SUSTAINABLE TOURISM PRODUCT DEVELOPMENT IN THE PACIFIC ISLANDS
THE ROLE OF A REGIONAL POLICY FRAMEWORK

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Pacific 2030: A Sustainable Tourism Policy Framework

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

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

Source: UNWTO
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</td>
<td>Thriving Communities</td>
<td>Visible and Valued Cultures</td>
<td>Healthy Land and Oceans</td>
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<tr>
<td>Economies</td>
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<tr>
<td>Tourism supports prosperous and resilient economies and communities</td>
<td>Tourism supports the empowerment and wellbeing of our communities</td>
<td>Tourism amplifies the values of our cultures and heritage</td>
<td>Tourism respects, protects and champions regeneration of our lands and waters</td>
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TOWARDS 2030…

By 2030 the Pacific Islands will be empowered and benefiting from tourism that is prosperous, inclusive, improves the wellbeing of our communities and protects and restores our cultures, lands and waters.

Healthy Lands and Oceans

Tourism supports prosperous and resilient economies and communities

Thriving communities

Tourism supports the empowerment and wellbeing of our communities

Visible and Valued Cultures

Tourism amplifies the value of our cultures and heritage

Cultural Preservation, Protection and Promotion

Protection and Promotion of Biodiversity, Ecosystems and Landscapes

Transitioning to a Low Carbon, Resource Efficient Sector

Enabling environments to support sustainable tourism

Destination Positioning, Planning and Marketing

Quality Products, Experiences and Services

Facilitating Sustainable Tourism Investment

Repurposing Tourism as a Supporter of Pacific Communities

Strengthening Social Inclusion
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>
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<tbody>
<tr>
<td>Application of good governance principles</td>
<td>Ensure industry understand destination positioning</td>
<td>National stakeholder dialogues</td>
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<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>
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<td>Capacity building, development and learning</td>
<td>Enhance visitor awareness</td>
<td>Investment in tourism infrastructure</td>
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<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>
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<td>Monitoring sustainability</td>
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</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
OPPORTUNITY TO PROVIDE FEEDBACK BY 9TH APRIL 2021

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