PRESENTATION OVERVIEW

About SPTO

Overview of Sustainable Tourism in the Pacific

Constraints and Opportunities

Tourism and the SDGs – the Pacific Perspective

How Sustainable is Pacific Tourism

Way Forward

Conclusion
ABOUT SPTO

• Intergovernmental body for tourism marketing and development in the Pacific. 17 PI governments + China

• Private Sector Members (130+) and 5 reps on the Board

• Vision:
  “Inspire Sustainable Growth and Empower Pacific People”

Mandate:
“Market and Develop Tourism in the South Pacific”

• Partners/Strategic Alliances
  EU, CROP, Pacific Islands Private Sector Organisation (PIPSO), National Tourism Offices (NTOs), PT&I network, Cruise Lines International Association (CLIA) Sustainable Travel International (STI), UNDP, Non-Government Organisations (IUCN, WWF and local NGOs)
OVERVIEW OF SUSTAINABLE TOURISM IN THE PACIFIC
OHRLLS Tourism Experts Meeting in New York 2013
SIDS 2014 S.A.M.O.A Pathway
SDGs 17, Agenda 2030 in 2015
Official Recognition of ‘Sustainable Tourism’ by the Pacific Council of Tourism Ministers in 2015

Division established in 2016, fully operational in Jan 2017 and Launch of the **UN International Year of Sustainable Tourism for Development 2017** with UNWTO

Public & private sectors have progressed significantly e.g. Governments in creating the enabling environment for tourism investment, and private sector adopting sustainable energy solutions.

Mainstreaming of sustainable tourism policies in national planning strategies e.g. 16 PICs have integrated sustainability into tourism policies with 2 developing specific sustainable tourism policies.

Partnerships in recognition of Sustainable Tourism
**SPTO’S ROLE IN SUSTAINABLE TOURISM**

- Improve and enhance SPTO’s institutional competence in effectively responding to and addressing regional and global issues on sustainable tourism development.

- Strengthen the organisation’s capacity in the development and delivery of sustainable tourism Programmes relevant and beneficial to members and stakeholders.

- Align SPTO’s regional sustainable tourism programmes with the 2030 Agenda on Sustainable Development and the Sustainable Development Goals, the Pacific Tourism Strategy 2015-2019 and national priorities & plans of its members.
SPTO’S SUSTAINABLE TOURISM FOCUS

- Awareness, education & capacity building
- Regional policy framework
- Technical support to National Tourism Offices
- Advocacy and establishment of strategic partnerships
- Resource mobilisation
SUSTAINABLE TOURISM CHALLENGES
Lack of baseline data and robust M &E systems to measure sustainability.

Low level of awareness & appreciation of sustainable tourism at all levels and its importance to the Pacific

Adequate technical expertise to assist in the planning and development of sustainable forms of tourism is lacking

Lack of incentives for private sector investment in sustainability initiatives
Aligning the region’s sustainable tourism programmes with the 2030 Agenda requires financial and technical support.

Resource constraints for already struggling SMEs to implement best practice sustainable measures. Sustainable tourism practices can be expensive. Most businesses are Micro-Small, Medium Enterprises (MSMEs).

High energy costs and waste management, are increasing concerns.

Governance and Policy Frameworks and Enforcement Processes requires strengthening.
SUSTAINABLE TOURISM OPPORTUNITIES
Technical and financial support for measuring and monitoring sustainability performance – E.g. upscale the SPTO Sustainability Monitoring Program as part of the Sustainable Tourism Enterprise Programme (STEP)

Strengthen governance and policy frameworks

Incentivize private sector e.g. through a Pacific Tourism Private Sector Support Facility

Explore effective partnerships within and outside the region

Support for targeted research in collaboration with partners
• Introduce **sustainable waste management options and systems** in the Pacific for **effective recycling**.

• Support to develop and promote **Community Tourism** in the Pacific.

• **Enhance partnerships to develop and promote marine eco tourism and Cultural Heritage Tourism**
TOURISM AS A DRIVER FOR SDGS IN PACIFIC SIDS
SDG GOALS AND TARGETS MOST RELEVANT TO TOURISM IN PACIFIC SIDS

- SDG 8: Decent Work and Economic Growth
- SDG 12: Responsible Consumption and Production
- SDG 13: Climate Action
- SDG 14: Life Below Water
- SDG 15: Life on Land
PARTNERSHIPS

WHAT IS WORKING

- Pacific leaders commitment to achieving the SDGs and S.A.M.O.A Pathway
- Pacific Sustainable Monitoring Programme for Accommodation Sector (SPTO) piloted in Fiji and Samoa
- SPTO-UNDP Green Tourism Project
- Tourism and Health (SPTO and WHO)
- SPREP-IUCN Climate Resilience Proposal to the Green Climate Fund
SPTO – CTA Partnership on Agritourism

SPTO-UN Environment Partnership Project Proposal on Climate resilience, zero emissions tourism sector

SPTO Partnership with SPREP on:
- Environmental Impact Assessment Guidelines for Coastal Tourism development
- IUCN Coastal Resilience project proposal to the Green Climate Fund
- Climate Resilience proposal for Tourism Sector

Energy Programmes with SPC, IRENA and the Global Green Growth Institute
PARTNERSHIPS

Areas where partnerships are lacking:

- Sustainable tourism research and statistics
- Supporting sustainable measures to reduce waste management & energy costs specifically for the tourism private sector.
- Supportive partnership to compliment resourcing for SDGs
- Support to increase enforcement capacity for existing policies and legislations
CONCLUSION: How Sustainable is Pacific Tourism?

- We are on the right track but much work still needs to be done because it is multifaceted, cross-sectoral and requires the work of all.
- We are creating a culture of sustainable tourism led by Pacific Values.
- Embrace sustainable development in our culture and religions and vice versa.
- Incorporate resilience-building measures to address climate change impacts and associated environmental challenges.
- For the Pacific to be sustainable, we must change our economic, environmental and socio-cultural attitudes for a more cooperative, collaborative, communal and coordinated approach.
- Sustainability is a journey and we must work together to achieve the future we want!
WAY FORWARD

- We need the strong support of the development partners and donors (human & financial)

- Foster effective partnerships to pool resources, complement each other and avoid duplication

- Establish and strengthen the Pacific Sustainable Tourism Network to share experiences, best practices, information and lessons learnt

- Monitor and Measure sustainability performance is the Key for Future Planning. Support for improved monitoring systems is needed.

- Support for transitioning to green energy and tackling waste management issues are urgently needed.

- Access to financing and business-friendly financing modalities for private sector investment

- Take Action! - Implement best practices, start with the simple & less expensive!
THANK YOU

www.southpacificislands.travel
WELCOME TO THE PACIFIC