



PACIFIC TOURISM
ORGANISATION



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Date 15 October 2021

SESSION 1: PLACING TOURISM AS A STRATEGIC PILLAR IN POLICIES FOR RURAL DEVELOPMENT

THE PACIFIC

Our islands, environment and culture are
yours to discover, experience, respect!

SOUTH PACIFIC ISLANDS

Our islands are yours to discover.



ABOUT SPTO

Mandate: Market and Develop Tourism in the Pacific

Vision: *The Pacific Islands empowered and benefitting from sustainable tourism*

20 Pacific Island Countries + China

Over 140 Private Sector members

3 Strategic Priorities: Marketing, Research & Statistics and Sustainable Tourism

Member of the Council or Regional Organisations of the Pacific

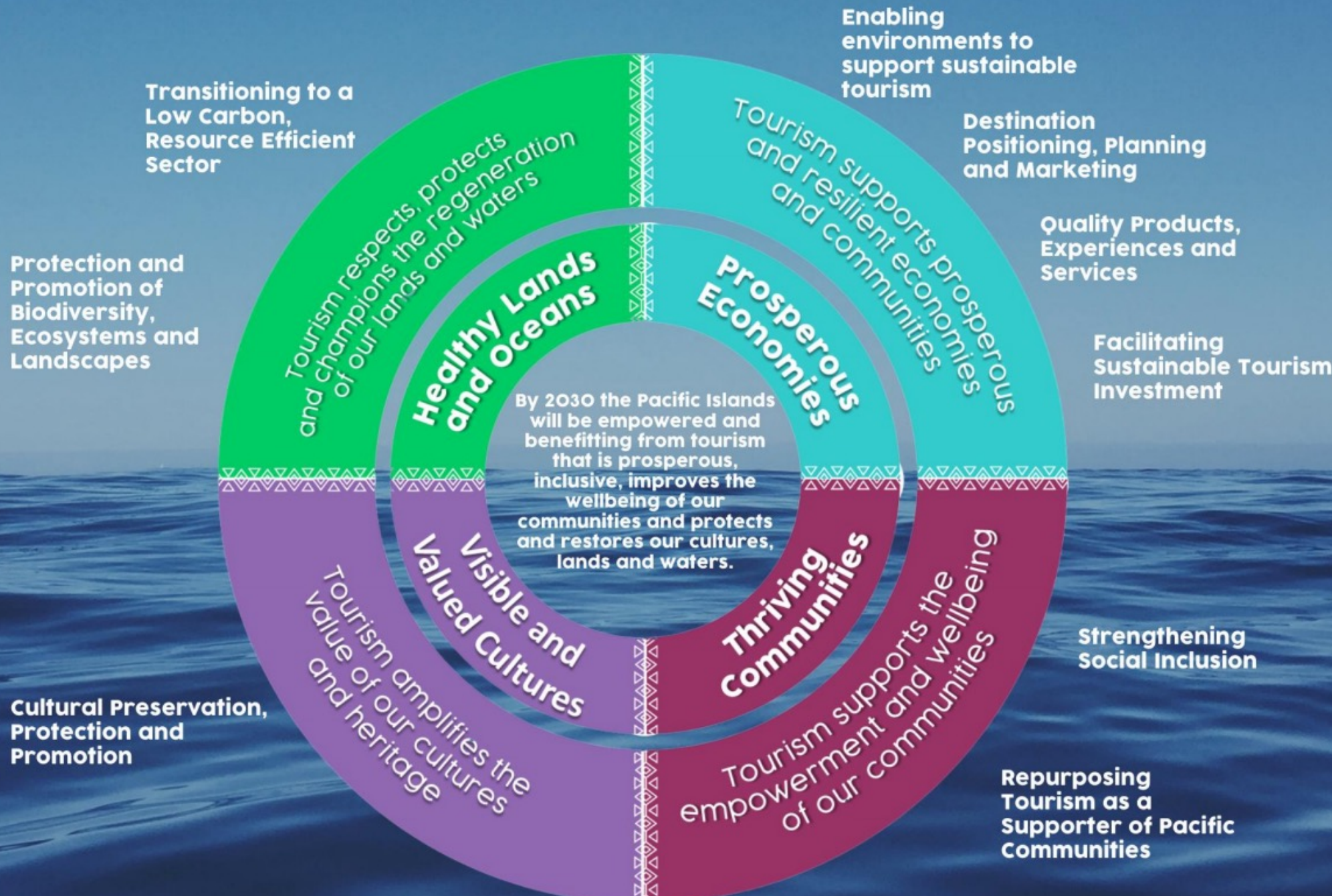
Member of the Global Sustainable Tourism Council

UNWTO and PATA Partner

Multiple Partnerships

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TOURISM AND RURAL DEVELOPMENT CASES FROM THE PACIFIC

GOAL 2

Thriving and Inclusive Communities

Tourism supports the empowerment and wellbeing of Pacific communities

OUTCOMES:

1. Tourism is a driver of equality, employment and opportunity for a broader section of the community, in particular for women and young people.
2. Communities are engaged in the tourism decision-making and planning processes.
3. Local communities who choose to be supportive of tourism are enjoying hosting visitors with culture and traditional life retained and respected.

PERFORMANCE INDICATORS FOR GOAL 2:

Business Demographics

- Number of businesses and employment
- Employment (by gender), income (by gender)

Accommodation

- Number and location of accommodation businesses, number of beds, number of businesses offering accessible facilities, occupancy rates.

Community and Visitor Perceptions

- Local community perceptions, visitor perceptions



TOURISM AND RURAL DEVELOPMENT CASES FROM THE PACIFIC

1. Strengthening social inclusion

- ✓ Support direct linkages between larger and smaller businesses
- ✓ Support innovation and entrepreneurship through product development training, facilitation of business establishment for SMEs and community projects
- ✓ Increase value from cruise tourism through establishment of Cruise Tourism Development Guidelines for communities
- ✓ Promote and share experiences, learning and opportunities



TOURISM AND RURAL DEVELOPMENT CASES FROM THE PACIFIC

2. Repurposing tourism to deliver greater benefits to Pacific communities

- ✓ Promote involvement of youth, women and minority groups and their representatives in the development of tourism policies and destination development strategies
- ✓ Explore a regional approach to voluntary/support programs for tourism in the Pacific (for businesses and visitors to contribute to)
- ✓ Measure community sentiments about tourism through a regional guideline



TOURISM AND RURAL DEVELOPMENT CASES FROM THE PACIFIC

- ✓ Island Tourism
- ✓ Rural Village Tourism

- ✓ Challenges:
 - Access (cost of flights, time for sea travel)
 - Cost of doing business
 - Capacity to plan, develop and manage tourism
 - Access to technology and financing



TOURISM AND RURAL DEVELOPMENT CASES FROM THE PACIFIC

✓ Opportunities:

- Access to financing for infrastructure and business development
- New partnerships e.g. ADB, NZ MFAT, GSTC, Regional and International level
- Training and capacity building support eg. Digital skills development, transition to online payment platforms
- Enhanced Governance for regional transformation
- - Pacific Sustainable Tourism Policy Framework
 - Pacific Tourism Statistics Strategy
 - SPTO Digital Transformation Project



TOURISM AND RURAL DEVELOPMENT CASES FROM THE PACIFIC



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