

PECC INTERNATIONAL VIRTUAL SEMINAR ON CONNECTIVITY AND TOURISM RECOVERY FROM COVID-19

REGIONAL PERSPECTIVE ON REVIVING AND SUSTAINING TOURISM IN THE PACIFIC ISLANDS

CHRISTOPHER COCKER
Chief Executive Officer
Pacific Tourism Organisation

1 June 2021



PRESENTATION OUTLINE

- ❖ SPTO in brief
- ❖ SPTO Strategic Plan 2020-2024
- ❖ Pacific Sustainable Tourism Policy Framework
- ❖ Reviving and Sustaining Tourism in the Pacific
- ❖ Our Regional Aspirations
- ❖ Role of Aid Partners
- ❖ Way Forward for a Post-Pandemic Pacific





Our islands are yours to discover.



ABOUT SPTO

- Established in 1983 and based in Suva, Fiji
- The only intergovernmental regional organisation for tourism in the region
- Mandate: Market and Develop Tourism in the Pacific
- 20 Pacific Island Member Countries
- Over 100 Private Sector members

Rethink! Reset! Recover!

Our vision

“Our Pacific Islands empowered by and benefitting from sustainable tourism”

Our mission

“Sustainable tourism development through innovative partnerships”

Core areas of focus:

- Marketing
- Research and Statistics and
- Sustainable Tourism Planning and Development

3 Key Strategies & Framework

- Digital Strategy
- Pacific Tourism Statistics Strategy
- Pacific Sustainable Tourism Policy Framework





PACIFIC TOURISM
ORGANISATION

PACIFIC 2030

**SUSTAINABLE TOURISM
POLICY FRAMEWORK**

April 2021

**A shared
vision
for a
sustainable
inclusive
and
responsible
recovery**



PACIFIC TOURISM
ORGANISATION

Our Vision for 2030

We are empowered by, and benefitting from tourism that is resilient, prosperous and inclusive. It improves the wellbeing of our communities and protects, restores and promotes our cultures, islands and ocean ecosystems.

Our Goals

GOAL 1	GOAL 2	GOAL 3	GOAL 4
Prosperous Economies	Thriving and Inclusive Communities	Visible and Valued Cultures	Healthy Islands and Oceans
Tourism supports prosperous and resilient economies	Tourism supports the empowerment and wellbeing of our communities	Tourism amplifies and promotes our culture and heritage	Tourism accelerates climate action, protects our ecosystems and supports resilience

Our Priorities

Establish enabling legislation and policies	Strengthen social inclusion	Protect and promote our cultures	Protect Our Islands, Coastal and Ocean Ecosystems
Create unique destinations supported by quality experiences	Repurpose tourism to deliver greater benefit to Pacific communities	Enable prosperous cultural and creative industries	Build resilience to climate change and transition to a low emission, resource efficient sector
Mobilise sustainable tourism investment			

Our Goals

GOAL 1

**Prosperous
Economies**

Tourism supports
prosperous and resilient
economies

GOAL 2

**Thriving and Inclusive
Communities**

Tourism supports the
empowerment and wellbeing
of our communities

GOAL 3

**Visible and Valued
Cultures**

Tourism amplifies and
promotes our culture
and heritage

GOAL 4

**Healthy Islands and
Oceans**

Tourism accelerates climate
action, protects our
ecosystems and supports
resilience



The Pacific Sustainable Tourism Framework

“ We are at the crossroads – we need a paradigm shift – we need to go back to Pacific values because sustainability is at the heart of our belief system. ”



PACIFIC TOURISM
ORGANISATION



Revival and Sustaining Tourism in the Pacific

- Sustainability now means Survival for the Pacific
- The potential from tourism can only be realised by transforming to a model of tourism that is prosperous, inclusive and resilient and supports sustainable recovery from the COVID-19 pandemic and other natural disasters.
- The transformation to a better tourism future begins with the implementation of the Pacific Sustainable Tourism Policy Framework.
- It is not a question of balancing. It is a call for considering both survival and sustainability together.



Our regional aspirations

- We are united as a region and work together to advance sustainable tourism through partnerships and collaboration
- We prioritise green investments to support tourism growth and work with our partners to mobilise resources
- We offer our visitors high quality, authentic, accessible and sustainable experiences that reflect our own country's uniqueness
- We create enabling legislation and policies for tourism businesses to adopt sustainable tourism practices



Our regional aspirations

- Our islands and oceans are protected and enhanced, and our cultures remain strong
- Our communities are empowered by tourism and benefit from it. We protect the vulnerable and provide opportunities for young people and women
- Together we build resilience to climate change and transition to a low emission, resource efficient sector
- We invite visitors and our partners to contribute to our efforts to make tourism to the Pacific more sustainable.



Role of Aid Partners

Support investment and facilitate funding to support:

- ✓ capacity building to support destination planning and better business practices
- ✓ the development of destination development strategies
- ✓ market research to support destination development and marketing
- ✓ the development of high-quality, accessible, experiences, products and services
- ✓ Data and insights for planning, policy and decision making

Provide technical support to improve regional and national systems for the delivery of recovery and long term sustainability tourism programmes



WAY FORWARD FOR A POST PANDEMIC

- Responsible Recovery
- Regional Leadership
- Country Solutions
- Global and regional cooperation
- Sustainable Financing
- Integrated Approach
- Commitment to Measuring Sustainability

“Our islands are yours to travel, enjoy and respect”

“We must have the mindset to prioritise sustainability in everything we do.

The tourism industry will recover but we need to incorporate and adapt to change. We need to get back to the basic teachings/learnings...

The values of life... everything starts with oneself... respect, integrity, commitment, responsibility, etc and share this with our children, students, communities and all stakeholders.”

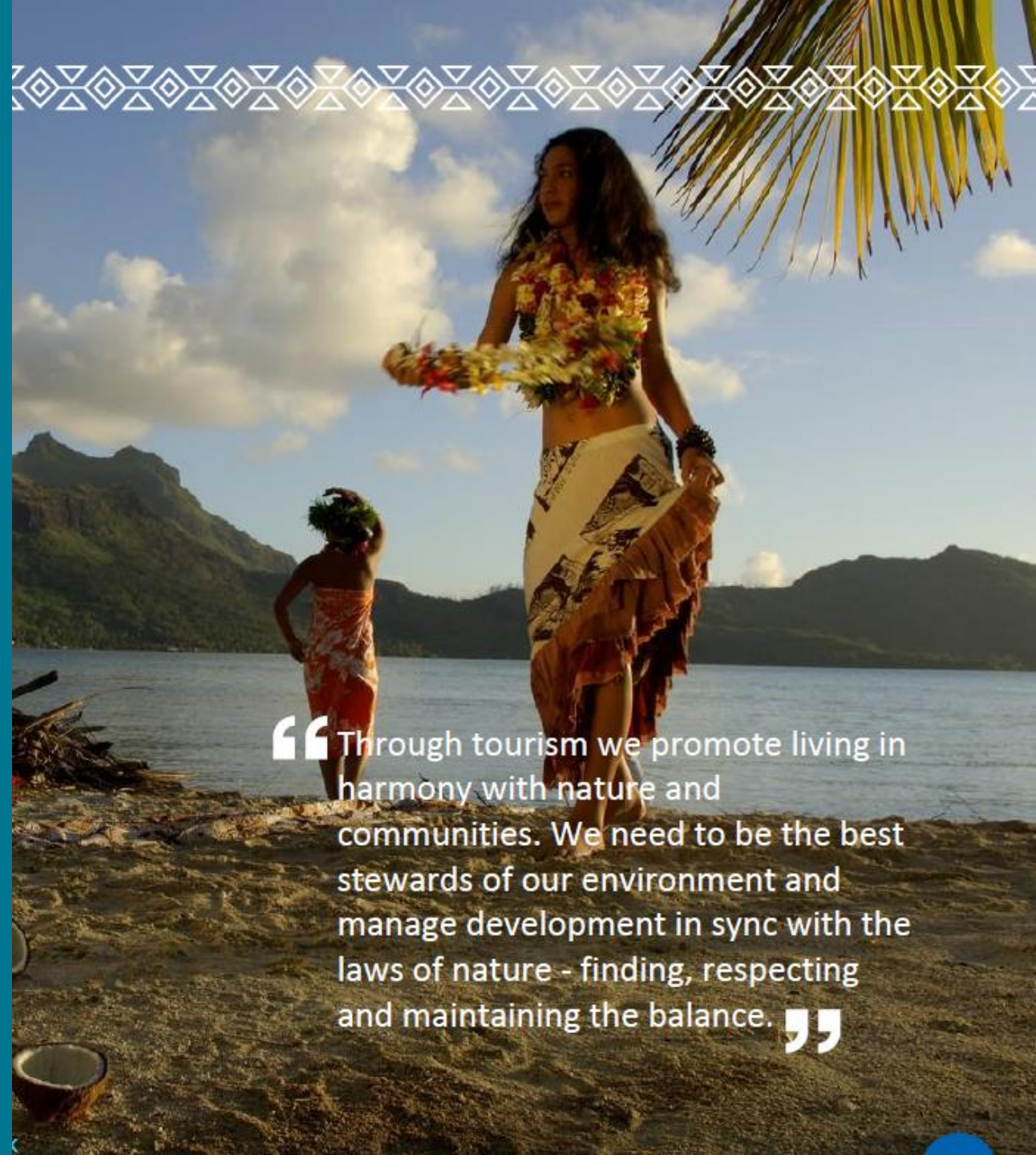


THANK YOU

For more information, please
contact:
ccocker@spto.org



PACIFIC TOURISM
ORGANISATION



“Through tourism we promote living in harmony with nature and communities. We need to be the best stewards of our environment and manage development in sync with the laws of nature - finding, respecting and maintaining the balance.”