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.
Part 1

Measures taken by Kiribati to incentivize the development of sustainable tourism.
Kiribati Tourism Development Framework

Tourism Authority of Kiribati
2020 – 2022 Tourism Development Framework

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.
Part 2

Strategy and progress undertaken by Kiribati to accelerate the implementation of 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.*
CURRENT POLICIES

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 girls through providing equal opportunities.
OUR PARTNERS

Regional Partners
- Pacific Tourism Organisation (SPTO)
- Pacific Asia Travel Association (PATA)

International Partners
- Global Sustainable Tourism Council (GSTC)
- Pacific Trade &Invest (Australia)
- Creative Tourism Network
Kiribati Success Story - One step closer to our vision of Sustainable Tourism
Kiribati Pacific Tourism Waste Action Initiative

Improve community and stakeholder awareness of the **importance of improved plastic waste management** by turning plastic waste into a useful resource.
Kiribati Pacific Tourism Waste Action Initiative

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.
Kiribati Pacific Tourism Waste Action Initiative

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.
Kiribati Pacific Tourism Waste Action Initiative

Supports community engagement, opportunity for income generation, and skills sharing that will inspire industry and national interest and support.
Kiribati Pacific Tourism Waste Action Initiative

Strengthen community engagement and participation in the tourism industry through women and youth empowerment programmes and improve understanding of their role in environmental conservation.
Kiribati Pacific Tourism Waste Action Initiative
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.
Sustainable Tourism Product Development

BEST STRATEGY IN CREATIVE TOURISM DEVELOPMENT

TOURISM AUTHORITY KIRIBATI

Republic of Kiribati - Pacific Ocean
Towards Sustainable Tourism

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

www.visitkiribati.travel