

Pacific Umbrella Initiative: Sustainable Tourism Development for the Pacific (2003-2007)

Proposed Partners (Further consultation is required to confirm partners at all levels)

Governments

Pacific island countries and territories (American Samoa, Cook Islands, Federated States of Micronesia, Fiji Islands, French Polynesia, Guam, Republic of Kiribati, Republic of the Marshall Is, Republic of Nauru, New Caledonia, Niue, Palau, Papua New Guinea, Pitcairn, Samoa, Saipan, Solomon Is, Tokelau Tonga, Tuvalu, Vanuatu and Wallis & Futuna), and Australia, New Zealand and the EU.

Intergovernmental Organisations

World Tourism Organisation (WTO), ESCAP, NGOs, University of the South Pacific (USP), The South Pacific Regional Environmental Program (SPREP), South Pacific Geoscience Commission (SOPAC), Greenpeace, World Wide Fund for Nature (WWF).

Private sector

Tourism operators, utilities and major industry stakeholders

Current major donor partners

Current major donor partners - NZ, Japan, Taiwan, EU, ESCAP, WTO, UNIFEM, UNDP, PROC

Leading Partner to be determined through consultation

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Main objectives of the Partnership/Initiative

- Address and achieve the priorities of sustainable Tourism development in the Pacific, including income generation and equitable distribution, poverty alleviation, environmental conservation, a means to address good governance and gender disparities
- Achieve sustainable tourism operations throughout the Pacific
- Maintain the pristine environment and cultural diversity which facilitates the promotion of PICs
- Mobilisation of resources to ensure sustainable tourism practices
- Improved waste management related to tourism activities

Expected results to be determined by countries on the basis of national assessments and stakeholder consultations.

- Improved understanding by tourism stakeholders on the importance of sustainable tourism to the socio-economic development of the region
- Sustainable management of tourism operations
- Development of Case studies to highlight best practices and performance measures for responsible tourism and tourism development in the Pacific. Use of performance measures to engage industry in tourism awards, business and exporter awards;
- Codes of conduct, environmental assessment and sustainable development guidelines as tools to ensure sustainability of tourism operations;
- Greater community participation at all levels of the service chain;
- Greater national 'ownership' of tourism operations;
- Improved donor understanding of the importance of tourism as a vehicle (mechanism) for sustainable development in the Pacific;
- Regional Environmental and Gender Impact Assessment of the social, economic and environmental status and trends of tourism development in the Pacific.

Specific Targets of the Partnership/Initiative and Timeframe for their Achievement

January- June 2003	<ul style="list-style-type: none"> ➤ Consultation and identification of key strategic result areas - involving all stakeholders ➤ Establishment of Pacific Eco-tourism Association to provide the networking hub required to coordinate activities in eco-tourism, responsible tourism and sustainable tourism development in the Pacific region ➤ Compilation of best practice codes of conduct, environmental and gender assessment and development guidelines; ➤ Generation of initial Toolkits of codes and guidelines
June 2003 – June 2004	<ul style="list-style-type: none"> ➤ Development of regional strategic plan for Sustainable Tourism Development ➤ Production of case studies on best practices to reveal performance measures for sustainable development; ➤ Enhancement of Toolkits of codes and guides based on outcomes of case studies and associated research; ➤ Commence strategic environmental assessment of the status and trends of tourism development in the Pacific ➤ Evaluation and adjustment
June 2004 – Dec 2004	<ul style="list-style-type: none"> ➤ Awareness and education campaigns targeting tourism industry, service industries, government ministries and the community.
2005-2007	<ul style="list-style-type: none"> ➤ Implementation phase ➤ Evaluation and adjustment

Coordination and Implementation Mechanism

It is proposed that South Pacific Tourism Organisation (SPTO) will provide the coordination and implementation of the partnership initiative at the regional level. SPREP shall be heavily involved in delivery of the environmental assessment components. National level coordination and implementation to be determined through consultation.

Key committees and organisations which will forward necessary mechanisms for action may include:

- Trade, Tourism and Private Sector Working Group of CROP
- Pacific Ecotourism Association (PETA)
- CROP Agency governing bodies

Arrangements for Funding

This programme is a priority for tourism development and it is integrated throughout the SPTO programme activities

The estimated cost for initialisation and ongoing sustainable tourism programs is :
 USD\$380,000 / year for 5 years → USD\$1,920,000

It is anticipated that funding arrangements will include donor agencies and governments, financial institutions, appropriate private sector organisations and NGOs.

Baseline of investment at national and regional levels include: Australia, Denmark, France, Japan, New Zealand, EU, Taiwan (ROC), UNDP, UNEP, UNESCO.

This initiative seeks to extend and complement these existing arrangements and also attract other interested donors and partnerships.

Arrangements for Capacity Building and Technology Transfer

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Sustainable tourism requires a diversity of skills. These include:

- Strengthening the capacity of national stakeholders through
 - a) identification of key industry training needs
 - b) upgrade and adapt the training curriculum to maintain a sustainable focus
 - c) regional forum and training of trainers
 - d) national training and capacity building, both desk-top and 'hands on' training
- Strengthen exchange of information between countries, regionally and internationally, using a standard typography
- Strengthen national and regional sustainable development advocacy and governance arrangements, including CROP and donor coordination
- Strengthen and consolidate sustainable tourism development at a national and regional level to meet international priorities and tourist demands

Links of Partnership/Initiative with on-going sustainable development activities at the international and/or regional level (if any)

There are several tourism projects and activities being undertaken, both nationally and regionally.

The programme has links to past programmes, yet attempts to analyse and address major gaps in these programmes and better meet the needs of PICs, within a sustainable framework.

The new focus follows a "Two Pronged Approach", whereby,

- a) There is a strong focus on Small/ Medium Enterprises (SMEs), understanding the diversity in capacity, culture, natural resources and access to source markets across the Pacific. All marketing variables and aspects of product upgrading is considered;
- b) Continue to provide assistance to the Larger Scale Operations (LSOs), especially in areas of promotion and information

Monitoring Arrangements

- Reporting to SPTO, SPREP Governing Councils and to the Head of CROP Meetings;
- Overview by the CROP Trade, Tourism and Private Sector Working Group;
- Environmental and Gender Impact Assessments with regular updates on the Tourism industry in the Pacific
- Website portal for all activities and information updates
- Increase in statistics related to tourism, especially changing needs and subsequent growth in repeat tourists;
- Production and dissemination of specific sustainable tourism initiatives;
- Ongoing national, regional and international progress reports;
- Technical reports and integration of Pacific tourism initiatives into International 'Best' Practices.

Other relevant information

Contact

- South Pacific Tourism Organisation SPTO: www.spto.org
- SPREP Programme: www.sprep.org
- Pacific Island Countries National Tourism Development Strategies

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8/19/2002

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