SOUTH PACIFIC
TOURISM
ORGANISATION

SIDS GLOBAL BUSINESS NETWORK PRIVATE SECTOR
PARTNERSHIP FORUM

TOURISM AND CULTURE
21-22 May 2018
Mauritius

Christopher Cocker: Chief Executive Officer
WELCOME to the Pacific

“OUR CULTURE IS YOURS to Discover, Experience, Respect
The Islands of the Pacific

SPTO MEMBER COUNTRIES
Our greatest assets in the Pacific are: **OUR LAND, OCEANS, PEOPLE and CULTURE**

We lose these key assets, we do not have TOURISM

Our diverse Culture differentiates us from our global competitors!
WHY TOURISM MATTERS TO THE PACIFIC
Source: NTOs, NSOs and SPTO, 2017
POSITIVE TOURISM FORECAST FOR PICs

- Forecasted economic contribution is 4.9 US$ bn by 2019 (SPTO)
- Double tourist arrivals by 2040 to 3 million (World Bank)
- Annual growth rate of 3% per annum in tourist arrivals (World Bank)
- Additional 127,600 jobs to the region by 2040 (World Bank)
- According to PATA, future travelers will be environmentally responsible, culturally rich, seek off the beaten track destinations
CULTURAL HERITAGE TOURISM IN THE PACIFIC AND THE SDGS

GOAL 11
MAKE CITIES AND HUMAN SETTLEMENTS INCLUSIVE, SAFE, RESILIENT AND SUSTAINABLE

GOAL 12
ENSURE SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS

GOAL 13
TAKE URGENT ACTION TO COMBAT CLIMATE CHANGE AND ITS IMPACTS

GOAL 16
PROMOTE PEACEFUL AND INCLUSIVE SOCIETIES FOR SUSTAINABLE DEVELOPMENT, PROVIDE ACCESS TO JUSTICE FOR ALL AND BUILD EFFECTIVE, ACCOUNTABLE AND INCLUSIVE INSTITUTIONS AT ALL LEVELS

(c) SPTO  http://www.spto.org
Guided by the Pacific Tourism Strategy which highlights four sustainable pillars, one of which include: “Conserving the region’s highly distinctive environment and cultures”

SPTO’s role is to develop and promote niche tourism such as cultural & heritage tourism

Awareness raising on sustainable tourism and integrating Cultural Sustainability as a key pillar

Resource mobilisation for the development of Cultural Heritage Tourism
WHAT HAS BEEN DONE BY SPTO

- Production of a Culture & Heritage niche market report and promotional material promoting culture

- SPTO’s new brand, “Ours is Yours” is based on the idea- Weaving Positive Futures, inspired by our shared heritage of weaving

- Promotional activities to promote Cultural Heritage such as the SPTE Theme for 2018 ‘Our Culture is yours to discover, experience, respect’

- Support for the Miss Pacific Islands Pageant – Winner is Pacific Tourism Ambassador

- Established new partners- WINTA, NZ Maori Tourism, UNITAR, UNESCO

- In partnership with CTA we have conducted Culinary Tourism development in the tourism industry through Chef Development and Agri-Tourism Policy development
OVERVIEW OF CULTURE & HERITAGE TOURISM IN THE PACIFIC
THE PACIFIC WAY – OUR CULTURAL HERITAGE IS CELEBRATED IN MANY FORMS:

- Culinary
- Festivals and events
- Historic sites, monuments and landmarks
- Song and Dance
- Religious events
- Tatau (tattoo)
- Arts and Crafts
PAPUA NEW GUINEA

ASARO MUDMEN
in the eastern highlands province

*A battle dress-code that defeated the enemies*
SAMOA
The sacred art of Tatau (tattooing)
MARSHALL ISLANDS

Celebrating & Promoting our weaving and handicrafts

“One Island, One Product Event”
A SYNOPSIS OF THE PACIFIC CULTURE & HERITAGE MARKET

A small niche market in the Pacific

Majority are tailor made trips with niche operators

Main means of promotion - word of mouth, internet research by independent travellers

PNG is the most popular destination

Other PICs popular as well are Fiji, Cook Is, Vanuatu, Samoa, Tonga, Tahiti and New Caledonia.

Main markets: Europe & North America

Accommodation preference: authentic but comfortable
WHY IS CULTURAL HERITAGE HOLIDAY IN THE PACIFIC SPECIAL?

Europeans & North Americans - the major draw cards is the:
- Welcoming People
- Unspoilt tribal cultures of PICs
- PNG
- Unique culture’s of PICs
- Pristine Nature
- PICs is a haven for Peace & Security
- The other side of the world - last frontier to be discovered
- Divers: WW2 history and wrecks
CHALLENGES FROM THE MARKET’S PERSPECTIVE

- Limited air routes
- Travel time from Europe & N/America
- Cost of airfares & ground costs
- Low awareness of the Pacific’s culture heritage (outside PNG)
- Strong competition from other destinations such as SE Asia and Europe
- Limited authentic but comfortable accommodation
- Lack of knowledge about reliable local partners
BUT Times have Changed

- **Our Pacific People** have taken our culture & heritage for granted and not shared it with others. We have kept it to ourselves.

- Culture & heritage is archaic for our young generation who are more attracted to technology and modernisation.

- The different versions and interpretation of the our stories and cultural practices is causing confusion amongst tourists and locals.

- Creativity & innovation in expressing our culture and telling our stories has potential to lose the authenticity & real meaning of our stories, songs and dances.

- Technology advances is preventing face to face experience, relationships and communication of our culture & heritage.

- The fast pace of today’s world has caused our people do not to have the time to sit down together to share and nurture our culture & heritage.
OPPORTUNITIES

- Jointly develop & promote Food & Culture Tourism

- The power of story telling - sell the experience, promote WOW factor of PICs, there is more to sun, sand & sea in the Pacific!

- Tailor marketing campaigns to promote culture & heritage

- Promote World Heritage Sites and invest in maintenance and training of site managers

- Package culture and soft adventure

- Promote existing Pacific culture & heritage festivals & events to the travel trade

- Invest in Events Management & Tour Guide training and certification programmes
WAY FORWARD

- Improving connectivity with growing and established markets
- Attracting more high yield & low impact tourists through niche tourism
- Tourism promotion to emphasise the USPs of our PICs – Culture is a Point of Difference
- Improving the investment climate and the effectiveness of public sector participation in the sector
- Improving the efficiency of the tourism sector & linkages between the tourism sector and local economies etc.
- Share lessons learnt and implement best practices on sustainable tourism development

SPTO PACIFIC TOURISM STRATEGY & WORLD BANK’S PACIFIC POSSIBLES REPORT
WAY FORWARD

- Seek partners to implement the WB Pacific Possible’s Report
- SPTO PTS
- culture heritage tourism niche report

- Strengthen existing partnerships with CTA, UNESCO, UNITAR, tourism private sector etc

- Collaborate with SPC to implement recommendations from the recent 4th Meeting of the Culture Ministers

- Develop and promote Food and Culture tourism

- Use culture, religion and our people to drive sustainable development

- Promote and strengthen the link between culture tourism and cultural industries.
“Culturalisation of commerce, rather than commercialization of culture.”

THANK YOU!

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