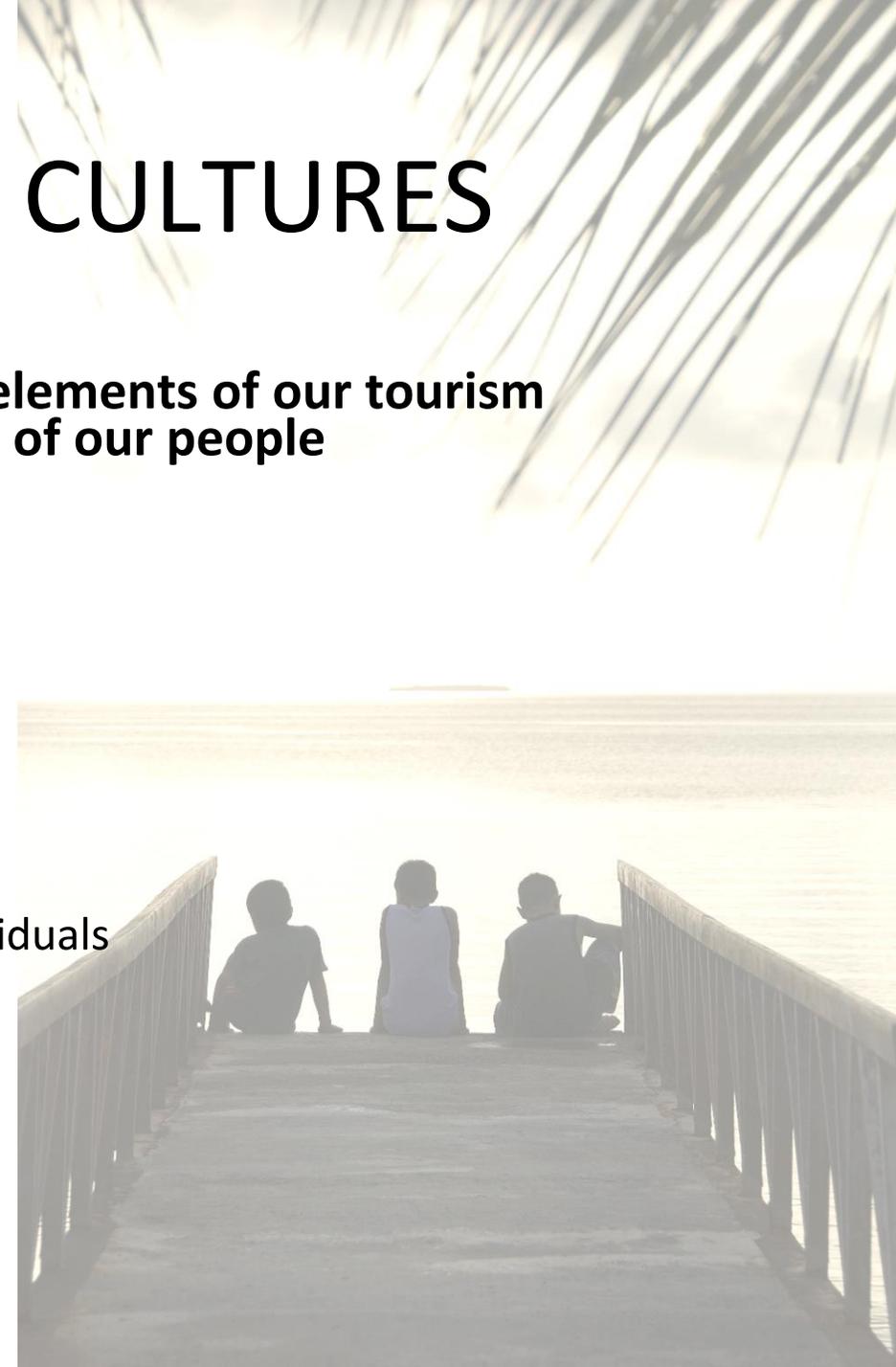
GOAL 3: VISIBLE AND VALUED CULTURES

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

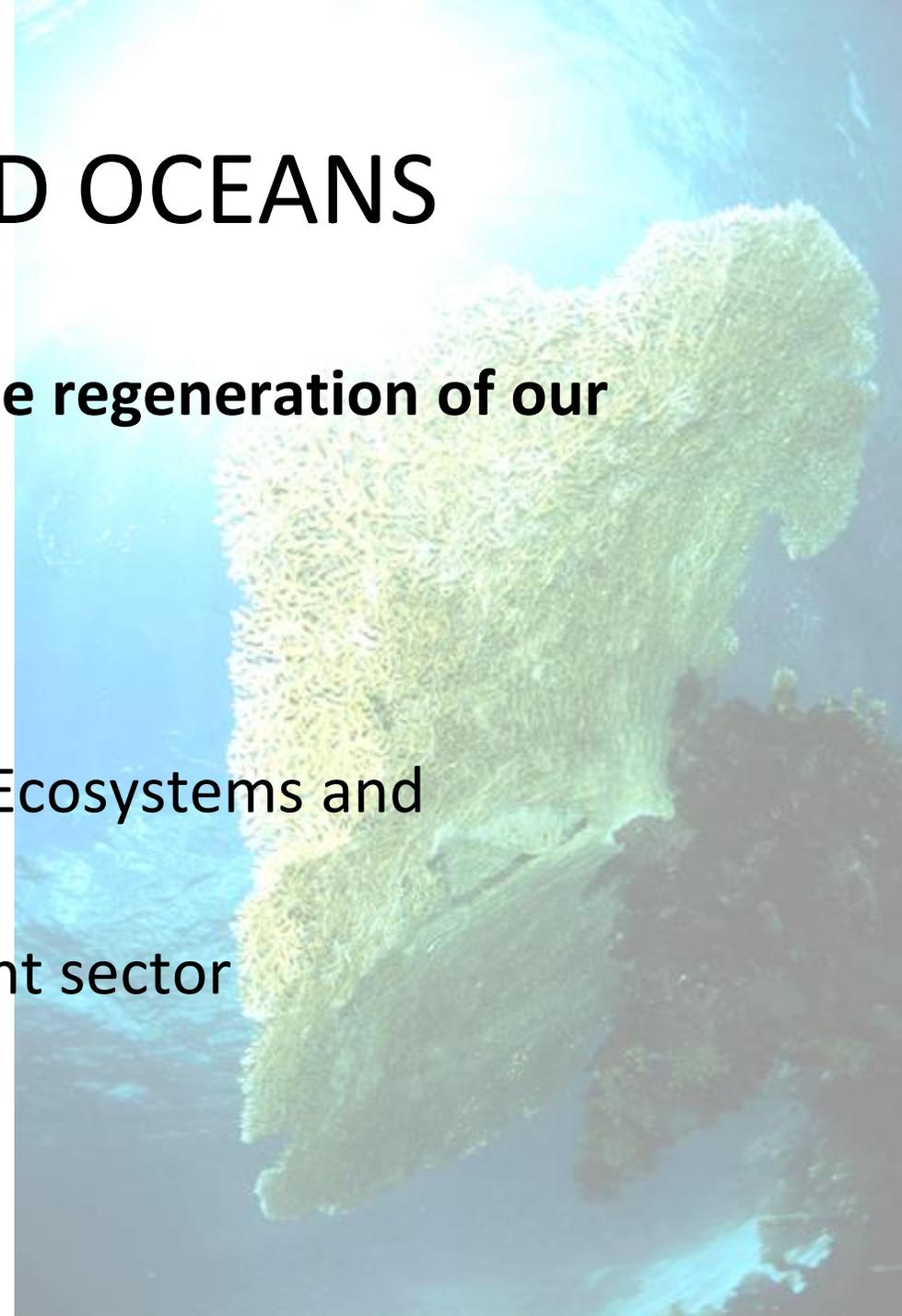


GOAL 4: HEALTHY LANDS AND OCEANS

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

Priorities:

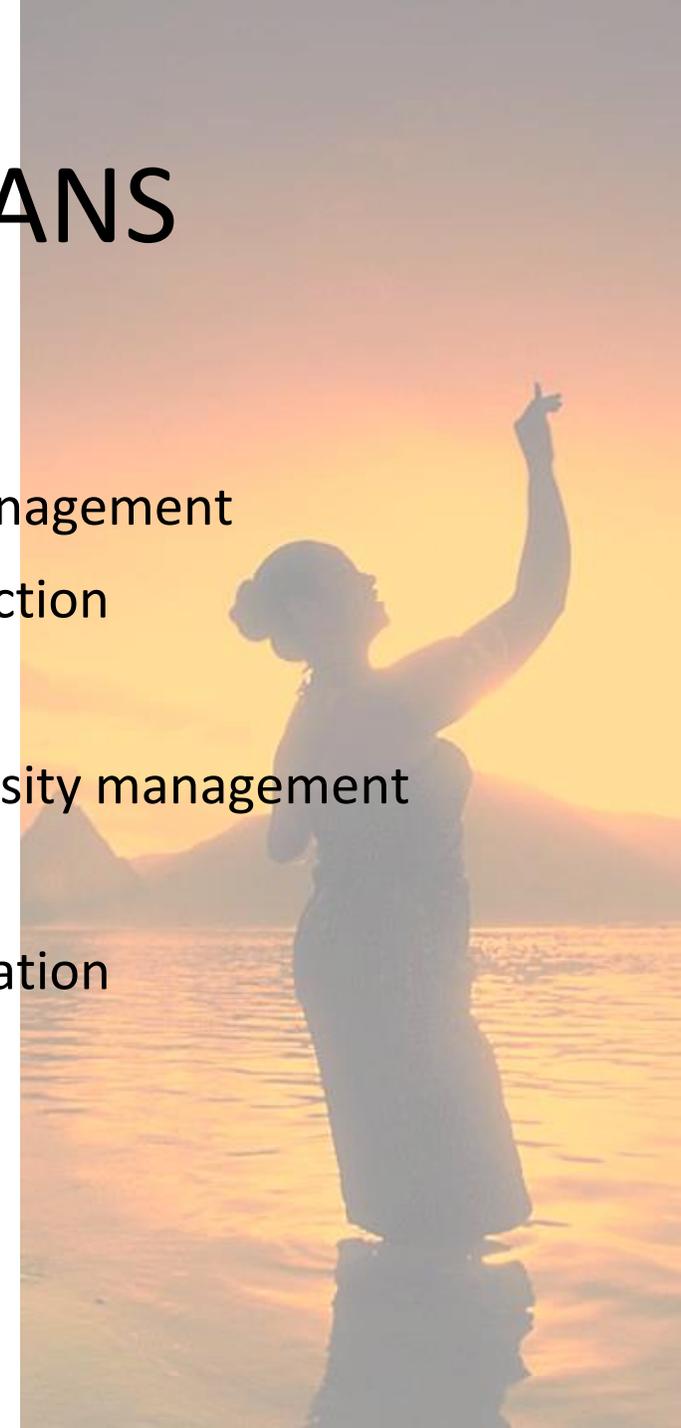
1. Protection and Promotion of Biodiversity, Ecosystems and Landscapes
2. Transition to a low carbon resource efficient sector



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



OPPORTUNITY TO PROVIDE FEEDBACK BY 9TH APRIL 2021

SPTO: sustainable@spto.org

TRC Penny Spoelder: pspoelder@trctourism.com

Solevaka Tourism Community: www.solevaka.org

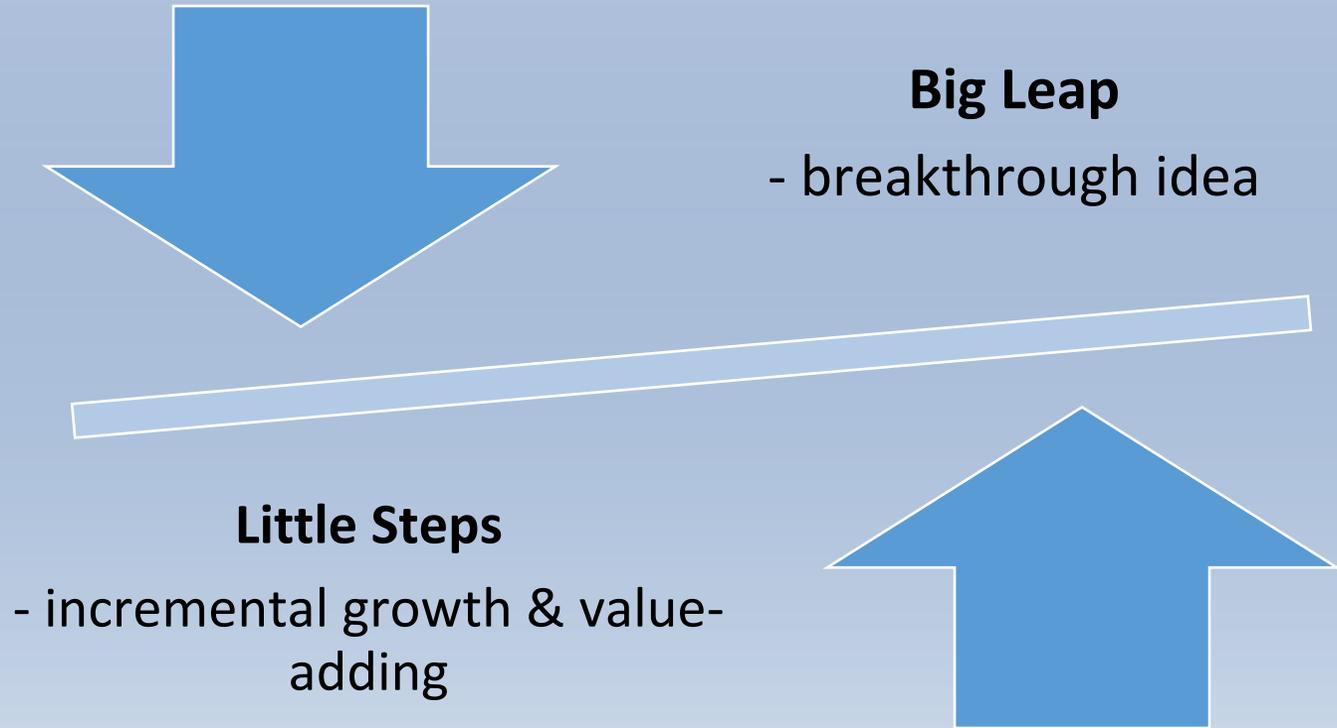


UNWTO Workshop on Sustainable Tourism Product Development in the Pacific Islands

Dr. Noel Scott



Product development



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.



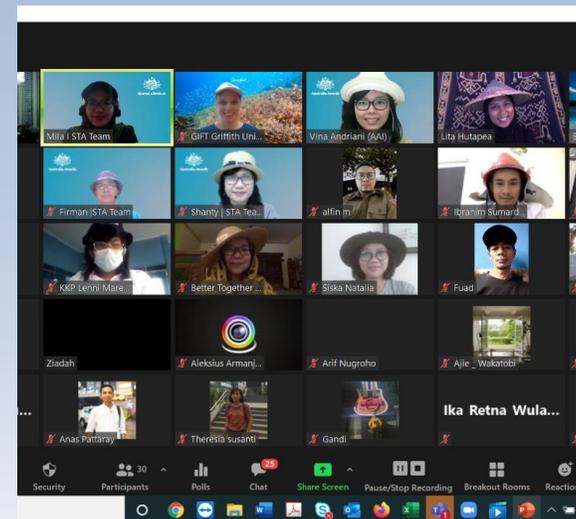
- Target Chinese tourist.
- Two years.
- Premiers Innovation Award 2016.



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



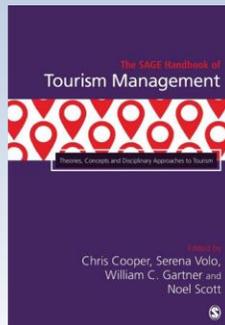
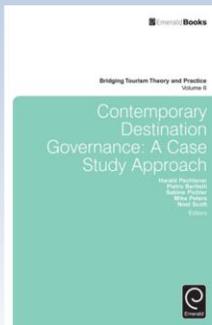
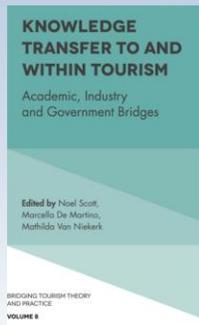
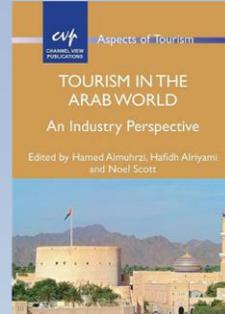
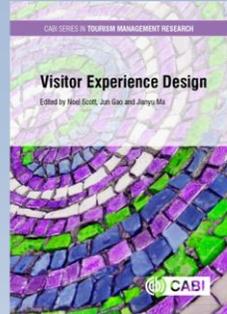
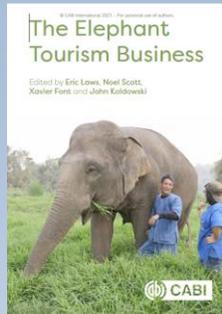
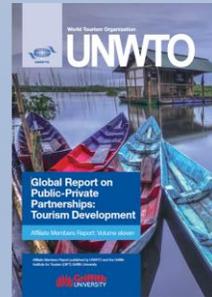
Australia cultural product development

- 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](#)



Dr Noel Scott
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**UNWTO Workshop on Sustainable Tourism Product Development in the
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(Hybrid)

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

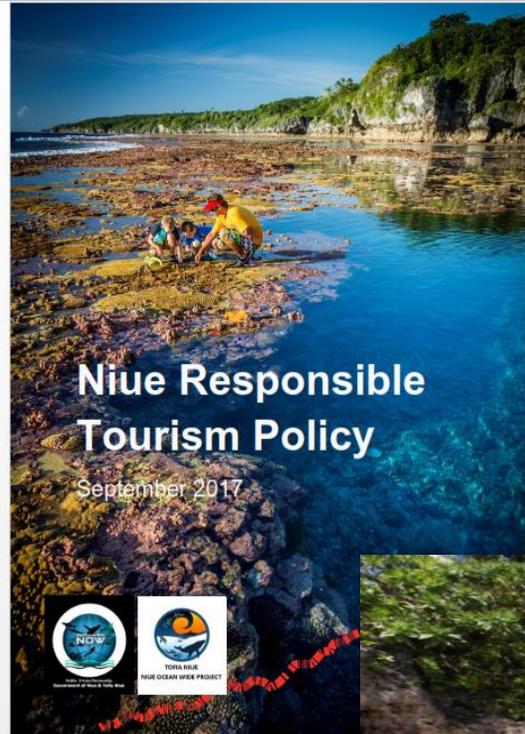


Faakalofa lahi atu from Niue !

- 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

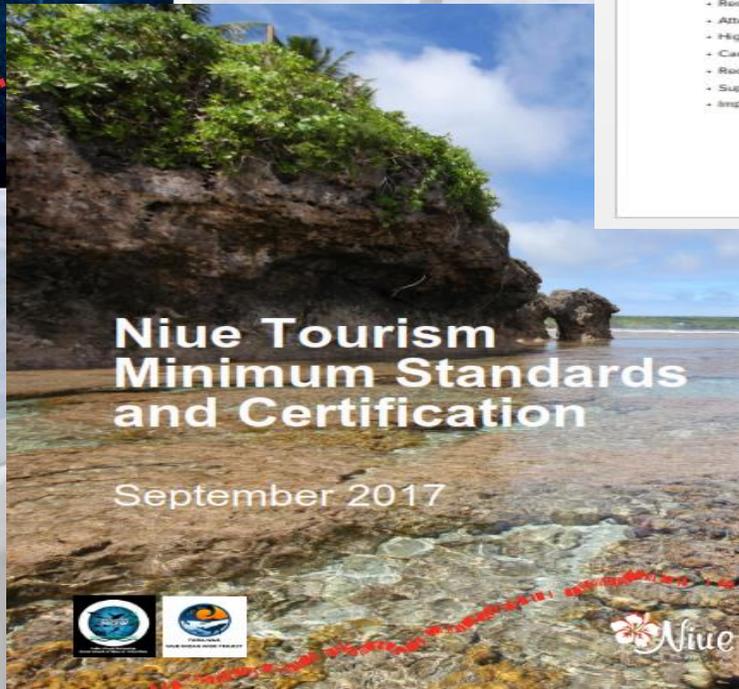


RESPONSIBLE TOURISM



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 tourism service delivery
- Proficient in tourism business
- Effective communication with customers
- Commitment to staff training
- Respect for cultural difference
- 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

- Marketing and promotional materials are accurate and truthful in the nature, price and quality of the service provided
- Every effort is made to ensure guests expectations are met in the provision of service and facilities
- The business complies with all relevant laws of Niue
- The business must not allow or accommodate any form of discrimination (racial, religious, gender, disability)
- Staff are given required training and instruction in their area of work, personal hygiene and grooming and environment and cultural policies
- Procedures for the prompt handling of complaints are in place, and enquiries and refunds are dealt with properly and consistently

SAFETY & CARE

- Staff and management are trained and equipped to deal with all emergencies and emergency procedures are clearly displayed
- Cleanliness and hygiene are observed in all areas of the business operations
- Considerable care is taken in the operation and maintenance of facilities to ensure a safe environment for guests and staff at all times
- All customers and staff are treated with equal respect and consideration

SUSTAINABILITY

- Tourism activities are compatible with the local cultural heritage and traditions
- Tourism business is respectful of local customs, tourists are well informed about local customs appropriate dress code and conduct
- Tourism business works closely with the local community and uses local labour, goods and service whenever possible

www.niuestand.com

NIUE VISITOR CODE OF CONDUCT

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 politeness.
- Respect cultural and religious protocols and beliefs and act in a manner consistent with Niuean philosophy.
- Appreciate that not everything in Niue will be the same as in your own country.
- Respect Niue, its environment and facilities.
- Contribute to Niue's commitment to responsible tourism through appropriate waste management, energy and water conservation.

- Avoid walking through populated areas or villages in your swim suit
- Refrain from going down main roads, over churches, during church services
- Honour our no swimming tradition near village greens or churches on Sundays
- Do not swim at beaches that are closed during the autumn (yellowstone) season or when a tapu is also in place
- Dress modestly, appropriately and good tidily in public

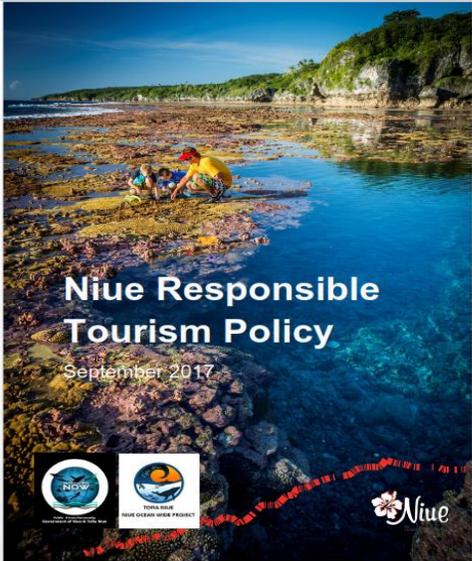
- Take all rubbish with you when you leave
- Appreciate that there may be seasonal variances

Fakaane, thank you

www.niuestand.com

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



Niue Responsible Tourism Policy

September 2017

Responsible Tourism Actions

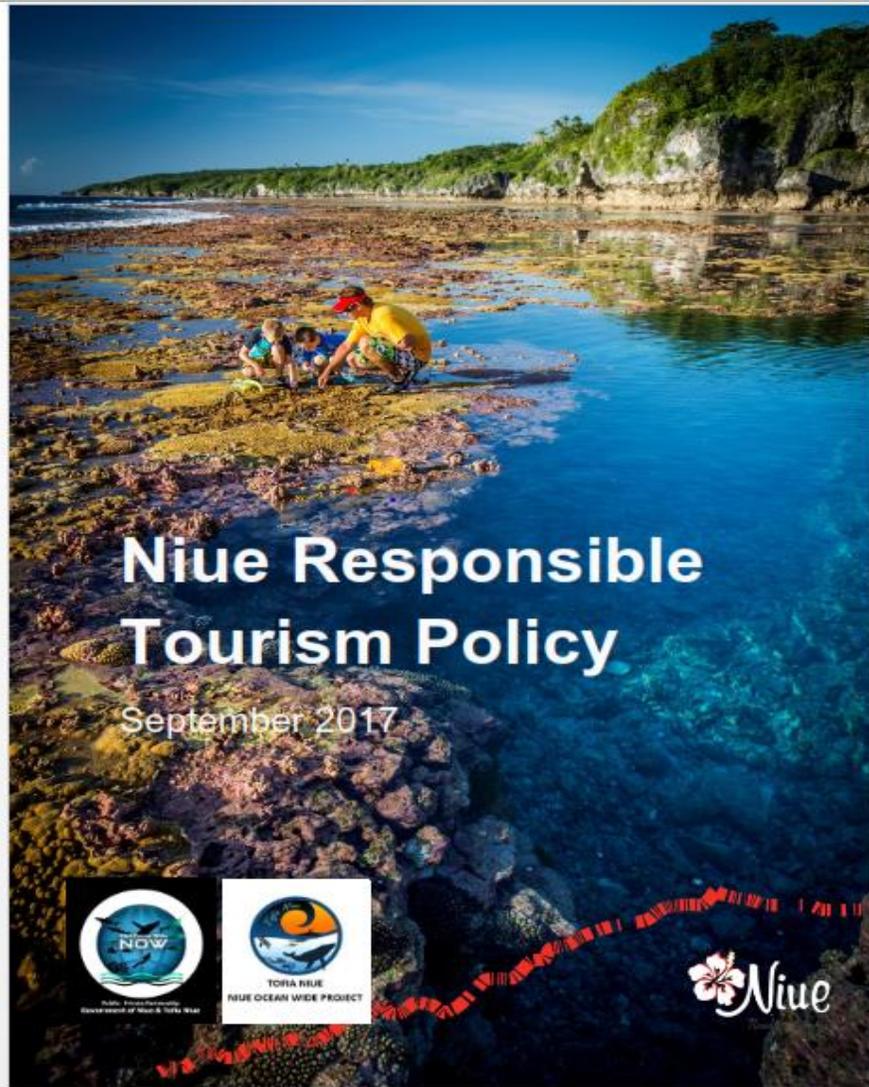
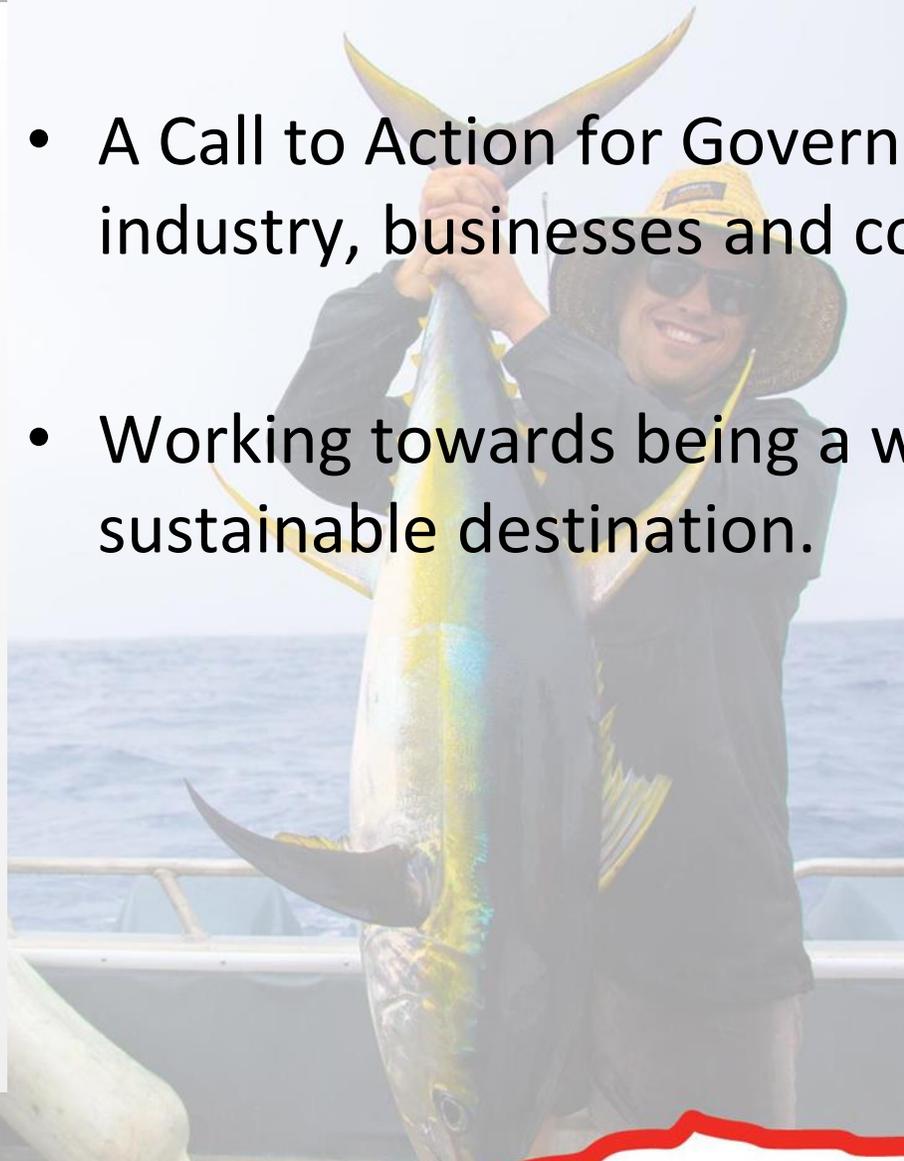
- 3 categories – Environment, Community, & Business/Economic Sustainability
- Actions are to be monitored and reported on annually.

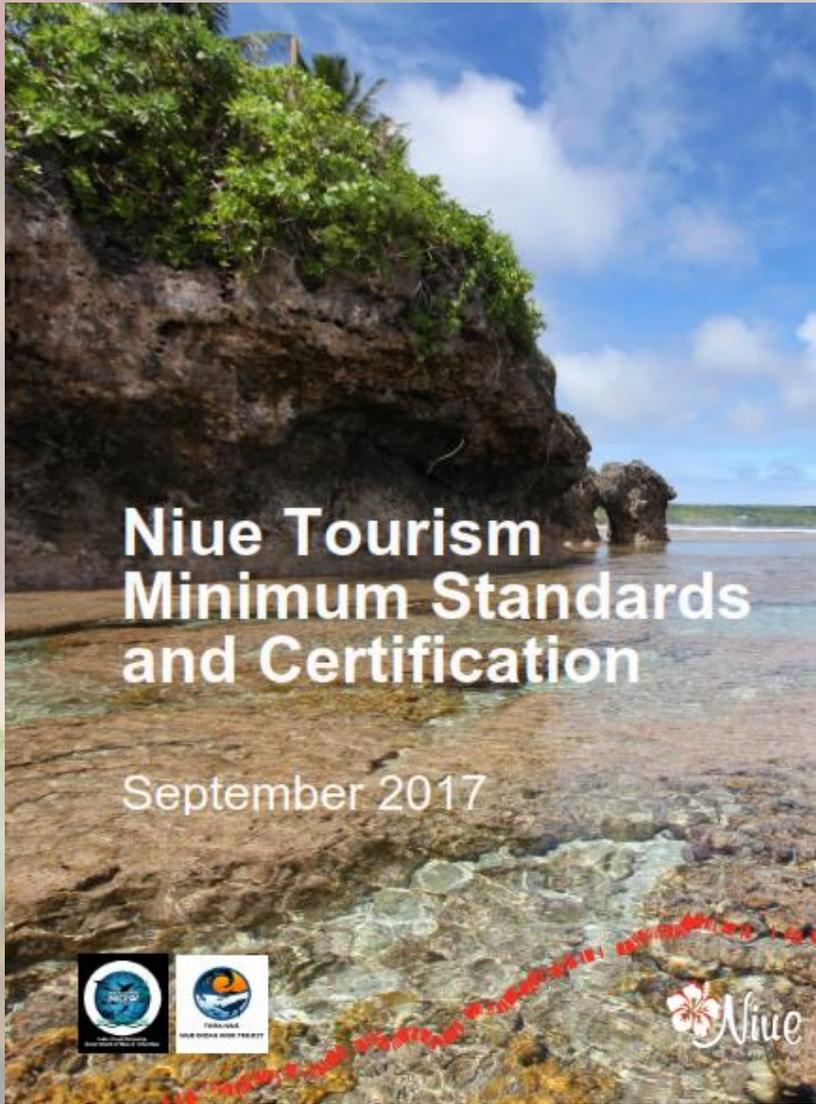
Financing & Support Options

- 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

Code of Practice

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Fakaane, thank you

www.niueisland.com



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.

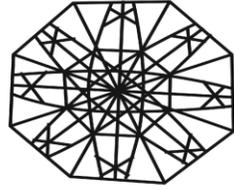


Moana Manu Large Scale Marine Protected Area

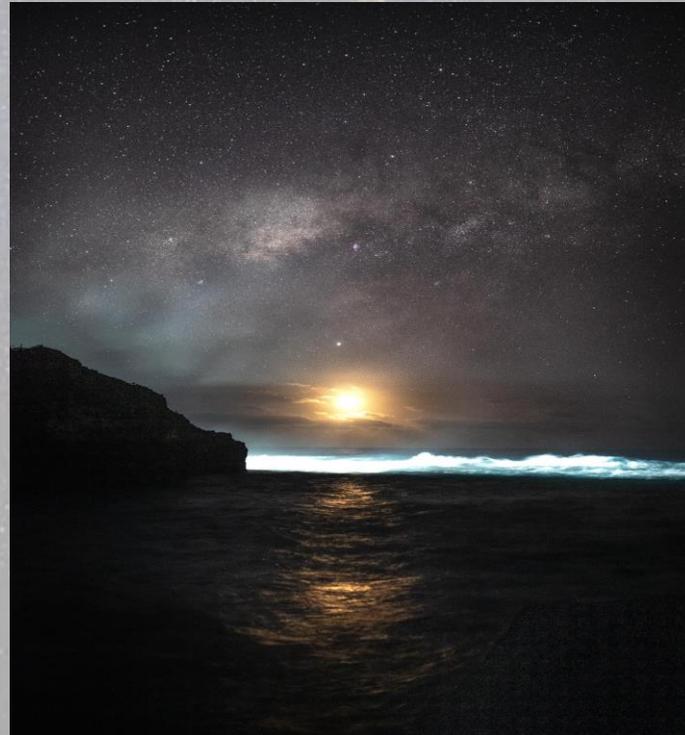
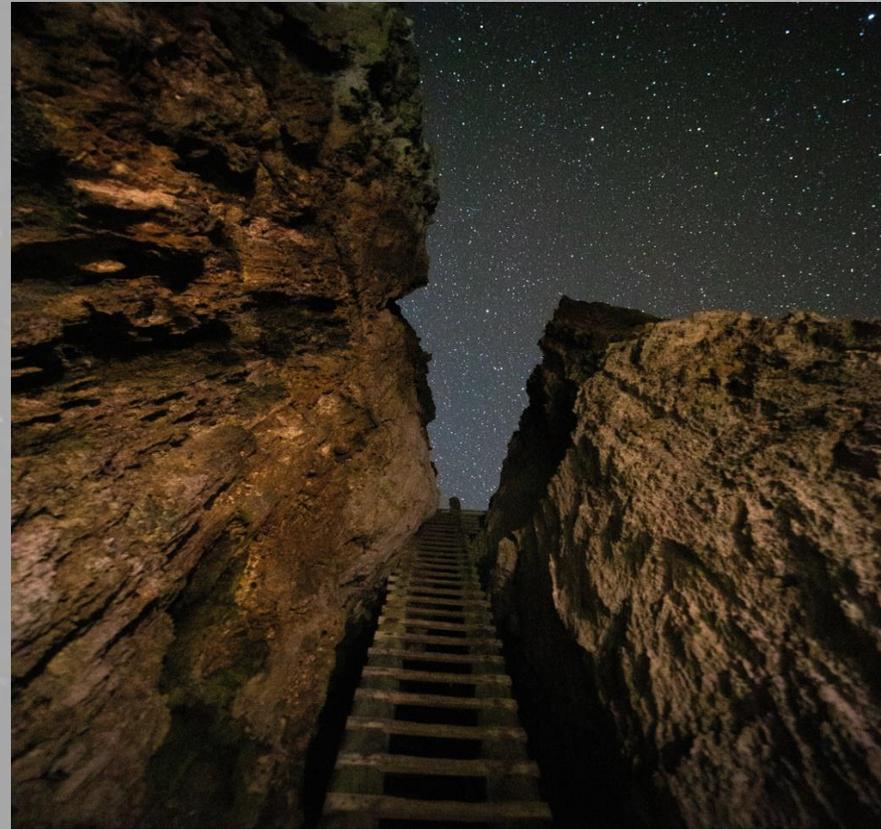
- Passed April 2020
- formalizing and giving legal effect to the protection of 40% of Niue's EEZ spanning 127,000 square kilometres



DARK SKY NATION



**NIUE
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

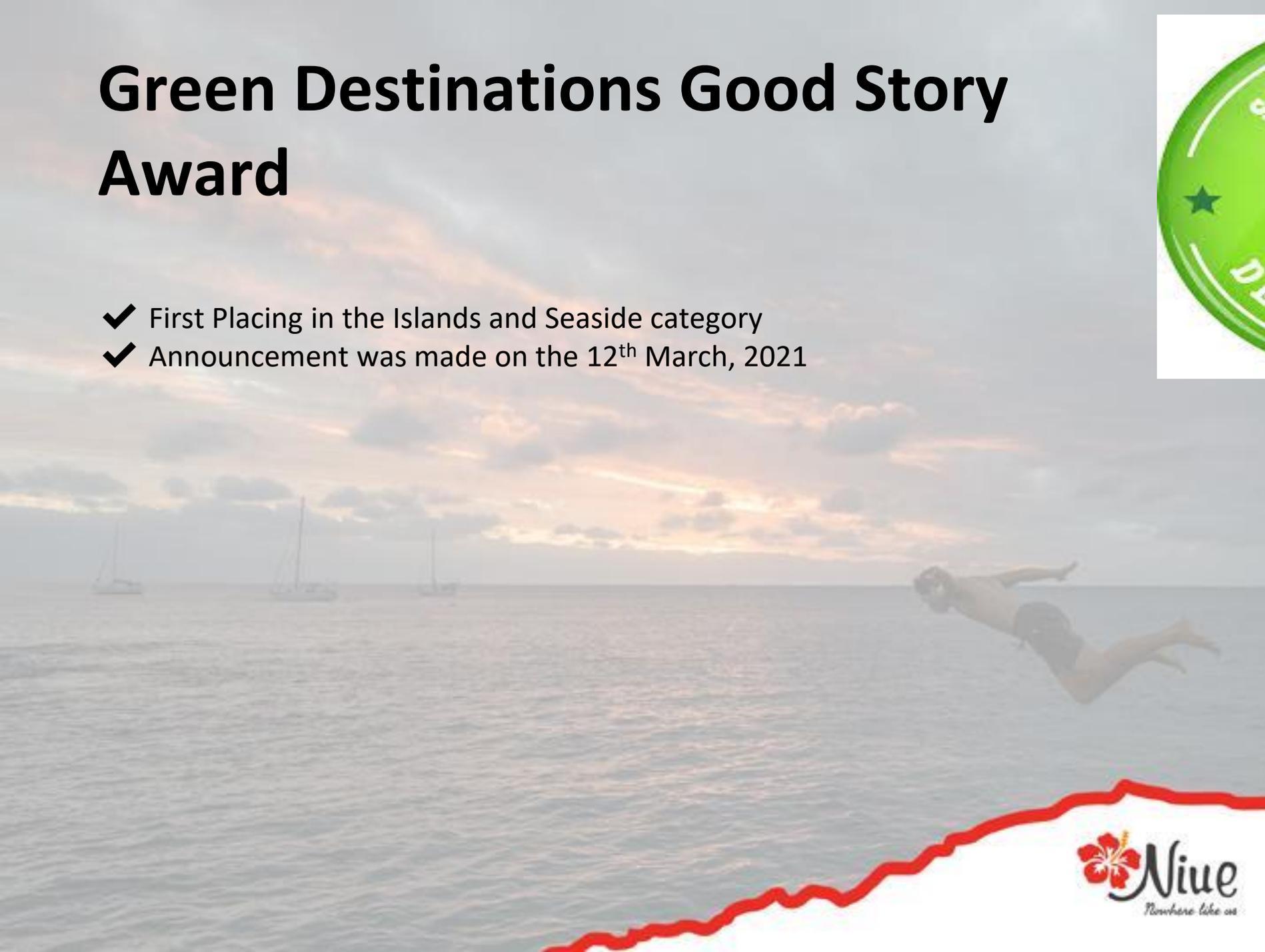
How?

- ✓ 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



Fakaauē Lahi 🌀



Sustainability & Tourism Product Development the Pacific Islands and Beyond

Presenter:

Petero Manufofau

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.



**Strategy and progress undertaken by Kiribati to
accelerate the implementation sustainable
tourism development strategy**



Kiribati Waste Management & Resource Recovery Strategy 2020 – 2030

- 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

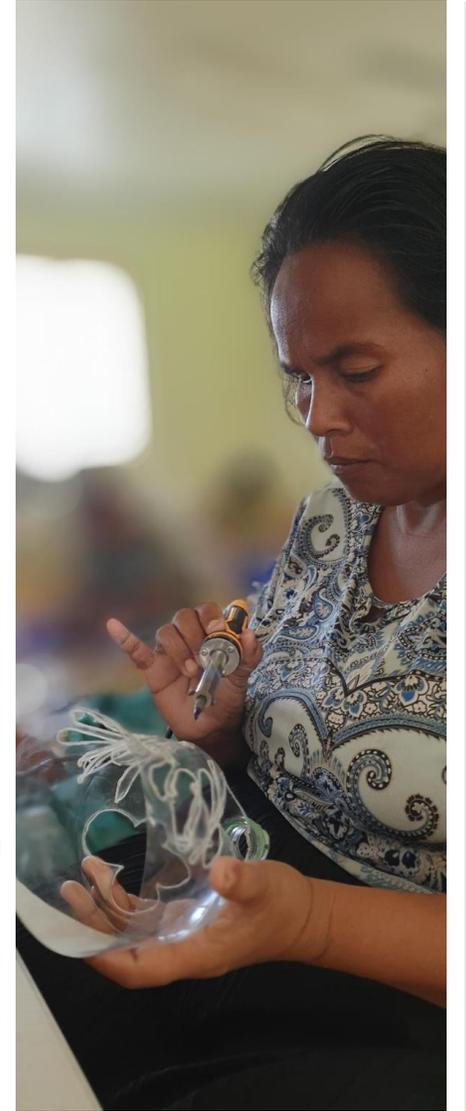
- Pacific Tourism Organisation
- PATA

International Partners

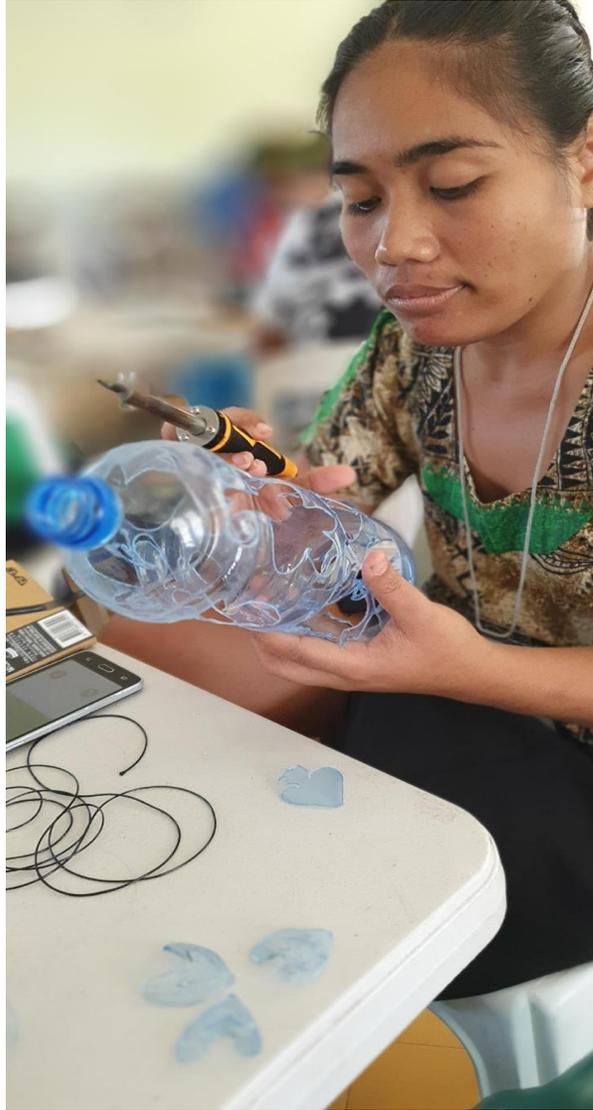
- GSTC
- PT&I
- Creative Tourism Network



**Kiribati Success Story - One step closer to our
vision of Sustainable Tourism**



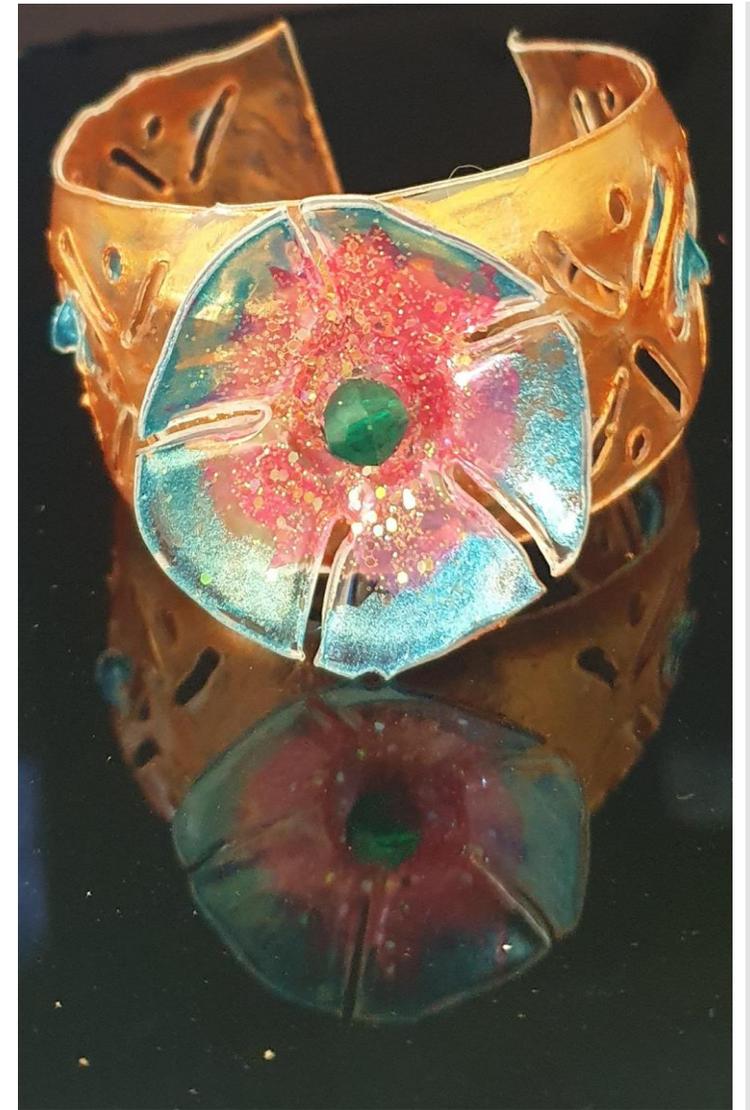
Improve community and stakeholder awareness of the importance of improved plastic waste management by turning plastic waste into a useful resource.



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**.



Creative Tourism Network



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**.

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BEST STRATEGY IN CREATIVE TOURISM DEVELOPMENT

2020



Republic of Kiribati - Pacific Ocean



www.creativetourismnetwork.org



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.

Kam Bati N Rabwa



TOURISM AUTHORITY
KIRIBATI



www.visitkiribati.travel



UNWTO Workshop on Sustainable Tourism Product Development in the Pacific Islands

31st March 2021

Hybrid

Holiday Inn, Suva, Fiji