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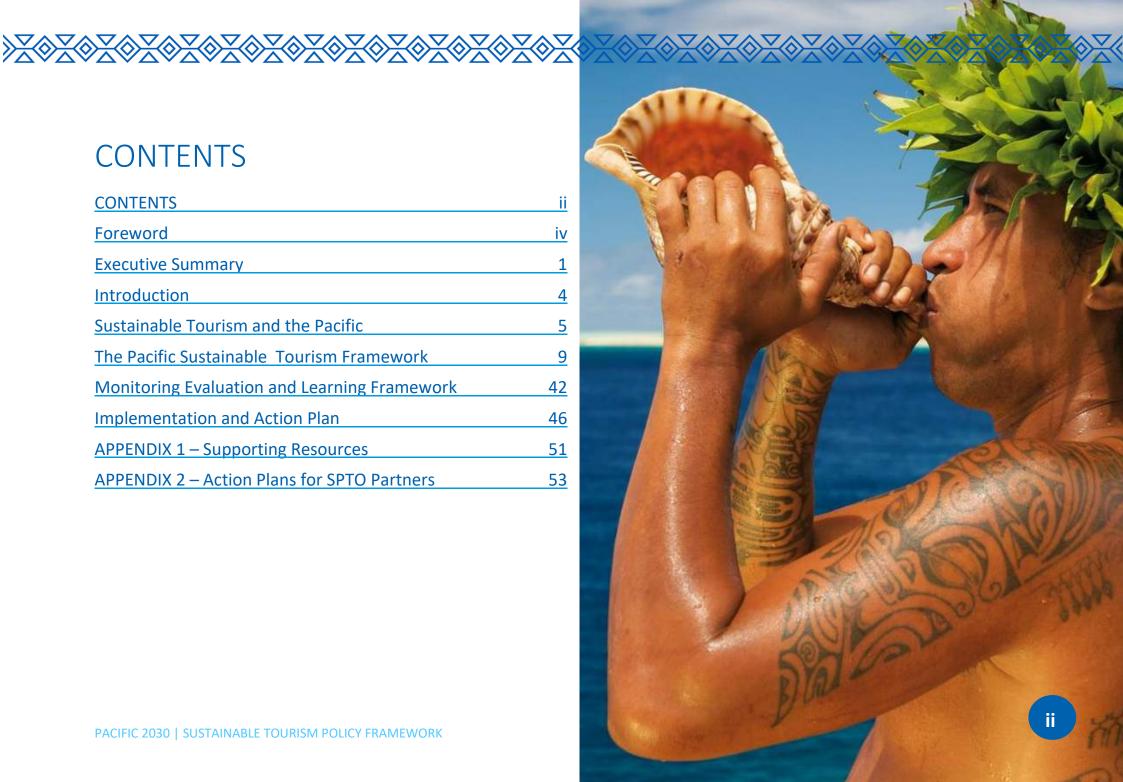


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GLOSSARY OF KEY TERMS

Capacity development	The process of developing and strengthening the skills, instincts, abilities, processes and resources that organisations and communities need to survive, adapt, and thrive in the Pacific.			
Circular economy	A circular economy is a systemic approach to economic development designed to benefit businesse society, and the environment. In contrast to the 'take-make-waste' linear model, a circular econom regenerative by design and aims to gradually decouple growth from the consumption of finite resource.			
Community	In the context of this report, a community is defined as a group of individuals that share some common characteristics. Assuming that a group of residents are a community if they share physical proximity or geography with delineated boundaries.			
Creative Industries	UNESCO define creative industries as those that combine the creation, production and commercialisation of contents which are intangible and cultural in nature; these contents are typically protected by copyright and they can take the form of a good or a service.			
Environmental Impact Assessment	A tool used to identify the environmental, social and economic impacts of a project prior to decision-making. It aims to predict environmental impacts at an early stage in project planning and design, find ways and means to reduce adverse impacts, shape projects to suit the local environment and present the predictions and options to decision-makers.			
Social inclusion	Social inclusion is the process of improving the terms on which individuals and groups take part in society – improving the ability, opportunity and dignity of those disadvantaged on the basis of their identity.			
Stakeholders	A stakeholder in the context of this Framework refers to a member of the community who has the power and legitimacy to influence other stakeholders within the community through a series of interactions which shape different elements of tourism development.			
Sustainable development	Development that meets the needs of the present without compromising the ability of future generations to meet their own needs. Sustainable development requires the elimination of institutional fragmentation ensuring that environmental, social, and economic concerns are integrated throughout decision-making processes and development that is fair, equitable and just.			
Sustainable Development Goals (SDGs)	The Sustainable Development Goals are a collection of 17 interlinked global goals designed to be a "blueprint to achieve a better and more sustainable future for all". The SDGs were set in 2015 by the United Nations General Assembly and are intended to be achieved by the year 2030.			
Tourism Value Chain	The tourism value chain is a sequence of primary and support activities that are strategically essential for the functioning of the tourism sector. Key activities of the tourism value chain include policy-making and integrated planning; product development, promotion and marketing; distribution and sales; education and training and destination operations and services.			

ACRONYMS

SPTO

CROP	Council of Regional Organisations in the Pacific
GSTC	Global Sustainable Tourism Council
NGO	Non-government organisation
NSO	National Statistics Office
NTO	National Tourism Organisation

SMEs Small Medium Enterprises

UNESCAP United Nations Economic and Social Commission for

AP United Nations Economic and Social Commission to
Asia and the Pacific

UNESCO United Nations Educational, Scientific and Cultural Organisation

UNDP United Nations Development Program
UNWTO United Nations World Tourism Organisation

Pacific Tourism Organisation

ACKNOWLEDGEMENTS

The Pacific Sustainable Tourism Policy Framework reflects the collective vision, goals and objectives of international and regional agencies, national governments, industry, community organisations and development partners. We would like to thank all SPTO members and partners who contributed to the development of the Framework. Quotes from SPTO members and partners have been used throughout the document to reflect the aspirations and priorities expressed during the Framework's development. These contributions are acknowledged and valued. The Framework has been produced with the financial assistance of the New Zealand Ministry of Foreign Affairs and Trade and the United Nations Development Program.

USEFUL RESOURCES

There are many useful sources of information that support the implementation of the Pacific Sustainable Tourism Policy Framework. They have been included in Appendix 1 for ongoing reference.



Foreword

Tourism is no doubt at the crossroads as the Covid-19 pandemic continues to have profound impacts on the sector globally. The Pacific is amongst the hardest hit regions setting a bleak outlook for the future which is compounded by a myriad of issues that are synonymous to our small island economies including social, political, economic and environmental challenges.

Nevertheless, the pandemic has also presented the opportunity for the region to reset and reflect on a more sustainable approach to tourism. The Pacific Tourism Organisation (SPTO) plays a central role in supporting and effecting this process as the regional organisation mandated for tourism marketing and development in the Pacific.

The Pacific Sustainable Tourism Policy Framework sets the foundation for the sector to recover sustainably. As we journey towards 2030, the remaining 9 years of the global Sustainable Development Agenda will be imperative for us all in ensuring the realization of our vision "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". This can only be achieved by Governments, operators, development partners, communities and all stakeholders working together.

The Framework provides the roadmap for advancing the important priorities identified by our Member Countries, private sector, civil society, development partners, regional and international organisations in propelling our vaka (canoe) forward during these challenging times. It calls on urgent action and support from all stakeholders and provides an opportunity for engagement at national and regional level regardless of where you are on your sustainability journey. The Framework does not prescribe solutions, rather it offers a range of policy options and actions for consideration.

On behalf of SPTO, I would like to thank all stakeholders who contributed to the development of the Framework. The leadership and guidance of our Member Countries, the Board Sub Committee for Sustainable Tourism and Research and the Regional Working Group enabled a smooth and inclusive process. I also would like to acknowledge the funding support from the United Nations Development Programme and the New Zealand Government for making this possible. As we set sail into the implementation phase, I call on development partners, Governments, international financial institutions, regional and international agencies to come forward and contribute to the work ahead. Tourism has the potential to bring about positive change to the lives of our people and the quality of our environment that will be enjoyed by

Thank you and God Bless!

generations to come.

Christopher Roy Cocker

Chief Executive Officer

Pacific Tourism Organisation



Executive Summary

The Pacific Sustainable Tourism Policy Framework sets out the vision, policies and actions needed to transform tourism to make it more sustainable and provide greater benefits to the communities of the Pacific.

Tourism is an economic powerhouse and one of the main pillars sustaining growth and development in the Pacific. It is the major driver of economic growth, foreign exchange earnings and employment and contributes to the achievement of the Sustainable Development Goals across the region. This potential 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.

The Pacific Sustainable Tourism Policy Framework reflects the aspirations of the SPTO and its members, the tourism industry, civil society organisations, regional organisations and global development partners. The shared vision is:

By 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.

The Framework calls on all partners and stakeholders to co-ordinate and collaborate to advance this vision for sustainable tourism through a series of policies and actions that focus on:

- supporting prosperous and resilient economies
- empowering communities
- amplifying and promoting culture
- accelerating climate action
- protecting ecosystems
- building resilience.

The Framework has been designed to cater for countries that are well advanced in developing and implementing sustainable tourism practices as well as for the countries that are in the early stages of sustainable tourism development.

To ensure that tourism in the Pacific continues to be a driver of economic and community wellbeing, all partners are required to implement the policies and actions in the Framework to build a resilient tourism industry, fit for the challenges and opportunities the Pacific faces between now and 2030.

AT A GLANCE

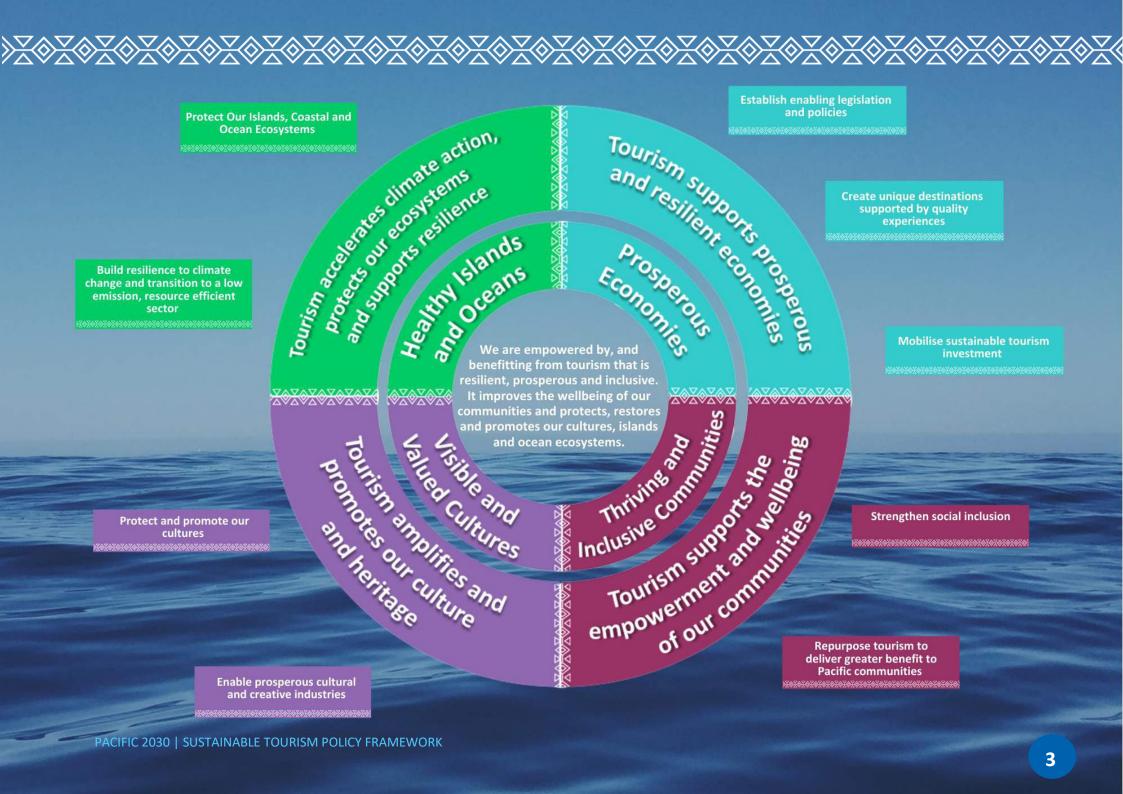
Sustainable tourism is no longer optional – it is now an urgent imperative for every country in the Pacific.

We want tourism to be resilient, prosperous, and inclusive. For this to happen we need to ensure:

- 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 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.

The policies and actions contained within the Pacific Sustainable Tourism Policy Framework will help us to achieve our vision and these outcomes.









Sustainable Tourism and the Pacific

As a major contributor to economic development, tourism in the Pacific will need to transform to be resilient, prosperous and more inclusive. It needs to improve the wellbeing of our communities, strengthen our cultural identity, and protect and restore our lands and oceans.

Tourism is an economic powerhouse and one of the main pillars sustaining growth and development in the Pacific. Prior to COVID-19 the scale of visitor growth in some Pacific countries outstripped their capacity to respond in a way that enabled the economic and social opportunities that tourism can bring to be fully realised. The environmental pressures tourism created were not always adequately managed with pressure placed on infrastructure and resources, the wellbeing of local communities affected and fragile island ecosystems irreversibly impacted. The region is among the world's most vulnerable to the effects of climate change, natural disasters and global events¹ accelerating the need for mitigation strategies, crisis management and resilience.

It is now accepted that sustainable development practices that protect the environment and bring socio-economic benefits to the people of the Pacific, including those in rural and marginalised communities, must be at the centre of tourism planning and development.

The COVID—19 pandemic has forced the region to consider a more sustainable approach to tourism that is economically resilient, environmentally sustainable and socially inclusive. The SPTO, its members and partners will transition to this new model of tourism over the next ten years. The Pacific Sustainable Tourism Policy Framework sets out the SPTO's aspirations for sustainable tourism. It includes the vision, goals and priorities that will contribute to a better tourism future.

The Framework supports the Pacific's global, regional and national commitments, including the 2030 Agenda Sustainable Development Goals (SDGs), Paris Agreement – Climate Change (UNFCCC) and the SIDS Accelerated Modalities of Action (SAMOA) Pathway (2014) and the 2050 Blue Pacific Strategy. The Framework enables the Pacific Tourism Organisation's corporate vision: "Our Pacific Islands' empowered and benefitting from sustainable tourism".

Responsibility for the implementation of the Framework does not reside with one organisation or sector, but rather requires partnership and collaboration with stakeholders across Government, industry, civil society organisations, development partners and the community. The policies and actions apply to all tourism stakeholders. The Framework has been designed to cater for countries that are well advanced in sustainable tourism practices as well as for countries who are in the early stages of planning and implementation.

Implementing the policies and actions within this Framework will enable the SPTO and its partners to:

- contribute to the 2030 Agenda and the Sustainable Development Goals
- demonstrate their commitment to sustainable tourism and their role as an agent of change
- lead by example, driving action at a national level, sharing knowledge, and catalysing collaborative action throughout the sector
- measure progress in accordance with the performance indicators stated under each goal.

¹ SPTO Strategic Plan 2020 – 2024, IBID



Who is the Framework For?

Successful implementation of this Framework requires support, commitment, and ownership by the SPTO, national tourism organisations, regional organisations, civil society organisations, tourism industry, international partners, community and visitors. It requires regional coordination, collaboration through the Pacific Sustainable Tourism Leadership Summit (PSTLS), the SPTO and the Council of Regional Organisations of the Pacific (CROP).



How will the success of the Framework be measured?

The success of the framework will be measured by key performance indicators under each goal and as outlined in the Monitoring, Evaluation and Learning Framework.

PARTNER	IMPLEMENTATION RESPONSIBILITY FOR THE PACIFIC SUSTAINABLE TOURISM POLICY FRAMEWORK		
COUNCIL OF TOURISM MINISTERS	The Council is the governing body of SPTO and its purpose is to monitor and review SPTO policies, strategies, work programme activities, budgets and provide guidance and advice.		
THE PACIFIC TOURISM ORGANISATION (SPTO)	Regional co-ordination of the Pacific Sustainable Tourism Policy Framework and implementation through strong partnerships with the Ministers of Tourism, international partners, regional and national tourism organisations, tourism industry partners and community leaders.		
REGIONAL CO-ORDINATING ORGANISATIONS (CROP)	Vertical and horizontal integration of sustainable tourism programs across regional strategies and programs.		
NATIONAL TOURISM ORGANISATIONS	Implementation of the Pacific Sustainable Tourism Policy Framework through enabling legislation, sustainable tourism policy and planning, tourism standards, regulation, infrastructure development and marketing.		
INTERNATIONAL PARTNERS	Financial and technical assistance to support implementation of the Pacific Sustainable Tourism Policy Framework.		
TOURISM INDUSTRY	Sustainable tourism product development and operation, quality service provision and meeting sustainable tourism standards.		
CIVIL SOCIETY ORGANISATIONS AND LOCAL COMMUNITY			
EDUCATION AND TRAINING BODIES	Capacity building and training, knowledge gathering and dissemination, specific advice and expertise supporting policy and strategy development.		
TOURISTS	Behaving responsibly towards the environment and local communities in travel choice and actions in response to sustainable tourism codes and pledges.		



Twelve Aims for Sustainable Tourism

The UNWTO and UNEP have identified twelve aims for sustainable tourism relevant to the Pacific:2

ECONOMIC VIABILITY To ensure the viability and competitiveness of tourism destinations and enterprises, so that they can continue to prosper and deliver benefits in the long term.	LOCAL PROSPERITY To maximise the contribution of tourism to the prosperity of the host destination, including the proportion of visitor spending that is retained locally.	EMPLOYMENT QUALITY To strengthen the number and quality of local jobs created and supported by tourism, including the level of pay, conditions of service and availability to all without discrimination by gender, race, disability or in other ways.	SOCIAL EQUITY To seek a widespread distribution of economic and social benefits from tourism throughout the recipient community, including improving opportunities, income and services available to the poor.
VISITOR FULFILMENT To provide a safe, satisfying and fulfilling experience for visitors, available to all without discrimination by gender, race, disability or in other ways.	LOCAL CONTROL To engage and empower local communities in planning and decision making about the management and future development of tourism in their area, in consultation with other stakeholders.	COMMUNITY WELLBEING To maintain and strengthen the quality of life in local communities, including social structures and access to resources, amenities and life support systems, avoiding any form of social degradation or exploitation.	CULTURAL RICHNESS To respect and enhance the historic heritage, authentic culture, traditions and distinctiveness of host communities.
PHYSICAL INTEGRITY To maintain and enhance the quality of landscapes, both urban and rural, and avoid the physical and visual degradation of the environment.	BIOLOGICAL DIVERSITY To support the conservation of natural areas, habitats and wildlife, and minimise damage to them.	RESOURCE EFFICIENCY To minimise the use of scarce and non-renewable resources in the development and operation of tourism facilities and services.	ENVIRONMENTAL PURITY To minimise the pollution of air, water and land and the generation of waste by tourism enterprises and visitors.

² UNWTO and UNEP, 2005



<u></u>

Sustainable tourism is tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.

Sustainable tourism is a major contributor to economic development, underscoring the need for environmentally responsible, socially equitable and culturally acceptable development. Tourism is specifically referenced in the targets of Goals 8, 12 and 14, on inclusive and sustainable economic development, sustainable consumption and production, and sustainable use of oceans and marine resources, respectively. Tourism is also a cross cutting sector and contributes to the achievement of all 17 Sustainable Development Goals.



Global Standards for Sustainable Tourism

The Global Sustainable Tourism Council has developed global baseline standards for sustainability in travel and tourism. The standards are the result of a worldwide effort to develop a common language about sustainability in tourism. They are arranged in four pillars:

- 1. Sustainable management
- 2. Socio-economic impacts
- 3. Cultural impacts
- 4. Environmental impacts (including resource consumption and landscape/biodiversity conservation).

Application of the standards helps destinations and industry contribute towards the 2030 Agenda for Sustainable Development. Several Pacific countries have already adopted the standards as a step toward more sustainable tourism.







Guiding Principles

These guiding principles underpin the Framework and a commitment to them by all partners will facilitate progress toward sustainable tourism in the Pacific.

RESPONSIBLE RECOVERY

To respect and protect our natural environment, as well as the social and cultural authenticity of our communities, we need to manage for economic growth in the context of sustainable tourism, particularly in the context of post COVID-19 recovery. It is not one priority over the other - it is both priorities together.

INTEGRATED APPROACH

Tourism requires a multi-sectoral approach involving vertical integration between regional, sub-regional, national, and community levels and horizontal integration between tourism and various sectors including environment, economic development, culture and heritage, transportation and access.

MUTUAL ACCOUNTABILITY

Sustainable tourism is the responsibility of all partners and there is shared accountability for common challenges and opportunities to advance tourism that is more sustainable.

GLOBAL AND REGIONAL COOPERATION

Global frameworks and advice offered by the UNWTO, GSTC, UNESCO and others will inform our approach. At a regional level, the SPTO and its partners will provide guidance to support the implementation of the Framework through capacity building, information sharing and resource mobilisation so that we can advance together.

REGIONAL LEADERSHIP

The Council of Tourism Ministers will bring together decision makers and stakeholders and elevate the development of sustainable tourism to be a regional priority for environmental, socio-cultural and economic development.

COUNTRY SOLUTIONS

To be effective and sustainable, sustainable tourism solutions must be enacted at the national level. Strategic regional cooperation and coordination will add value to and support national solutions.

RESILIENCE

We will focus our efforts to diversify and strengthen the resilience of the tourism economy, to better prepare for future shocks, to address long standing structural weaknesses, and encourage the digital and low carbon transformations that will be essential to shift to stronger, fairer and more sustainable models of tourism development.

CAPACITY BUILDING

Sustainable tourism requires support from people with the appropriate skills across government, industry and community. We will direct our efforts to improving knowledge and skills in topics related to the sustainability of tourism, and strengthening the availability and quality of training to meet these needs. We will focus on strategies that benefit women and young people.



Engaging and empowering our local communities to engage effectively in tourism planning and management will result in better outcomes for us all.

MEASURING SUSTAINABLE TOURISM

Sustainability in tourism is our priority, and we must make measuring it a priority also. Availability of tourism data and the need for improvement in how it is collected, together with the use of established processes for understanding the value of the sector through supply and demand side measures and the use of national accounts is critical to our success.

SUSTAINABLE FINANCING

We will work with our development partners and international finance institutions to build understanding about the need to obtain sustainable and green financing mechanisms to support sustainable tourism development and to provide accessible funding for small to medium enterprises.

MONITORING, EVALUATION AND LEARNING

Regular and systematic assessment of our progress in implementing the Pacific Sustainable Tourism Policy Framework through monitoring, evaluating and learning will inform our decision making and progress toward more sustainable tourism.

developing and monitoring tourism development and undertaking activities in a responsible manner so as not to harm our environment and to ensure long term viability and preservation so our future generations can also benefit.



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

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

Our Priorities

Establish enabling legislation and policies

Create unique destinations supported by quality experiences

Mobilise sustainable tourism investment

Strengthen social inclusion

Repurpose tourism to deliver greater benefit to Pacific communities Protect and promote our cultures

Enable prosperous cultural and creative industries Protect Our Islands, Coastal and Ocean Ecosystems

Build resilience to climate change and transition to a low emission, resource efficient sector



Prosperous Economies

Tourism supports prosperous and resilient economies

OUTCOMES:

- Government, industry and community collaborate to make tourism more sustainable.
- Sustainable, secure and equitable funding streams support recovery and growth, particularly for small to medium enterprises.
- The reliability of tourism as a source of income and prosperity has strengthened.
- The value of tourism grows faster than the volume of visitors. 4.
- The benefits of tourism are shared with the broader community.
- The skill level and capability of the industry's workforce has grown. 6.
- Youth, women and local communities are actively participating in tourism.
- The diversity and quality of experiences, products and services has improved.

PERFORMANCE INDICATORS FOR GOAL 1:

Visitor numbers and expenditure

• International, domestic, air/cruise, purpose of visit, length of stay, population (density and intensity). International and domestic visitor expenditure (accommodation, food, activities, and other).

Business Demographics

- Number and size of businesses and employment (by gender).
- Number of businesses offering accessible facilities (accommodation).

Income from tourism

Output, value added, contribution to GDP.



Priority 1. Establish Enabling Legislation and Policies

Effective Governance

Advancing sustainable tourism requires the ability and institutional capacity to integrate multiple policy areas and establish the necessary legislative arrangements, policies and guidelines to support government, industry and community and protect the natural and cultural assets on which tourism depends.

Without discounting the important roles played by private sector enterprises, there is a clear need for governments to take a leading role if significant progress is to be achieved in making tourism more sustainable. Coordination and cooperation across government and between sectors is vital and requires structures and processes to support it. The private sector and host communities should be centrally engaged in the planning, development and management of tourism, together with other stakeholders and partners. This level of coordination requires effective governance structures.

Sustainable Tourism Policy and Standards

A sustainable and successful tourism sector must be guided by well formed, agreed, and implemented policies and standards that provide direction for the development and management of sustainable tourism, supported by necessary legislation and regulations.

Development of a Pacific standard for sustainable tourism, based on the Global Sustainable Tourism Council's (GSTC) standards and adapted to reflect local issues across the region will support the sector.

Human Capital and Capacity Development

Investment in people and capacity building is critical to sustainable tourism and delivering quality visitor experiences. This includes attracting and retaining a skilled workforce and building the capability to improve business practices and profitability. Human resource planning should include:

- creating and increasing employment in the tourism sector in line with forecast market growth and the expected future development of tourism in the country
- retaining skilled workers within the sector and within the country and increasing opportunities for full time, year-round jobs
- ensuring flexibility in the labour market and managing labour migration to cope with seasonality and fluctuations in demand
- outlining policies, actions and incentives to encourage employment of local residents with particular focus on women, young people, minority and disadvantaged groups
- promoting tourism and hospitality as a valid profession with recognised career paths and enhancing career progression and opportunities
- building capacity in crisis planning, business continuity and resilience as well as sustainable business operations and digital technology.



Digital Transformation

Digitalisation brings significant potential benefits to the tourism sector. Harnessing innovation and digital technology provide tourism with opportunities to improve inclusiveness, local community empowerment and efficient resource management, amongst other objectives within the wider sustainable development agenda. Implementation of the SPTO Digital Strategy will enable the tourism sector to remain competitive in a rapidly changing context.

Monitoring the Sustainability of Tourism

Monitoring progress towards sustainable tourism involves taking measurements of environmental, social and economic conditions using selected indicators and baseline criteria. The World Tourism Organisation (UNWTO), in collaboration with the United Nations Statistics Division (UNSD) is developing a Statistical Framework for Measuring the Sustainability of Tourism (SF-MST). The SF-MST is an organising structure for integrating statistics on the economic, environmental and social dimensions of sustainable tourism.

The Pacific Tourism Statistics Strategy (PTSS) contextualises this work and the Pacific's response to the SDG's. It provides a monitoring plan to measure progress made at regional level while also supporting national level advancement within the sector.

POLICIES

- Tourism will be used as an engine for inclusive growth, to create quality jobs, business and regional development opportunities, mitigate the negative impacts on local communities, and disperse the benefits to communities.
- The planning and development of a sustainable tourism sector will involve the private and public sector at regional and national level with defined responsibilities, oversight, and implementation capability for the management of environmental, economic, social, and cultural issues.
- The Pacific Sustainable Tourism Leadership Summit will advance sustainable tourism in the Pacific through commitment to and implementation of the Pacific Sustainable Tourism Policy Framework. The development, implementation and monitoring phases of the Framework will benefit from ongoing dialogue between government, industry, development partners community and civil society (including social partners and academic institutions).
- National legislative and policy frameworks for sustainable and inclusive growth are required to enhance attractiveness and competitiveness, support SMEs and local development, and manage growing demand in a sustainable and inclusive manner.
- Countries will aim to provide an environment to encourage the creation and growth of small-scale tourism businesses, stimulate innovative product development, generate quality employment, support local communities, and integrate SMEs into global value chains.
- The development and implementation of a Pacific Region Sustainable Tourism Standard will support the public and private sectors to advance their efforts toward sustainability and will be guided by the Global Sustainable Tourism Council standard for destinations, hotels and operators.
- Capacity building for government, industry and community across the entire tourism delivery process will establish an informed and capable sector and will include crisis planning and business continuity, digital skills enhancement, customer service and sustainability standards and tailoring experiences.
- The monitoring and evaluation of efforts toward sustainable tourism will be undertaken in the context of the Pacific Tourism Statistics Strategy.



ACTIONS

SPTO

- 1.1 Co-ordinate the Pacific Sustainable Tourism Leadership Summit to develop the Pacific Tourism Sustainability Commitment a statement of commitment to the implementation of the Pacific Sustainable Tourism Policy Framework.
- 1.2 Develop a Pacific Region Sustainable Tourism Standard in partnership with the UNWTO, GSTC and other partners. Develop the standard to become a Pacific Sustainable Tourism Quality Assurance scheme/brand for visitors.
- 1.3 Develop training and technical assistance to support the improvement of existing national standards, development of certification programs and coordinate the training of national assessors in countries where standards and accreditation programs exist.
- 1.4 Strengthen partnerships with agencies and networks such as the United Nations World Tourism Organisation, UNESCO, Global Sustainable Tourism Council, Pacific Asia Travel Association, University of the South Pacific and other training providers to support capacity building and information exchange in destination planning, crisis planning and business continuity, digital skills enhancement, customer service and sustainability standards.
- 1.5 Work with partners to implement the SPTO Digital Strategy and facilitate increased digital infrastructure for tourism businesses and visitors across the Pacific.
- 1.6 Collate and report on regional progress toward advancing sustainable tourism across the region using environmental, economic, social, cultural indicators recommended by the Pacific Tourism Statistics Strategy. Report on progress of the implementation of the Pacific Sustainable Tourism Policy Framework in regional and SDG reporting.
- 1.7 Work with CROP agencies to amplify the importance of sustainable tourism in regional economic, cultural and environmental strategies and programs.

NATIONAL PARTNERS

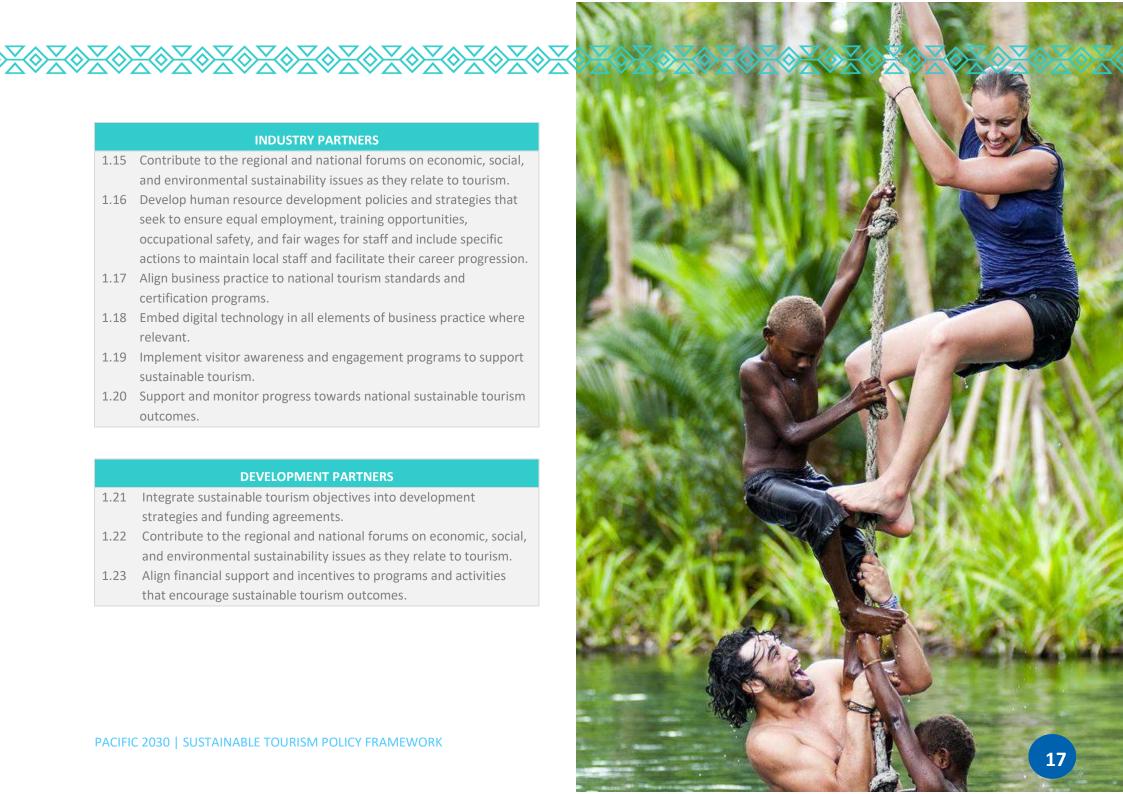
- 1.8 Strengthen inter-ministerial structures to coordinate the tourism-related investment actions of different policy areas, such as innovation, transport and environment, as well as different levels of government.
- 1.9 Review and strengthen national tourism legislation, policy and plans, to create a supportive framework for the advancement of sustainable tourism.
- 1.10 Establish clear roles and responsibilities of government, industry, community and development partners in supporting sustainable tourism initiatives.
- 1.11 Assess the tourism industry human resource development requirements in consultation with industry and community and develop strategies to address gaps.
- 1.12 Support capacity building to facilitate uptake of digital technologies and strengthen capacity to participate in new and emerging digital platforms.
- 1.13 Support accessibility and affordability of digital technologies, tools and solutions for tourism SMEs, including initial investment and ongoing costs.
- 1.14 Monitor progress towards sustainable tourism outcomes consistent with the Pacific Tourism Statistics Strategy and the Pacific Sustainable Tourism Policy Framework.



- 1.15 Contribute to the regional and national forums on economic, social, and environmental sustainability issues as they relate to tourism.
- 1.16 Develop human resource development policies and strategies that seek to ensure equal employment, training opportunities, occupational safety, and fair wages for staff and include specific actions to maintain local staff and facilitate their career progression.
- 1.17 Align business practice to national tourism standards and certification programs.
- 1.18 Embed digital technology in all elements of business practice where relevant.
- 1.19 Implement visitor awareness and engagement programs to support sustainable tourism.
- 1.20 Support and monitor progress towards national sustainable tourism outcomes.

DEVELOPMENT PARTNERS

- 1.21 Integrate sustainable tourism objectives into development strategies and funding agreements.
- 1.22 Contribute to the regional and national forums on economic, social, and environmental sustainability issues as they relate to tourism.
- 1.23 Align financial support and incentives to programs and activities that encourage sustainable tourism outcomes.





Priority 2. Create Unique Destinations Supported by Quality Experiences

Unique Destination Positioning

Defining and articulating a distinctive brand for each country in the Pacific is vital to their individual competitiveness and to that of the wider region. Destination positioning will enable each country to identify its enduring characteristics that differentiate it from other destinations in the Pacific.

From the consumer perspective, the desire for authentic high-quality experiences will continue to grow and demand for quality experiences, products and services that reflect local culture will increase. The growth in demand presents an opportunity to target high value markets and to foster awareness for responsible tourism.

There is a significant opportunity for the joint marketing and promotion of the Pacific Region, to support multi-destination visits, including through cruise tourism, and stimulate repeat visits to the region, by highlighting the distinctive features and attractions of each destination. This will also support industry resiliency.

Quality Experience Offering

Countries will need to review the supply and quality of their experience offering, including activities, attractions, supporting infrastructure, services and amenities and their destination positioning and branding, to generate demand and enable the country and region to return to pre-COVID-19 performance. This will need to be informed by and understanding of the changing needs and interests of visitors.

The quality of tourism products and services can be supported by having effective systems for setting, inspecting and reporting quality standards, such as hotel classification systems or tour guide standards and licensing. These systems in turn can point to where investment is needed and encourage businesses to respond.

Destinations also need to be accessible to all visitors, regardless of age and ability. This inclusiveness needs to be embedded in the destination's offering and clearly visible.

Digitalisation

Digitalisation is changing the way people live, work, and travel, and has created new opportunities for tourism businesses to compete in global markets. It enables tourism SMEs to access new markets, develop new tourism products and services, adopt new business models and processes, upgrade their position in global tourism value chains and integrate into digital ecosystems.

Implementation of the SPTO Digital Strategy will enable the tourism sector to remain competitive in a rapidly changing context.

Visitor Codes

To promote awareness and encourage visitors to travel responsibly, some countries have developed behaviour codes, such as Niue's Code of Responsible Behaviour for Visitors. These codes are shared with visitors (usually online and on the ground at places like airports, visitor centres, hotels and car rental agencies), where visitors are asked to commit to being responsible travellers while in the destination. In general, these pledges ask travellers and locals to promise to behave a certain way to protect the natural resources and beauty of a place and show respect to the local community and culture.



- Each country should have a destination positioning and development strategy based on its comparative advantages to improve market competitiveness, identify unique growth opportunities to increase yield, ensure the ongoing protection of the unique environmental and cultural values and act as a catalyst for investment.
- Regional and national sustainable tourism standards should be incorporated into business licensing systems and supported by periodic inspection, feedback and improvement systems.
- Visitor surveys on the experience quality, including perceptions of warmth of welcome, service levels, and environmental quality, as well as suggestions for improvements should be implemented by each country.
- Marketing strategies should accurately reflect the destination positioning and the products and services available to visitors and promote sustainability efforts. Messaging should encourage visitors to travel responsibly by supporting the protection of natural and cultural heritage, contributing to the wellbeing and prosperity of local communities and fostering increased environmental stewardship.
- The digital transformation of micro and small businesses will enable better promotion and greater competitiveness. Implementation of the SPTO Digital Strategy will be the primary mechanism to build capacity to support this transformation.
- Capacity building for the tourism industry on service quality and sustainable tourism is an essential component of destination development and should be provided by regional and national organisations.
- Where appropriate, sites, facilities and services should be made accessible to all, including persons with disabilities and others who have specific access requirements.

ACTIONS

SPTO

- 1.24 Undertake regional destination differentiation research to support destination positioning and destination development strategies for member countries.
- 1.25 Develop Sustainable Destination Planning and Management Guidelines for the Pacific.
- 1.26 Embed responsible tourism as a key pillar of the region's tourism promotion and leverage the regional brand of Ours is Yours and present a positive futures narrative to position the Pacific as a sustainable tourism destination.
- 1.27 Develop and promote a Pacific Pledge for Responsible Travel for visitors that can be adopted by member countries.

NATIONAL PARTNERS

- 1.28 Review, establish and strengthen destination positioning and marketing to reflect the country's unique point of difference involving industry, community and other stakeholders.
- 1.29 Undertake destination development planning to identify the experiences, products and services that will deliver on the destination positioning, in partnership with industry, community and other stakeholders. Use market segmentation, ongoing monitoring of competitor practices, industry performance, and market trends to inform destination development and management.
- 1.30 Establish or strengthen a minimum quality/sustainable tourism standard and monitoring/certification system, for accommodation and tour operators.



NATIONAL PARTNERS

- 1.31 Develop systems to monitor and publicly report visitor satisfaction with the quality and sustainability of the destination experience and respond to feedback.
- 1.32 Build awareness of responsible tourism through marketing and promotion and implementation of the Pacific Pledge for Responsible Travel.
- 1.33 Focus on cross-sector value chain development bringing together communities and SMEs to expand the diversity and quality of tourism experiences, products and services e.g., local food producers, creative and cultural representatives.
- 1.34 Provide capacity building support to industry on product development, pricing and marketing particularly for high value experiences that showcase the natural and cultural heritage of the destinations.
- 1.35 Consider the needs of people with access requirements (e.g., physical/mobility, hearing, vision or cognitive), and adopt universal design principles to ensure all people can enjoy a range of experiences while holidaying within the destination.
- 1.36 Deliver capacity building opportunities for industry to support the use of digital technology to improve business competitiveness.

INDUSTRY PARTNERS

- 1.37 Contribute to the development and implementation of destination positioning.
- 1.38 Align experiences, products, services with destination positioning and ensure marketing and promotion is consistent with the destination brand.
- 1.39 Consider ways to diversify products and services to provide authentic experiences for the high value traveller and to support domestic activities and inter-island visitors.
- 1.40 Promote the importance of responsible travel to visitors by supplying local products and services, providing information on responsible travel behaviour and adopting sustainable tourism business practices.
- 1.41 Where possible, adopt universal design principles to ensure all people can enjoy a range of experiences while holidaying within the destination.
- 1.42 Align business activities with national quality and sustainable tourism standards.

DEVELOPMENT PARTNERS

- 1.43 Support investment and facilitate funding to support:
- capacity building to support destination planning and better business practice
- the development of destination development strategies
- market research to support destination development and marketing
- the development of high-quality, accessible, experiences, products and services.



Priority 3. Mobilise Sustainable Tourism Investment

Investment and financing have an important role to play in supporting the transition to low carbon, resource efficient and socially inclusive tourism development in the Pacific. Investment and financing for sustainable tourism development does not necessarily require the creation of new instruments, but rather better connecting tourism projects with available green and other financing instruments and making financial flows consistent with a pathway towards low greenhouse gas emissions and climate-resilient development.

The ongoing context for tourism investment will partly be set by a framework of national policies and international agreements (Priority 1). Investment and finance also need to be part of a carefully planned and sequenced destination planning and development strategy (Priority 2).

A fundamental requirement, not only for new investment but also for the recovery and successful operation of tourism enterprises, is for the overall business environment in the country to be conducive to efficiency, new developments and green investment promotion.

The nature and application of regulations relating to new investment and business operations (e.g., licensing requirements) is particularly important. Given the propensity of most tourism enterprises to be SMEs, the nature and application of regulations should be at the right level so that they do not prevent entry to the sector but, equally, ensure that tourism enterprises have sufficient quality and professionalism to support sustainable tourism business practices.

POLICIES

- Pacific countries will need to shift toward investment and financing practices to support sustainable tourism.
- Incentivise the transition towards low carbon, climate resilient investments and encourage more responsible business practices in tourism through access to finance for sustainable tourism investment projects.
- Green investors should be actively targeted and supported for sustainable tourism investment to support tourism businesses with sustainable project proposals in the start-up and early stages, as well as businesses willing to incorporate sustainable practices in their daily operations.
- Environmental and social criteria should be integrated in tourism investment facilitation and promotion activities.
- Tourism businesses need to be better informed about the business case for adopting sustainable practices and encouraged to consider the impact of their actions on the environment.
- Identify and share knowledge about approaches to increase the effectiveness of investment in managing growing tourism demand in a sustainable and inclusive manner.
- Investment in sustainable tourism infrastructure to protect and promote the natural and cultural/creative capital of Pacific countries and support the development and delivery of high-quality experiences for both intra-region, domestic and international markets is required.



ACTIONS

SPTO

- 1.44 Offer guidance to NTOs and industry on transitioning to a green, lowemission and climate-resilient tourism economy.
- 1.45 Review the extent of investment in tourism across the region to identify sustainable tourism investment gaps and facilitate access to green financing instruments for tourism projects.

NATIONAL PARTNERS

- 1.46 Review priorities for tourism investment and actively target green investors.
- 1.47 Provide an enabling environment for sustainable tourism investment by coordinating actions across different policy areas, including tourism, environment and innovation, and across different levels of government.
- 1.48 Strengthen the capacity of public agents dealing with tourism sustainability, and other stakeholders, to ensure that investment and financing contribute to sustainable tourism development by, for example, integrating biodiversity concerns into tourism policies.
- 1.49 Where feasible facilitate access to finance through small business grants and subsidised loans to incentivise businesses.
- 1.50 Promote public private partnerships to finance sustainable infrastructure investments and renovations.
- 1.51 Devise risk-sharing mechanisms to foster private sector participation in the financing of sustainable tourism development.
- 1.52 Build understanding with industry about the business case for adopting sustainable practices and improve local awareness and knowledge of the connection between competitiveness and sustainability.

NATIONAL PARTNERS

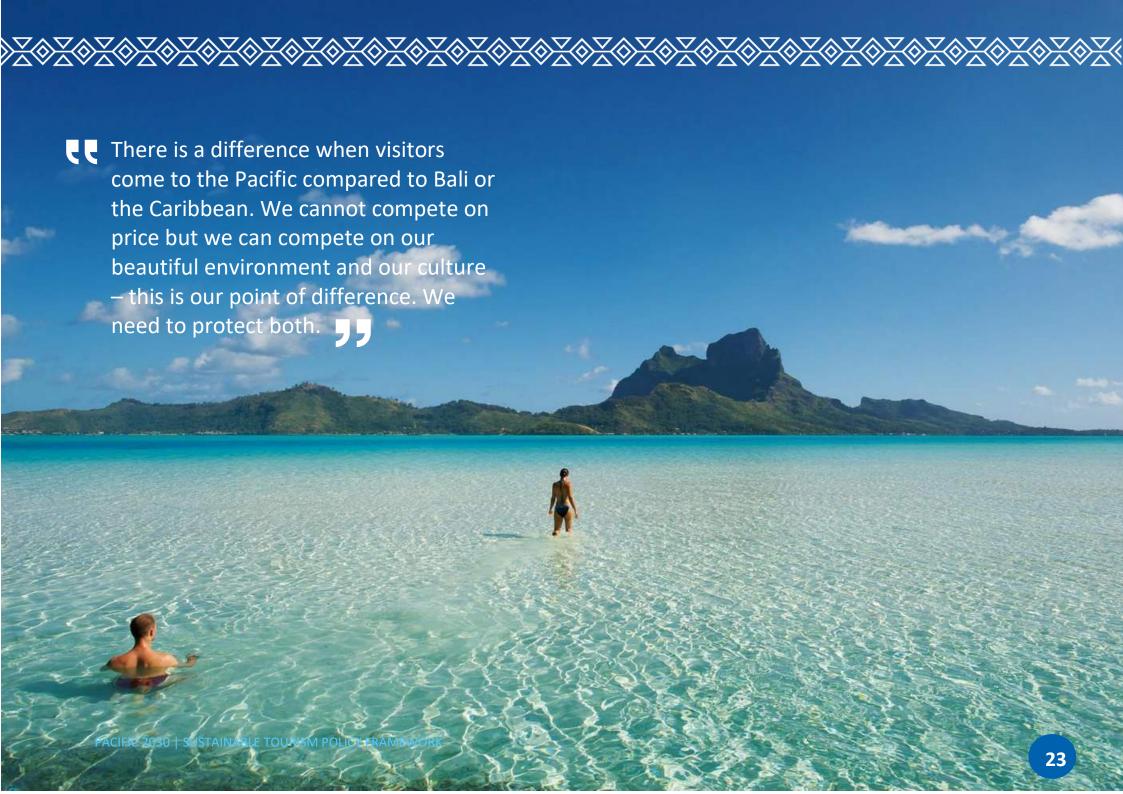
1.53 Provide capacity building programs for industry for sustainable business practices that include human resources, health and safety, financial management, operating ethically, sustainable supply chains, product diversification, marketing, crisis and risk planning.

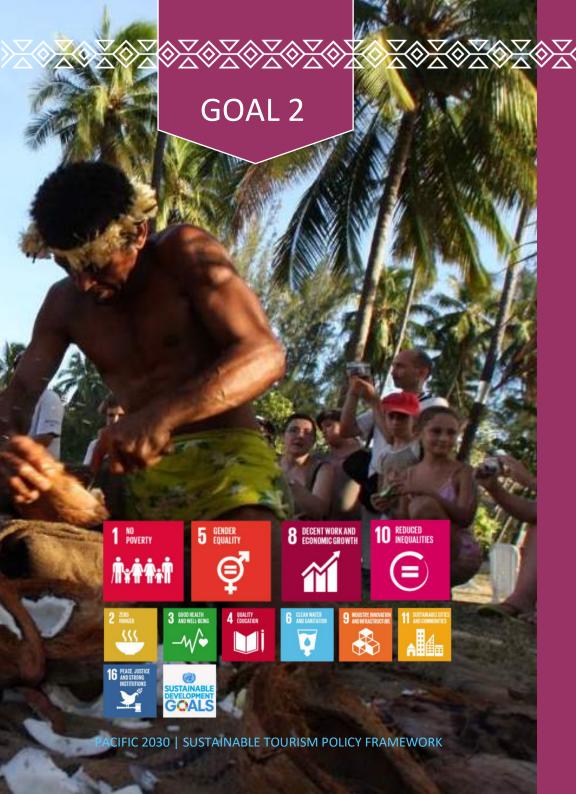
INDUSTRY PARTNERS

- 1.54 Invest in sustainable tourism infrastructure.
- 1.55 Cluster firms in a local community, to generate the necessary volume of finance for sustainable tourism projects.
- 1.56 Bring tourism-related businesses together to borrow collectively to alleviate the issue of fragmentation and low volumes that increase the cost of credit, along with raising awareness and providing training in entrepreneurial management to maximise the potential of loans.

DEVELOPMENT PARTNERS

- 1.57 Mobilise finances to support transition towards low carbon, climate resilient investments and encourage more responsible business practices in tourism through access to finance for sustainable tourism investment projects.
- 1.58 Facilitate investment in tourism infrastructure that has a tangible social, cultural and environmental outcome in terms of both planning and investment and support cross cutting participation and capacity development.
- 1.59 Identify and share knowledge about green investment opportunities and the effectiveness of investment in managing growing tourism demand in a sustainable and inclusive manner.





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



Priority 4. Strengthen Social Inclusion

The role of tourism to empower the wellbeing of communities in the Pacific is formally recognised by several agreements and strategies. The Small Island Developing States Accelerated Modalities of Action (SAMOA) Pathway reinforces the need to ensure local communities gain optimal benefits from tourism, and enhances employment for women, youth, and people with disabilities, and establishes tourism support initiatives based on community participation. There is also a focus on gender equality and supporting opportunities for women and young people in the tourism sector and is included in the AL-ULA Framework for Inclusive Community Development Through Tourism, developed by UNWTO.

Local community involvement in tourism development and delivery is recognised as a mechanism to safeguard them from threats to their traditional values, structures and wellbeing from unwanted change brought by tourism. Community sentiment surveys are a simple way of understanding how the community feels about tourism and their desire to be a host community.

Direct and indirect engagement in tourism can strengthen the capacity of disadvantaged communities to achieve sustainable development in all spheres, through exposure to new ideas and gaining experience in practical skills such as good business practice.

Opportunities may come from the supply of food, cultural handicrafts, knowledge sharing/storytelling and guiding. Benefits can be gained by initiatives to organise the sellers, improve quality and strengthen links to established businesses. Joint ventures between established private sector businesses and community initiatives can prove to be a particularly successful approach.

POLICIES

- The rights and needs of everyone, irrespective of their gender, age, race
 or ability, need to be fully recognised in tourism development and
 promote socio-economic inclusion and safeguard the vulnerable from
 exploitation. These rights and needs should be reflected in codes of
 conduct for government and industry involved in the tourism sector.
- Local communities' aspirations, concerns and satisfaction with tourism are regularly monitored, recorded and publicly reported in a timely manner.



ACTIONS

SPTO

- 2.1 Promote the involvement of youth, women and minority groups, and their representatives in the development of tourism policies and destination development strategies.
- 2.2 Develop a regional approach to voluntary giving/support programs for tourism which businesses and visitors can contribute across the Pacific.
- 2.3 Prepare a regional guideline to support SPTO members to measure community sentiment about tourism.

NATIONAL PARTNERS

- 2.4 Prioritise the inclusion of communities especially youth, women and minority groups, and their representatives in co-leading the processes of consultation and decision-making for planning, developing and managing tourism.
- 2.5 Ensure legislative and policy frameworks support the prevention of worker exploitation, harassment, protection of children, as well as working conditions with corresponding action/commitment by industry.
- 2.6 Understand community acceptance of tourism activity by capturing community views as part of tourism policy and destination development.
- 2.7 Identify local champions/leaders within communities to support consultation and engagement on issues relating to tourism and to act as a voice for the community.
- 2.8 Reduce legal, policy and practical barriers for women and incentivise female leadership and involvement in tourism.

INDUSTRY PARTNERS

- 2.9 Develop human resource development policies and strategies that seek to ensure equal employment, training opportunities, occupational safety, and fair wages for staff and include specific actions to maintain local staff and facilitate their career progression.
- 2.10 Establish links with community groups that support vulnerable or marginalised people within the community to develop training pathways that can lead to employment.
- 2.11 Identify opportunities for women and youth and other underrepresented segments of the community to develop tourism enterprises with a focus on cultural and creative tourism.

DEVELOPMENT PARTNERS

- 2.12 Invest in infrastructure stimulated by tourism which benefits local communities, directly or through support to other sectors.
- 2.13 Mobilise funding for capacity building designed to meet the needs of communities and support their involvement in the tourism sector.





Priority 5. Repurpose Tourism to Deliver Greater Benefit to Pacific Communities

The establishment of businesses within local communities, either as individual small enterprises or as community-based tourism initiatives, can provide direct and indirect benefits and potential opportunities for up-scaling. These initiatives need to be fostered in the right business environment, which requires:

- feasibility assessment and realistic business planning
- good access to markets and effective promotion
- access to helpful capacity building and training
- access to appropriate funding, possibly through microfinance tailored to tourism
- regulations and standards that are achievable by small enterprises.

POLICIES

- Tourism supports local communities and the development of enterprise consistent with the Destination Management Plan.
- Tourism industry promotes fair-trade principles that support products and services locally sourced and made in Pacific communities.
- Businesses and visitors are provided with opportunities to contribute to and advance sustainability outcomes in the destination.

ACTIONS

SPTO

- 2.14 Facilitate direct support from larger tourism operators/accommodation providers to local communities via community based/micro enterprises.
- 2.15 Support innovation and entrepreneurship through capacity building in product development and business establishment for SMEs and communities.
- 2.16 Improve the value created by cruise tourism through the development of Sustainable Cruise Tourism Development Guidelines for use by SPTO members.
- 2.17 Promote and share opportunities for the tourism industry and visitors to contribute to sustainable tourism initiatives across the Pacific.



NATIONAL PARTNERS

- 2.18 Review and identify tourism infrastructure priorities to support travel to regional areas/remote areas, in particular transportation and accommodation requirements including underutilised infrastructure that could be repurposed for tourism use and support local communities.
- 2.19 Establish and foster links between larger tourism operators/accommodation providers and community based/micro enterprises to channel direct support to local communities with particular focus on the agriculture sectors, creative and cultural sectors, local knowledge /guiding and eco-tourism.
- 2.20 Encourage and support innovation and entrepreneurship at individual community levels through community consultation and capacity building.
- 2.21 Partner with the cruise industry to ensure local businesses have more direct access to the cruise market to disperse the economic benefits.
- 2.22 Support the establishment of businesses either as individual small enterprises or as community-based tourism initiatives and focus on capacity building, training, linking aligned businesses and facilitation of market access to provide goods and services throughout the value chain. Capacity building should include business planning, effective promotion, funding support, regulations and standards for sustainable tourism.

INDUSTRY PARTNERS

- 2.23 Support the design and delivery of locally made products to meet the needs of visitors including support for access to markets and fair trade.
- 2.24 Develop and market tailored products and packages specifically for the cruise sector that support local communities and promote how passengers can support sustainable practices and community benefits.
- 2.25 Develop purchasing policies that support locally sourced and made goods and services.

DEVELOPMENT PARTNERS

- 2.26 Invest in infrastructure stimulated by tourism which benefits local communities, directly or through support to other sectors.
- 2.27 Target support through capacity building programs or financial assistance mechanisms which are designed to meet the needs of local communities and support their involvement in the tourism sector.



Visible and Valued Cultures

Our Pacific cultures are vibrant, visible and valued as core elements of our tourism offering and the benefits of tourism support the prosperity of our people.

OUTCOMES:

- National legislation, strategies and policies relating to tourism amplify
 the value of culture and creative industries and their importance to local
 livelihoods.
- 2. Cultural heritage, arts and languages are protected and benefitting from tourism and respected as an integral component of economic, environmental, social and spiritual wellbeing.
- 3. Cultural and creative industries are valued and promoted as key pillars of the Pacific's tourism offering.
- 4. Women and young people are engaged in the cultural and creative industries to preserve traditional and cultural knowledge.
- 5. Tourism supports and promotes authentic, fair and ethical trade.
- 6. Stories about our culture and our people are a central pillar of tourism marketing.
- 7. The diversity and quality of tourism products and experiences are enhanced by cultural and creative tourism.

PERFORMANCE INDICATORS FOR GOAL 3:

Businesses involved in cultural activities

• Number, employment and revenue

Visitors (international and domestic)

• Cultural activities, cultural expenditure



Priority 6. Protect and Promote Our Cultures and Enable Prosperous Cultural and Creative Industries

Cultural immersion has become a principal motivation for travel, with tourists seeking to engage with new cultures. Cultural tourism includes visiting heritage sites and experiencing various forms of living culture, including music, arts, gastronomy, handicrafts, and local traditions. Intangible cultural heritage is embodied in stories, practices, expressions, knowledge, and skills, as well as in associated objects and cultural spaces, that communities and individuals recognise as part of their cultural heritage.³

The development and promotion of cultural tourism can serve as a viable way to derive socio-economic benefits, while respecting the socio-cultural authenticity of the host community. With the right intervention and support it can bring benefits by raising awareness and generating income, thereby helping to safeguard both tangible and intangible heritage. Investment in the protection and promotion of culture is a critical component of sustainable tourism in the Pacific as it underpins the region's offering and is an integral part of the visitor experience.

POLICIES

- Each country should have a legislative and policy framework to protect and promote its tangible and intangible cultural heritage.
- Tourism plans and actions should involve tourism stakeholders and local communities and include the generation and use of tourism income to support cultural preservation, protection and promotion and local livelihoods.
- National accreditation schemes should ensure the protection of cultural and creative industries and their intellectual property rights and support the promotion of locally produced goods.
- Each country will provide guidelines for appropriate visitor behaviour to support cultural values developed in consultation with local communities.
- Culturally appropriate storytelling and interpretation information should be provided at natural and cultural sites and developed in collaboration with local host communities.
- Each destination will have a framework that protects the intellectual property rights of communities and creative enterprises.

³ " UNWTO Tourism and Intangible Cultural Heritage (2012)



ACTIONS

SPTO

- 3.1 Support the coordination of actions contained in the Regional Culture Strategy that are relevant and promote awareness and dialogue on the role of cultural and creative industries in sustainable tourism development.
- 3.2 Develop a Cultural and Creative Tourism Framework Agreement between SPTO and the Pacific Council of Arts and Culture to protect and promote the Pacific's creative industries and build understanding about the cultural and creative industries and their role in supporting tourism.
- 3.3 Strengthen links between the SPTO members, CROP, UNESCO and its national focal points to support cultural tourism in the Pacific.
- 3.4 Share best practices, guidelines and standards on heritage protection and preservation, storytelling and interpretation.

NATIONAL PARTNERS

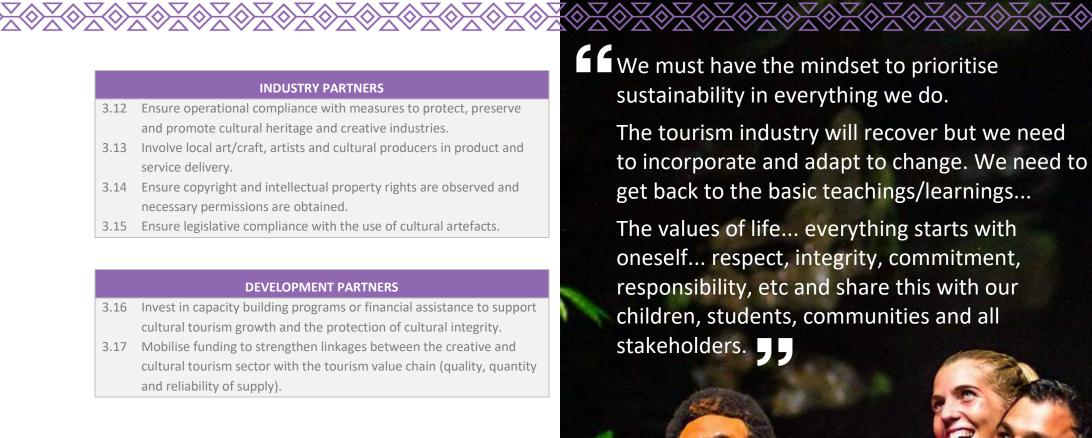
- 3.5 Ensure legislative and policy frameworks provide adequate protection of tangible and intangible cultural heritage.
- 3.6 Strengthen the importance of protection and promotion of cultural heritage in policies and plans relating to tourism.
- 3.7 Engage in capacity building for SMEs and communities to build understanding about:
- protecting and promoting culture and the importance of authenticity
- promoting the involvement of local communities in storytelling, cultural interpretation and events
- protecting cultural heritage sites and the importance of involving local communities in their management.
- opportunities for cultural tourism product development.
- 3.8 Adopt and promote national accreditation schemes to ensure the protection of cultural and creative industries and intellectual property rights.
- 3.9 Support the promotion of locally crafted goods through official outlets and licenced retailers.
- 3.10 Promote opportunities for young people to engage in the cultural and creative industries to preserve traditional and cultural knowledge.
- 3.11 Support destination management plans for cultural heritage sites and facilitate using income (entrance fees) for preservation and development of the sites.



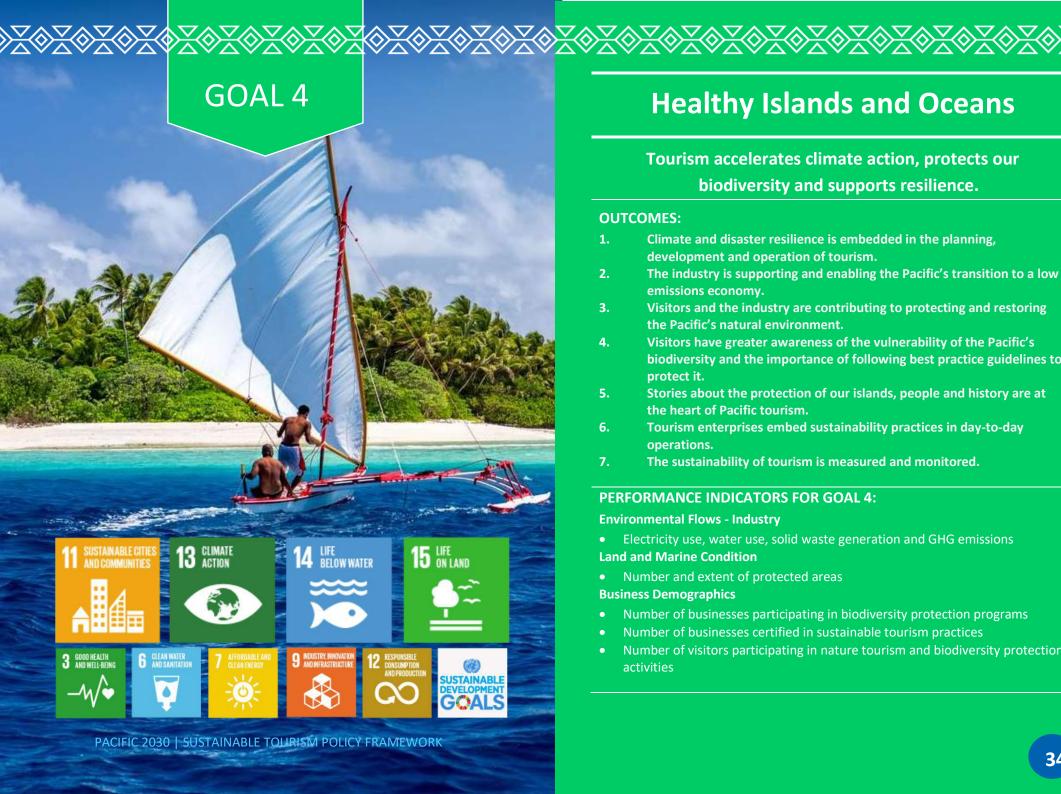
- 3.12 Ensure operational compliance with measures to protect, preserve and promote cultural heritage and creative industries.
- 3.13 Involve local art/craft, artists and cultural producers in product and service delivery.
- 3.14 Ensure copyright and intellectual property rights are observed and necessary permissions are obtained.
- 3.15 Ensure legislative compliance with the use of cultural artefacts.

DEVELOPMENT PARTNERS

- 3.16 Invest in capacity building programs or financial assistance to support cultural tourism growth and the protection of cultural integrity.
- 3.17 Mobilise funding to strengthen linkages between the creative and cultural tourism sector with the tourism value chain (quality, quantity and reliability of supply).







Healthy Islands and Oceans

Tourism accelerates climate action, protects our biodiversity and supports resilience.

OUTCOMES:

- Climate and disaster resilience is embedded in the planning, development and operation of tourism.
- 2. The industry is supporting and enabling the Pacific's transition to a low emissions economy.
- Visitors and the industry are contributing to protecting and restoring 3. the Pacific's natural environment.
- Visitors have greater awareness of the vulnerability of the Pacific's 4. biodiversity and the importance of following best practice guidelines to protect it.
- 5. Stories about the protection of our islands, people and history are at the heart of Pacific tourism.
- 6. Tourism enterprises embed sustainability practices in day-to-day operations.
- The sustainability of tourism is measured and monitored.

PERFORMANCE INDICATORS FOR GOAL 4:

Environmental Flows - Industry

• Electricity use, water use, solid waste generation and GHG emissions

Land and Marine Condition

Number and extent of protected areas

Business Demographics

- Number of businesses participating in biodiversity protection programs
- Number of businesses certified in sustainable tourism practices
- Number of visitors participating in nature tourism and biodiversity protection activities



Priority 7. Protect Our Islands, Coastal and Ocean Ecosystems

Climate change is the single greatest threat to the livelihoods, security and wellbeing of the peoples of the Pacific. The ocean-climate-biodiversity nexus requires the protection of all, without priority. A decline in ocean/marine habitat health and species abundance directly affects communities, food security and livelihood options for many in the region. Strengthened education and behaviour change efforts towards the protection of the environment by and for the tourism industry is required.

The 2050 Strategy for the Blue Pacific Continent reinforces the prioritisation of ocean and climate change considerations in all regional and national policies and plans, both public and private.

The Convention on Biological Diversity (CBD) recognises tourism as an important issue for biodiversity, as a positive force for conservation but also as a source of various negative impacts if not effectively managed and routinely monitored. Tourism can support these initiatives through sustainable use, conservation and management of biodiversity in the following ways:

- promoting the economic value of biodiversity conservation
- promoting conservation by raising awareness among the local community and visitors
- generating additional funds for conservation from developing tourism products that support the protection and conservation of biodiversity
- building capacity of employees in the tourism sector to act as champions for biodiversity conservation and environmental protection in their enterprise and community.

POLICIES

- The value and importance of the protection and conservation of biodiversity to tourism should be recognised by tourism policies and strategies and they should contain specific actions relating to the tourism industry's role in contributing to their conservation and sustainable use.
- Planning and development control tools such as Environmental Impact
 Assessment (EIA) and Strategic Environment Assessments should be adopted
 to ensure that the environmental effects of major projects and development
 proposals are fully investigated, understood and taken into account before
 decisions are made on whether they should proceed.
- Tourism businesses should be supported to promote and undertake biodiversity management and conservation actions and the tourism sector must prioritise and contribute to biodiversity conservation and regeneration efforts.
- Blue carbon protection and restoration initiatives for climate mitigation and adaptation have the potential to support sustainable tourism and should be included in destination planning.
- Destination planning (Priority 2) should include measures to strengthen natural disaster response and risk reduction strategies for tourism businesses.
- The tourism sector should be encouraged to act as champions for biodiversity conservation and environmental protection in their enterprise and community.
- The establishment and management of marine and terrestrial conservation areas is critical to the biodiversity protection and tourism should be manages sustainably in these areas.



ACTIONS

SPTO

- 4.1 Support implementation of regional strategies to strengthen the link between biodiversity conservation and disaster management and risk planning.
- 4.2 Advocate for investment for blue carbon protection and restoration initiatives for climate mitigation and adaptation.
- 4.3 Coordinate carbon offset projects that enhance the biodiversity conservation priorities of each nation and that support tourism.
- 4.4 Include biodiversity conservation as a key outcome in destination planning guidelines (refer Priority 2).
- 4.5 Promote the use of Environmental Impact Assessment: Guidelines for Coastal Tourism Development in Pacific Island Countries and Strategic Environmental Assessments in tourism planning.
- 4.6 Support capacity building for NTOs to improve their contribution to the management of biodiversity conservation, the generation and use of tourism income to support conservation and managing tourism activities in island and ocean environments.
- 4.7 Develop region wide tour operator guidelines for island and ocean environments that can be adapted by each country.
- 4.8 Provide guidelines for visitors to undertake responsible behaviour in ecologically important areas.

NATIONAL PARTNERS

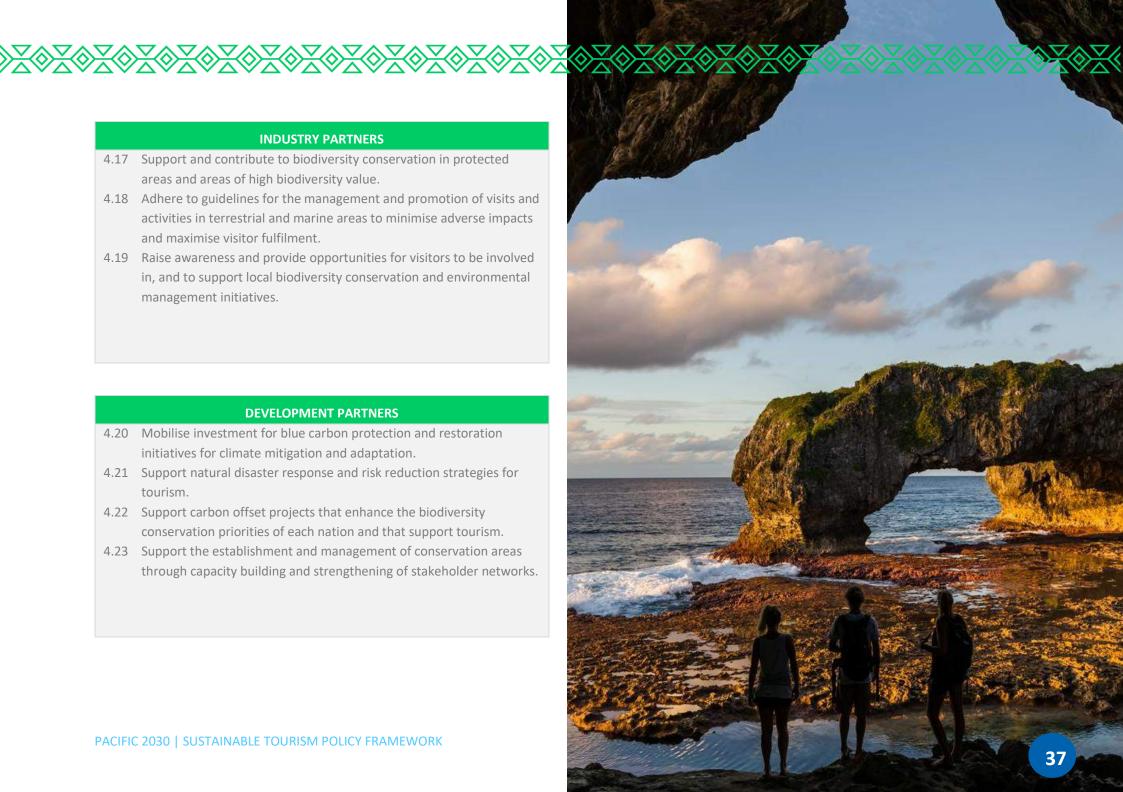
- 4.9 Strengthen actions that support biodiversity conservation in tourism policy, destination plans and strategy/master plans and include fiscal incentives where possible.
- 4.10 Strengthen the policy and planning approach to tourism in integrated coastal zones and marine protected areas.
- 4.11 Ensure ecologically important areas have management plans that address tourism activities and involve local stakeholders.
- 4.12 Review and improve capacity and skills for planning and managing tourism for biodiversity outcomes and ensure all tourism development and operations minimise their impact on biodiversity values.
- 4.13 Develop a licensing program for tourism operators using sensitive and ecologically important areas with income generated from the program to return to conservation activities.
- 4.14 Enable industry operators to support effective monitoring, management and conservation of sites.
- 4.15 Provide guidelines for visitors to undertake responsible behaviour in ecologically important areas.
- 4.16 Build capacity within the tourism sector to promote the importance of biodiversity and act as champions for biodiversity conservation and environmental protection in their enterprise and community.

INDUSTRY PARTNERS

- 4.17 Support and contribute to biodiversity conservation in protected areas and areas of high biodiversity value.
- 4.18 Adhere to guidelines for the management and promotion of visits and activities in terrestrial and marine areas to minimise adverse impacts and maximise visitor fulfilment.
- 4.19 Raise awareness and provide opportunities for visitors to be involved in, and to support local biodiversity conservation and environmental management initiatives.

DEVELOPMENT PARTNERS

- 4.20 Mobilise investment for blue carbon protection and restoration initiatives for climate mitigation and adaptation.
- 4.21 Support natural disaster response and risk reduction strategies for tourism.
- 4.22 Support carbon offset projects that enhance the biodiversity conservation priorities of each nation and that support tourism.
- 4.23 Support the establishment and management of conservation areas through capacity building and strengthening of stakeholder networks.





Priority 8. Build resilience to Climate Change and Transition to a Low Emission, Resource Efficient Sector

Climate Change

Climate change presents the single greatest threat to the livelihood, security and wellbeing of the Pacific and its peoples, as declared by Forum Leaders in the Kainaki II Declaration and Boe Declaration.

The Framework for Resilient Development in the Pacific (FRDP) and the Pacific Resilience Partnership (PRP) is an integrated approach to address climate change adaptation and mitigation, and disaster risk management. The Pacific Resilience Facility (PRF) provides communities with access to finance to ensure that existing and/or new community-level projects consider and prepare for the increasing threats of climate induced and other natural hazard disaster risks. The Pacific Climate Change Centre (PCCC) is a centre of excellence for climate change action in the region with a focus on bringing together partnerships to realise Pacific Countries' and Territories' priority climate change responses and to build capacity within the Blue Pacific region.

Low Carbon, Resource Efficiency

Tourism contributes to greenhouse gas emissions through waste generation, fossil fuels used in a range of activities including accommodation and the transport sector. The development of low emission infrastructure to support tourism investment is critical for the region, and appropriate mitigation and adaptation measures to respond to climatic events will be crucial to sustain this industry. Carbon emissions by the aviation industry is a critical issue for the Pacific and airlines servicing the region will need to be encouraged to ensure their

environmental policies allow for carbon offset programmes that support climate change mitigation programmes in the Pacific.

Waste management and pollution control remains one of the most pressing environmental issues facing the Pacific region. As the region continues to rely increasingly less on locally sourced food products and rapidly acquires increasing quantities of consumer goods, the quantities of waste, ranging from plastic packaging through to used motor vehicles, is rapidly escalating across the region. Cleaner Pacific 2025: Pacific Regional Waste and Pollution Management Strategy 2016–2025⁴ is a comprehensive long-term strategy for integrated sustainable waste management and pollution prevention and control in the Pacific region until 2025. The most effective control measures remain prevention and avoiding waste generation.

Countries can use a range of policy tools to shift the behaviour and consumption and production patterns of the tourism sector into a more sustainable direction. This includes tools to phase out undesirable products and behaviours, and tools to expand the market for more sustainable products or to provide incentives for more sustainable behaviour. To integrate sustainable consumption patterns into tourism policies, it is crucial that tourism policies encompass are range of instruments to make sustainable consumption and production actionable.

⁴ Cleaner Pacific 2025: Pacific Regional Waste and Pollution Management Strategy 2016–2025, SPREP, 2016.



POLICIES

- All tourism activity must comply with sound sustainability principles and standards in the way it is developed and operated. This applies to building location, design, use of materials, use of energy and water, waste management and sourcing of supplies.
- To manage tourism's contribution and adaptation to climate change, governments need to set a helpful regulatory context, facilitating and inspiring better decision-making, creating market demand through sustainable public procurement, and supporting research and innovation.
- The tourism sector is encouraged to commit to reducing and continuously improving its use of energy, water and other non-renewable and emissions generating resources used to transport and deliver services and experiences to visitors throughout the entire tourism value chain according to the context of their destination.
- The tourism sector is encouraged to reducing the volume of plastics, food and other forms of solid waste and sewerage waste generated in delivering tourism services and experiences.

ACTIONS

SPTO

- 4.24 Support the implementation of regional strategies associated with resource management and emissions reduction and adoption of Pacific sustainable tourism standards to improve resource efficiency. This includes strengthening and expanding the Pacific Tourism Waste Action Initiative to become the overarching framework for the tourism industry to support the implementation of the Cleaner Pacific 2025 Strategy.
- 4.25 Provide technical capacity building in climate change in relation to tourism planning, development and operations and sustainable production and consumption.
- 4.26 Share best practices/guidelines in coastal protection, low carbon development, renewable energy and energy efficiency, water supply and management and addressing impacts of climate change and tourism development in general.
- 4.27 Provide information and facilitate access to green financing for climate adaptation and carbon emissions reduction.
- 4.28 Leverage partnerships with other organisations and partners for renewable energy support and low or zero emissions technology.



NATIONAL PARTNERS

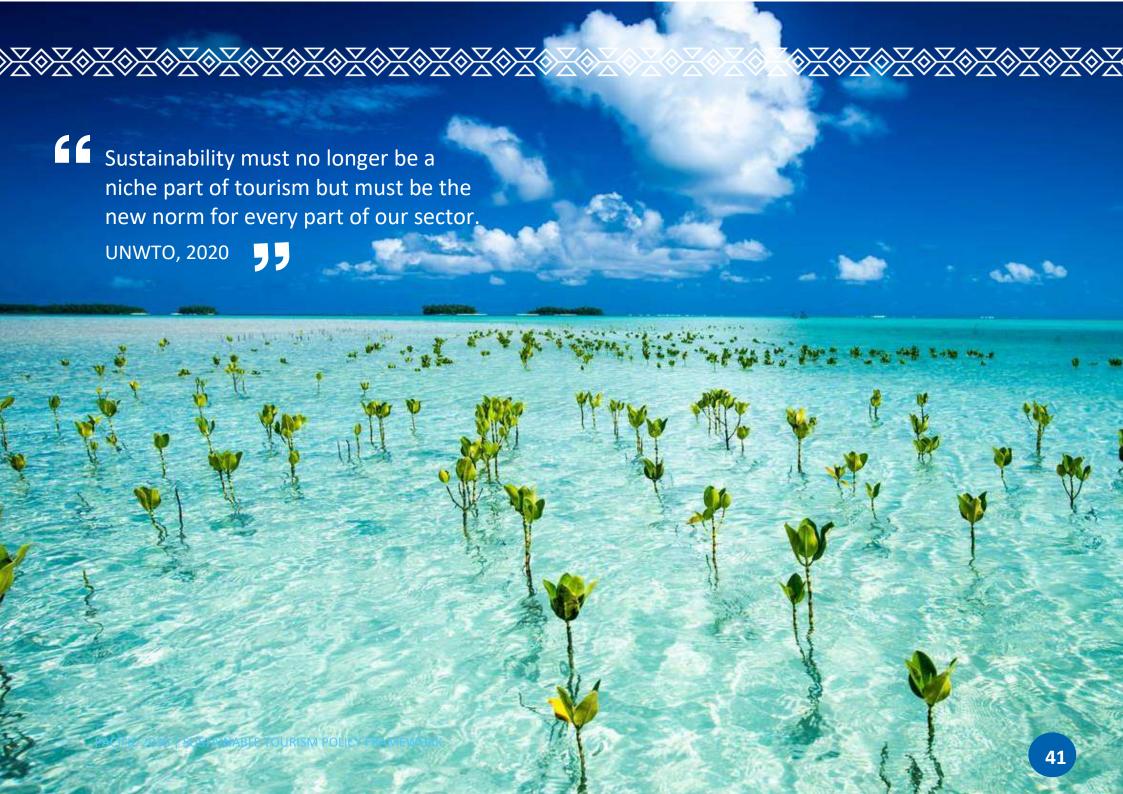
- 4.29 Work on the adoption of measures such as the establishment of carbon neutral transport systems.
- 4.30 Encourage behavioural changes at a business level to support the use of clean energy (through fiscal policy incentives) such as solar power, wind energy and biofuels in tourism activities.
- 4.31 Support capacity building in recycling, waste separation and repurposing, particularly for the accommodation sector.
- 4.32 Strengthen coverage of climate change in the country's tourism policy and destination development strategy.
- 4.33 Develop and implement policies and actions in climate change mitigation and adaptation.
- 4.34 Support the implementation of Energy Management Plans in hotels.
- 4.35 Develop visitor education programs to foster sustainable behaviour and environmental stewardship.
- 4.36 The need to support the tourism industry to reduce consumption and production of resources is identified in the relevant destination and individual site and resource management strategies and action plans (refer Priority 2).
- 4.37 Provide industry with guidelines for efficient resource use, financial incentives to invest in clean technologies, sustainability certification/accreditation programs, industry awards and preferential marketing incentives to encourage and support industry to transition to more sustainable operations.
- 4.38 Foster collaboration between stakeholders in the value chain to advance towards a circular economy for plastics and food supply.

INDUSTRY PARTNERS

- 4.39 Actively promote commitment and actions towards efficient use of resources, transition to renewable energy and carbon reduction and waste elimination and management initiatives (particularly for plastics and food waste) and sustainable procurement practices.
- 4.40 Encourage visitors to be conservative in their use of natural resources and implement strategies to support them to do so.
- 4.41 Review supply chain and identify opportunities to incorporate more locally grown or produced items in product, service and experience delivery.
- 4.42 Undertake training and awareness programs, access resources and be involved in knowledge sharing and other practical initiatives designed to educate and support tourism enterprises to reduce energy and water use and to tackle plastic pollution, food waste and other regionally significant waste management challenges.
- 4.43 Participate in sustainability certification programs.
- 4.44 Collaborate with other industry members to improve capacity to purchase green technologies (e.g. group buying).

DEVELOPMENT PARTNERS

- 4.45 Foster sustainable entrepreneurial initiatives by financing green technology and clean energy investments such as solar power, wind energy and biofuels in tourism activities.
- 4.46 Mobilise funding for green investments and to support the industry to transition to more sustainable operating practices.
- 4.47 Mobile financing to stimulate low-emissions technologies and climate resilient development.





Monitoring Evaluation and Learning Framework

The purpose of the Monitoring Evaluation and Learning Framework (MELF) is to provide a consistent approach to the monitoring and evaluation of the Pacific Sustainable Tourism Policy Framework, so that sufficient data and information is captured to review the progress of the SPTO and its partners and to inform decision making and ensure learning leads to the Framework's improvement.

The MELF provides advice and a suggested plan for how routine monitoring and periodic evaluation and learning should be carried out for the Framework. It identifies the evidence that will be generated to enable:

- accountability to SPTO, and its partners
- program performance and management decision-making for SPTO and its partners
- learning and continuous improvement to ensure effective program delivery
- stronger understanding of good sustainable tourism practice across the Pacific
- communications to promote the value of sustainable tourism efforts.

The MELF covers the initial five years of the Framework. It will be regularly reviewed and updated to reflect changes as the Framework adapts and the SPTO and its members learn how to best monitor and evaluate the transition toward sustainable tourism in the Pacific.

Performance Indicators

The performance indicators for the Pacific Sustainable Tourism Policy Framework are informed by the UNWTO's Measuring the Sustainability of Tourism Framework (SF-MST) and the Pacific Tourism Statistics Strategy (PTSS). The diagram on the following page presents an overview of the framework for measuring sustainable tourism.⁵

The PTSS provides an overarching framework for the development and management of tourism statistics in the Pacific to aid planning, governance and decision-making for sustainable tourism. It includes an agreed set of core indicators on sustainable tourism for countries to produce on a regular basis which will support the Pacific Sustainable Tourism Policy Framework, national and regional strategic plans and the UN 2030 Agenda for Sustainable Development.

Monitoring, Evaluation and Learning

Monitoring is a continuing function that aims primarily to provide the SPTO and its partners with early indications of progress, or lack thereof, in the achievement of results relating to specific policies and actions contained in the Framework. Evaluation is a selective exercise that attempts to assess progress systematically and objectively towards and the achievement of an outcome. Learning involves reflecting on the lessons learned from the implementation of policies and actions. Lessons learned can reveal "good practices" that suggest how and why different policies and actions work in different situations and provides valuable information that needs to be documented.

⁵ Measuring Sustainable Tourism and the Statistical Framework (SF-MST), UNWTO



The suggested performance indicators for the Pacific Sustainable Tourism Policy Framework are included in the Measuring the Sustainability of Tourism diagram. They are based on how progress might be best measured for each goal based on the availability of existing data sources and an analysis of available resources for SPTO members.

The indicators are intended to be unambiguous so that different countries can measure it and get similarly reliable results.

Annual Review

Implementation of the MELF will require an annual regional synthesis of national reports by the SPTO and reporting to the Annual Tourism Ministers' Forum (Pacific Sustainable Tourism Leadership Summit). The SPTO team will prepare the analysis for the event by:

- analysing regional evidence of progress against the performance indicators to identify trends and possible areas of risk
- identifying issues that would benefit discussion on program improvement; feed into the key themes and messages for the SPTO reporting
- sharing learning across the SPTO members and partners on sustainable tourism actions to strengthening collaboration and partnerships
- coordinating discussions with development partners to demonstrate that investing in sustainable tourism initiatives in the Pacific bears results.

Mid-Term Evaluation – 2025

It is recommended that the Pacific Sustainable Tourism Policy Framework be subject to a participative mid-term review in 2025 coordinated by SPTO, with the active involvement of Pacific island countries and other stakeholders. The main purpose of the mid-term review is to verify and evaluate the relevance of Framework's policies and recommended actions to advance sustainable tourism in the Pacific. The mid-term review shall also identify necessary corrective actions and strategic recommendations for the second half of the strategy period (2026–2030).

Measuring the Sustainability of Tourism Linking data and decisions

Why? Who? How? What? Standard definitions, classifications & terms Context Data & methods Statistical Framework for MST ENVIRONMENTAL **ECONOMIC** SOCIAL Water Tourism industry Community MST in Energy MST and value added Health outcomes practice: Waste Tourism Education sustainable GHG emissions establishments Income & wealth statistics, Land Decent work tourism Tourism accounts & Ecosystems employment Governance policies Biodiversity Visitor numbers Human rights indicators Protected areas Visitor Accessibility / parks Culture / heritage expenditure Natural Investment & Security infrastructure resources Spatial scales: Global, National, Regional, Local



Sustainable Tourism Themes, Indicators and Data Sources⁶

GOAL 1 PROSPEROUS ECONOMIES

SUSTAINABLE TOURISM INDICATORS

Visitor numbers

- International
- Domestic
- Air/cruise
- Purpose of visit
- Length of stay
- Population (tourism density and intensity)

Sources

- Passenger cards and Airline/ Cruise Ship Manifests (Customs/ Immigration)
- IVS and DVS (NTO)
- Demographic Data (NSO)

Visitor expenditure

- International
- Domestic

Sources

- IVS and DVS (NTO)
- Foreign exchange data (Central Bank)

Income

- Output
- Value added
- Contribution to GDP

Sources

• National Accounts, TSA (NSO)

GOAL 2 THRIVING AND INCLUSIVE COMMUNITIES

SUSTAINABLE TOURISM INDICATORS

Business Demographics for Tourism

- No. of businesses
- Employment

Sources

• Business Register (NSO or Taxation Ministry)

Accommodation Industry

- No. of businesses
- No. of beds
- No. of beds with accessible infrastructure
- Occupancy rate
- Employment (by gender)
- Income (by gender)

Sources

- Business Register (NSO or Taxation Ministry)
- Survey of Accommodation Businesses (NSO)

Community and visitor perceptions of tourism

- Local community perceptions
- Visitor perceptions

Sources

- Community Surveys (NSO)
- IVS and DVS (NTO)

Tourism income distribution

 Local and International broken down by gender, age, ethnicity, average salary, education level

Sources

- Household Income and Expenditure Surveys, Population Census (NSO)
- National Accounts (NSO)

⁶ Pacific Tourism Statistics Strategy, SPTO 2021



GOAL 3 VISIBLE AND VALUED CULTURES

SUSTAINABLE TOURISM INDICATORS

Businesses involved in cultural activities

- No. of businesses
- Employment
- Revenue

Source

• Business Register (NSO or Taxation Ministry)

Visitors (international and domestic)

- Cultural activities
- Cultural expenditure

Sources

IVS and DVS (NTO)

Community perceptions of tourism

• Local community perceptions

Source

Community Surveys (NSO)

GOAL 4 HEALTHY ISLANDS AND OCEANS

SUSTAINABLE TOURISM INDICATORS

Environmental Flows for accommodation businesses

- Electricity use
- Water use
- Solid waste generation
- GHG emissions

Sources

- Billing data from Utility Businesses
- SEEA Accounts (NSO)

Land and Marine Condition

• No. and extent of protected areas

Source

SPREP Pacific Islands Protected Area Portal

Disaster events

No. of disaster events

Sources

• Environment Surveys (Environment/ Climate Change Ministry)

Visitors (international and domestic)

- Nature tourism
- Marine protection
- Business Demographics
- Businesses certified in sustainable tourism practices

Sources

- IVS and DVS (NTO)
- Business Register (NSO or Taxation Ministry)



Implementation and Action Plan

The Framework calls on regional agencies, national governments, industry, businesses, civil society organisations, communities and development partners to co-ordinate and collaborate to advance the actions identified in the Action Plan.

The successful implementation of the Pacific Sustainable Tourism Policy Framework will require significant financial and technical resources at both national and regional levels, mobilisation of which will require collaboration between Pacific island countries and development partners.

The proposed Pacific Sustainable Tourism Leadership Summit is expected to enhance resource mobilisation efforts by providing a forum that facilitates dialogue on sustainable needs and priorities; promotes networking between Pacific island countries, development partners, civil society organisations, CROP and the private sector; and disseminates information on new and existing funding opportunities.

Some of the suggested resource mobilisation strategies for the Framework include:

- mainstreaming sustainable tourism considerations into other priority development areas, such as economic development and investment in climate change, waste management, culture and biodiversity conservation. Not only will this open up new funding avenues, it will also improve cross-sectoral and multi-stakeholder engagement
- formal adoption of the Pacific Sustainable Tourism Policy Framework by the SPTO and at the national level and incorporation of relevant policies and strategic actions and activities into cross sector strategies, and national and corporate work programmes and budgets
- leveraging available national funding allocations for tourism management.
 The capacity of national governments to implement incremental improvements to tourism planning and development through national funding allocations should not be underestimated. Every effort should be made to leverage such national project funding allocations to secure additional external co-financing to expand the scale and extent of planned projects.

A summary table of actions identified for the SPTO is presented in this section. A summary table of actions for the SPTO's members, industry and development partners is presented in Appendix 2. These tables can be used by each organisation as a guide to advance the implementation of the Pacific Sustainable Tourism Policy Framework within the context of their own priorities and resources.



SPTO

GOALS	ACTI	ONS	2021 -	2024	2024 - 2027	2027 - 2030
	PRIO	RITY 1. Establish Enabling Legislation and Policies				
	1.1	Co-ordinate the Pacific Sustainable Tourism Leadership Summit to develop the Pacific Tourism Sustainability Commitment - a statement of commitment to implement the Pacific Sustainable Tourism Policy Framework.				
	1.2	Develop a Pacific Region Sustainable Tourism Standard in partnership with the UNWTO, GSTC and other partners. Develop the standard to become a Pacific Sustainable Tourism Quality Assurance scheme/brand for visitors.				
	1.3	Develop training and technical assistance to support the improvement of existing national standards, development of certification programs and co-ordinate the training of national assessors in countries where standards and accreditation programs exist.				
GOAL 1	1.4	Strengthen partnerships with agencies and networks such as the United Nations World Tourism Organisation, UNESCO, Global Sustainable Tourism Council, Pacific Asia Travel Association, University of the South Pacific and other training providers to support capacity building and information exchange in destination planning, crisis planning and business continuity, digital skills enhancement; customer service and sustainability standards				
PROSPEROUS ECONOMIES	1.5	Work with partners to implement the Pacific Digital Strategy and facilitate increased digital infrastructure for tourism businesses and visitors across the Pacific.				
	1.6	Collate and report on regional progress toward advancing sustainable tourism across the region using environmental, economic, social, cultural indicators recommended by the Pacific Tourism Statistics Strategy. Report on progress of the implementation of the Pacific Sustainable Tourism Policy Framework in regional and SDG reporting.				
	1.7	Work with CROP agencies to amplify the importance of sustainable tourism in regional economic, cultural and environmental strategies and programs.				
	PRIO	RITY 2. Create Unique Destinations Supported by Quality Experiences				
	1.24	Undertake regional destination differentiation research to support destination positioning and destination development strategies for member countries.				
	1.25	Develop Sustainable Destination Planning and Management Guidelines for the Pacific				



GOALS	ACTI	ONS	2021 - 2024	2024 - 2027	2027 - 2030
	1.26	Embed responsible tourism as a key pillar of the region's tourism promotion and leverage the regional brand of Ours is Yours and present a positive futures narrative to position the Pacific as a sustainable tourism destination.			
	1.27	Develop and promote a Pacific Pledge for Responsible Travel for visitors that can be adopted by member countries.			
	PRIO	RITY 3. Mobilise Sustainable Tourism Investment			
	1.44	Support the transition to a green, low-emission and climate-resilient tourism economy, and offer guidance to NTOs and industry.			
	1.45	Review the extent of investment in tourism across the region to identify sustainable tourism investment gaps and facilitate access to green financing instruments for tourism projects.			
	PRIO	RITY 4. Strengthen Social Inclusion			
	2.1	Promote the involvement of youth, women and minority groups, and their representatives in the development of tourism policies and destination development strategies.			
	2.2	Develop a regional approach to voluntary giving/support programs for tourism which businesses and visitors can contribute across the Pacific.			
GOAL 2	2.3	Prepare a regional guideline to support SPTO members to measure community sentiment about tourism.			
THRIVING AND	PRIO	RITY 5. Repurpose Tourism to Deliver Greater Benefit to Pacific Communities			
INCLUSIVE COMMUNITIES	2.15	Facilitate direct support from larger tourism operators/accommodation providers to local communities via community based/micro enterprises			
	2.16	Support innovation and entrepreneurship through capacity building in product development and business establishment for SMEs and communities.			
	2.17	Improve the value created by cruise tourism through the development of Sustainable Cruise Tourism Development Guidelines for use by SPTO members.			



GOALS	ACTI	ONS	2021	- 2024	2024 -	2027	2027 - 2030
	PRIO	RITY 6. Protect and Promote Our Cultures and Enable Prosperous Cultural and Creative Indust	ries				
	3.1	Support the coordination of actions contained in the Regional Cultural Strategy that are relevant and promote awareness and dialogue on the role of cultural and creative industries in sustainable tourism development.					
GOAL 3 VISIBLE AND	3.2	Develop a Cultural and Creative Tourism Framework Agreement between SPTO and the Pacific Council of Arts and Culture to protect and promote the Pacific's creative industries and build understanding about the cultural and creative industries and their role in supporting tourism.					
VALUED CULTURES	3.3	Strengthen links between the SPTO members, CROP, UNESCO and its national focal points to support cultural tourism in the Pacific.					
	3.4	Share best practices, guidelines and standards on heritage protection and preservation, storytelling and interpretation.					
	PRIO	RITY 7. Protect Our Islands, Coastal and Ocean Ecosystems					
	4.1	Support implementation of regional strategies to strengthen the link between biodiversity conservation and disaster management and risk planning.					
	4.2	Advocate for investment for blue carbon protection and restoration initiatives for climate mitigation and adaptation.					
GOAL 4 HEALTHY ISLANDS	4.3	Coordinate carbon offset projects that enhance the biodiversity conservation priorities of each nation and that support tourism.					
AND OCEANS	4.4	Include biodiversity conservation as a key outcome in destination planning guidelines (refer Priority 2).					
	4.5	Promote the use of Environmental Impact Assessment: Guidelines for Coastal Tourism Development in Pacific Island Countries and Territories and Strategic Environmental Assessments in tourism planning.					
	4.6	Support capacity building for NTOs to improve their contribution to the management of biodiversity conservation, the generation and use of tourism income to support conservation and managing tourism activities in island and ocean environments.					



GOALS	ACTIONS	2021	- 2024	2024 -	2027	2027 -	- 2030					
	Provide guidelines for visitors to undertake responsible behaviour in ecologically important areas	:										
	PRIORITY 8. Build resilience to Climate Change and Transition to a Low Emission, Resource Efficient Sector											
	Support the implementation of regional strategies associated with resource management a emissions reduction and adoption of Pacific sustainable tourism standards to improve resource efficiency. This includes strengthening and expanding the Pacific Tourism Waste Action Initiative to become the overarching framework for the tourism industry to support the implementation of the Cleaner Pacific 2025 Strategy.											
	Provide technical capacity building in climate change in relation to tourism planning, development and operations and sustainable production and consumption.											
	Share best practices/guidelines in coastal protection, low carbon development, renewable energy and energy efficiency, water supply and management and addressing impacts of climate change and tourism development in general.											
	Provide information and facilitate access to green financing for climate adaptation and car emissions reduction.	oon										
	Leverage partnerships with other organisations and partners for renewable energy support and low or zero emissions technology.											



APPENDIX 1 – Supporting Resources

Sustainable Tourism, Sustainable Development and Environmental Management Portals

UNWTO One Planet Sustainable Tourism Network

Sustainable Development Solutions Network

Centre of Excellence (COE) for the Sustainable Development of Small Island

Developing States (SIDS)

Secretariat of the Pacific Regional Environment Programme

Global Sustainable Tourism Council

Destination Criteria

Hotel and Accommodation Criteria

Tour Operator Criteria

Training

Accredited Certifiers

COVID Recovery

SPTO Covid 19 Recovery Strategy and NTO Needs Assessment Report

UNWTO One Planet Vision For A Responsible Recovery Of The Tourism Sector

UNWTO Inclusive Recovery Guide - Sociocultural Impacts of Covid-19, Issue I:

Persons with Disabilities

UNWTO Inclusive Recovery Guide - Sociocultural Impacts of Covid-19, Issue 2:

Cultural Tourism

UNWTO Inclusive Recovery Guide – Sociocultural Impacts of Covid-19, Issue 3:

Women in tourism

United Nations Policy Brief: COVID-19 and Transforming Tourism

Governance

SPTO Strategic Plan

Pacific Roadmap for Sustainable Development

UNWTO Tourism and the Sustainable Development Goals – Journey to 2030

Stakeholder Engagement and the 2030 Agenda: A Practical Guide

UNWTO Tourism For Development Volume I: Key Areas for Action

UNWTO Tourism For Development Volume II: Good Practices

UNWTO Making Tourism More Sustainable, A Guide for Policymakers

<u>UNWTO Guidelines for Institutional Strengthening of Destination Management</u> Organizations

<u>UNWTO Practical guide to the management of tourist destinations (document requires purchasing)</u>

UNWTO Practical Guidelines for Integrated Quality Management in Tourism

Destinations – Concepts, Implementation and Tools for Destination

Management Organizations

UNWTO Baseline Report on the Integration of Sustainable Consumption and

Production Patterns into Tourism Policies

Pacific Tourism Statistics Report

Measuring Sustainable Tourism and the statistical framework (SF-MST)

Destination Marketing, Product Development

<u>UNWTO Sustainable Cruise Tourism Development Strategies – Tackling</u>

Challenges in Itinerary Design in South-East Asia

UNWTO Handbook on Destination Branding (document requires purchasing)

<u>UNWTO Handbook on Tourism Product Development (document requires purchasing)</u>

<u>UNWTO Handbook on E-Marketing for Tourism Destinations (document requires purchasing)</u>

<u>UNWTO's Destination management organization recommendations and principles</u>



Accessible Tourism

UNWTO Accessible Tourism for All: An Opportunity within Our Reach

<u>UNWTO Manual on Accessible Tourism for All – Public-Private Partnerships and</u> Good Practices

UNWTO Manual on Accessible Tourism for All: Principles, Tools and Best

Practices - Module I: Accessible Tourism - Definition and Context

UNWTO Recommendations on Accessible Information in Tourism

Environmental Management

UNWTO Baseline Report on the Integration of Sustainable Consumption and

Production Patterns into Tourism Policies

Climate Change

Paris Agreement

Kainaki II Declaration (regional climate change leaders declaration)

UNESCO: World Heritage and Tourism in a Changing Climate

UNWTO Climate Change and Tourism – Responding to Global Challenges

SPREP Pacific Environment and Climate Change Outlook

SPREP Mainstreaming Climate Change into development in the Pacific

SPREP The Pacific Adaptation to Climate Change (PACC) Program

Biodiversity

Regional

Secretariat of the Pacific Regional Environment Programme

Pacific Invasive Learning Network

Global

IUCN Sustainable Tourism in Protected Areas: Guidelines for Planning and

Management

UNWTO Tourism and Biodiversity – Achieving Common Goals Towards

Sustainability

UNWTO Practical Guide for the Development of Biodiversity-Based Tourism

Products

UNWTO Tourism Congestion Management at Natural and Cultural Sites

Waste Management

<u>Regional</u>

Cleaner Pacific 2025: Pacific Regional

Accessible Tourism

Waste and Pollution Management Strategy

Regional Action Plan on Marine Litter

SPTO PTWAI

SIDS Waste Management Outlook

Global

Global Tourism Plastics Initiative

Regulating Plastics in Pacific Island Countries: a guide for policymakers and

<u>legislative drafters</u>

Recommendations for the Tourism Sector to Continue Taking Action on Plastic

Pollution During COVID Recovery

Energy Efficiency

UNWTO Key Energy Efficiency Technologies Database for SME Hotels

UNWTO Hotel Energy Solutions

Social Inclusion

UNWTO AlUla Framework for Inclusive Community Development through

Tourism

UNWTO Recommendations on Tourism and Rural Development – A Guide to

Making Tourism an Effective Tool for Rural Development

<u>UNWTO Manual on Tourism and Poverty Alleviation: Practical Steps for</u>

Destinations

UNWTO Tourism and Poverty Alleviation: Recommendations for Action

Culture

Regional

Pacific Regional Culture Strategy

Cultural Etiquette in the Pacific

Global

UNWTO Recommendations on Sustainable Development of Indigenous Tourism

<u>UNWTO Guidelines for the Development of Gastronomy Tourism</u>

UNWTO Tourism at World Heritage Cultural Sites

<u>UNWTO Communicating Heritage – A Handbook for the Tourism Sector</u>



APPENDIX 2 – Action Plans for SPTO Partners

NATIONAL PARTNERS

GOALS	ACTIONS	2021 - 2024	2024 - 2027	2027 - 2030							
	PRIORITY 1. Establish Enabling Legislation and Policies										
	1.8 Strengthen inter-ministerial structures to coordinate the tourism-related investment actions of different policy areas, such as innovation, transport and environment, as well as different levels of government.										
	1.9 Review and strengthen national tourism legislation, policy and plans, to create a supportive framework for the advancement of sustainable tourism.										
	1.10 Establish clear roles and responsibilities of government, industry, community and development partners in supporting sustainable tourism initiatives.										
	1.11 Assess the tourism industry human resource development requirements in consultation with industry and community and develop strategies to address gaps.										
	1.12 Support capacity building to facilitate uptake of digital technologies and strengthen capacity to participate in new and emerging digital platforms.										
GOAL 1	1.13 Support accessibility and affordability of digital technologies, tools and solutions for tourism SMEs, including initial investment and ongoing costs.										
PROSPEROUS ECONOMIES	1.14 Monitor progress towards sustainable tourism outcomes consistent with the Pacific Tourism Statistics Strategy and the specified indicators in tourism policies and plans.										
LCONOMILS	PRIORITY 2. Create Unique Destinations Supported by Quality Experiences										
	1.28 Review, establish and strengthen destination positioning and marketing to reflect the county's unique point of difference involving industry, community and other stakeholders.										
	1.29 Undertake destination development planning to identify the experiences, products and services that will deliver on the destination positioning, in partnership with industry, community and other stakeholders. Use market segmentation, ongoing monitoring of competitor practices, industry performance, and market trends to inform destination development and management.	t									
	1.30 Establish or strengthen a minimum quality/sustainable tourism standard and monitoring/certification system, for accommodation and tour operators.										
	1.31 Develop systems to monitor and publicly report visitor satisfaction with the quality and sustainability of the destination experience and respond to feedback.										
	1.32 Build awareness of responsible tourism through marketing and promotion and implementation of the Pacific Pledge for Responsible Travel.										



GOALS	ACTIONS	2021 - 2024	2024 - 2027	2027 - 2030
	.13 Focus on cross-sector value chain development bringing together communities and SMEs to expand the diversity and quality of tourism experiences, products and services e.g., local food producers, creative and cultural representatives.			
	34 Provide capacity building support to industry on product development, pricing and marketing particularly for high value experiences that showcase the natural and cultural heritage of the destinations.			
	.35 Consider the needs of people with access requirements (e.g., physical/mobility, hearing, vision or cognitive), and adopt universal design principles to ensure all people can enjoy a range of experiences while holidaying within the destination.			
	Deliver capacity building opportunities for industry to support the use of digital technology to improve business competitiveness.			
	RIORITY 3. Mobilise Sustainable Tourism Investment			
	.46 Review priorities for tourism investment and actively target green investors.			
	.47 Provide an enabling environment for sustainable tourism investment by coordinating actions across different policy areas, including tourism, environment and innovation, and across different levels of government.			
	.48 Strengthen the capacity of public agents dealing with tourism sustainability, and other stakeholders to ensure that investment and financing contribute to sustainable tourism development by, for example, integrating biodiversity concerns into tourism policies.	,		
	.49 Where feasible facilitate access to finance through small business grants and subsidised loans to incentivise businesses.			
	.50 Promote public private partnerships to finance sustainable infrastructure investments and renovations.			
	.51 Devise risk-sharing mechanisms to foster private sector participation in the financing of sustainable tourism development.			
	52 Build understanding with industry about the business case for adopting sustainable practices and improve local awareness and knowledge of the connection between competitiveness and sustainability.			
	Provide capacity building programs for industry for sustainable business practices that include human resources, health and safety, financial management, operating ethically, sustainable supply chains, product diversification, marketing, crisis and risk planning.			



GOALS	ACTIONS	2021 - 2024 2024 - 2027 2027 - 2030
	PRIORITY 4. Strengthen Social Inclusion	
	2.6 Prioritise the inclusion of communities especially youth, women and minority groups, and their representatives in co-leading the processes of consultation and decision-making for planning, developing and managing tourism.	
	2.7 Ensure legislative and policy frameworks support the prevention of worker exploitation, harassment, protection of children, as well as working conditions with corresponding action/commitment by industry.	
	2.8 Understand community acceptance of tourism activity by capturing community views as part of tourism policy and destination development.	
	2.9 Identify local champions/leaders within communities to support consultation and engagement on issues relating to tourism and to act as a voice for the community.	
	2.10 Reduce legal, policy and practical barriers for women and incentivise female leadership and involvement in tourism.	
GOAL 2	PRIORITY 5. Repurpose Tourism to Deliver Greater Benefit to Pacific Communities	
THRIVING AND INCLUSIVE	2.18 Review and identify tourism infrastructure priorities to support travel to regional areas/remote areas, in particular transportation and accommodation requirements including underutilised infrastructure that could be repurposed for tourism use and support local communities.	
COMMUNITIES	2.19 Establish and foster links between larger tourism operators/accommodation providers and community based/micro enterprises to channel direct support to local communities with particula focus on the agriculture sectors, creative and cultural sectors, local knowledge /guiding and ecotourism.	r
	2.20 Encourage and support innovation and entrepreneurship at individual community levels through community consultation and capacity building.	
	2.21 Partner with the cruise industry to support sustainable cruise tourism ensuring local businesses ha more direct access to the cruise market and disperse the economic benefits.	ve
	2.22 Support the establishment of businesses either as individual small enterprises or as community-based tourism initiatives and focus on capacity building, training, linking aligned businesses and facilitation of market access to provide goods and services throughout the value chain. Capacity building should include business planning, effective promotion, funding support, regulations and standards for sustainable tourism.	



GOALS		ACTIONS	2021 - 2024	2024 - 2027	2027 -	2030						
	PRIO	RITY 6. Protect and Promote Our Cultures and Enable Prosperous Cultural and Creative Industries										
	2.5	Ensure legislative and policy frameworks provide adequate protection of tangible and intangible cultural heritage.										
	3.6	Strengthen the importance of protection and promotion of cultural heritage in policies and plans relating to tourism.										
GOAL 3 VISIBLE AND VALUED	3.7	 Engage in capacity building for SMEs and communities to build understanding about: Protecting and promoting culture and the importance of authenticity Promoting the involvement of local communities in storytelling, cultural interpretation and events Protecting cultural heritage sites and the importance of involving local communities in their management 	5									
CULTURES	3.8	Adopt and promote national accreditation schemes to ensure the protection of cultural and creative industries and intellectual property rights.										
	3.9	Support the promotion of locally crafted goods through official outlets and licenced retailers.										
	3.10	Promote opportunities for young people to engage in the cultural and creative industries to preserve traditional and cultural knowledge.										
	3.11	Support destination management plans for cultural heritage sites and facilitate using income (entrance fees) for preservation and development of the sites.										
	PRIORITY 7. Protect Our Islands, Coastal and Ocean Ecosystems											
	4.9	Strengthen actions that support biodiversity conservation in tourism policy, destination plans and strategy/master plans and include fiscal incentives where possible.										
GOAL 4	4.10	Strengthen the policy and planning approach to tourism in integrated coastal zones and marine protected areas.										
HEALTHY	4.11	Ensure ecologically important areas have management plans that address tourism activities and involve local stakeholders.										
ISLANDS AND OCEANS	4.12	Review and improve capacity and skills for planning and managing tourism for biodiversity outcomes and ensure all tourism development and operations minimise their impact on biodiversity values.	S									
	4.13	Develop a licensing program for tourism operators using sensitive and ecologically important areas with income generated from the program to return to conservation activities.										
	4.14	Enable industry operators to support effective monitoring, management and conservation of sites.										
	4.15	Provide guidelines for visitors to undertake responsible behaviour in ecologically important areas.										



GOALS		ACTIONS	2021	- 2024	2024 -	2027	2027 -	2030				
	4.16	Build capacity within the tourism sector to promote the importance of biodiversity and act as champions for biodiversity conservation and environmental protection in their enterprise and community.										
	PRIORITY 8. Build resilience to Climate Change and Transition to a Low Emission, Resource Efficient Sector											
	4.29	Work on the adoption of measures such as the establishment of carbon neutral transport systems.										
	4.30	Encourage behavioural changes at a business level to support the use of clean energy (through fiscal policy incentives) such as solar power, wind energy and biofuels in tourism activities.										
	4.31	Support capacity building in recycling, waste separation and repurposing, particularly for the accommodation sector.										
	4.32	Strengthen coverage of climate change the country's tourism policy and destination development strategy.										
	4.33	Support the implementation of Energy Management Plans in hotels.										
	4.34	Develop visitor education programs exist to foster sustainable behaviour and environmental stewardship.										
	4.35	The need to support the tourism industry to reduce consumption and production of resources is identified in the relevant destination and individual site and resource management strategies and action plans (refer Priority 2).										
	4.36	Foster collaboration between stakeholders in the value chain to advance towards a circular economy for plastics and food supply.										



INDUSTRY PARTNERS

GOALS	ACTIC	DNS	2021	- 2024	2024 - 2	2027	2027 -	2030
	PRIOR	ITY 1. Establish Enabling Legislation and Policies						
	1.15	Contribute to the regional and national forums on economic, social, and environmental sustainability issues as they relate to tourism.						
	1.16	Develop human resource development policies and strategies that seek to ensure equal employment, training opportunities, occupational safety, and fair wages for staff and include specific actions to maintain local staff and facilitate their career progression.						
	1.17	Align business practice to national tourism standards and certification programs.						
	1.18	Embed digital technology in all elements of business practice where relevant.						
	1.19	Implement visitor awareness and engagement programs to support sustainable tourism.						
	1.20	Support and monitor progress towards national sustainable tourism outcomes.						
	PRIOR	ITY 2. Create Unique Destinations Supported by Quality Experiences						
	1.37	Contribute to the development and implementation of destination positioning.						
	1.38	Align experiences, products, services with destination positioning and ensure marketing and promotion is consistent with the destination brand.						
GOAL 1 PROSPEROUS	1.39	Consider ways to diversify products, services provide authentic experiences for the high value traveller and to support domestic activities and inter-island visitors.						
ECONOMIES	1.40	Promote the importance of responsible travel to visitors by supplying local products and services providing information on responsible travel behaviour and adopting sustainable tourism busines practices.						
	1.41	Where possible adopt universal design principles to ensure all people can enjoy a range of experiences while holidaying within the destination.						
	1.42	Align business activities with national quality and sustainable tourism standards.						
	PRIOR	ITY 3. Mobilise Sustainable Tourism Investment						
	1.54	Invest in sustainable tourism infrastructure and partner with other operators to generate the necessary volume of finance for sustainable tourism projects.						
	1.55	Cluster firms in a local community, to generate the necessary volume of finance for sustainable tourism projects.						
	1.56	Bring tourism-related businesses together to borrow collectively to alleviate the issue of fragmentation and low volumes that increase the cost of credit, along with raising awareness and providing training in entrepreneurial management to maximise the potential of loans.	d					



GOALS	ACTIO	ONS	2021	- 2024	2024 -	2027	2027 -	2030
	PRIORI	TY 4. Strengthen Social Inclusion						
	2.9	Develop human resource development policies and strategies that seek to ensure equal employment, training opportunities, occupational safety, and fair wages for staff and include specific actions to maintain local staff and facilitate their career progression.						
	2.10	Establish links with community groups that support vulnerable or marginalised people within the community to develop training pathways that can lead to employment.						
GOAL 2 THRIVING AND	2.11	Identify opportunities for women and youth and other underrepresented segments of the community to develop tourism enterprises with a focus on cultural and creative tourism.						
	PRIORI	TY 5. Repurpose Tourism to Deliver Greater Benefit to Pacific Communities						
INCLUSIVE COMMUNITIES	2.23	Support the design and delivery of locally made products to meet the needs of visitors including support for access to markets and fair trade.						
	2.24	Develop and market tailored products and packages specifically for the cruise sector that support local communities and promote how passengers can support sustainable practices and community benefits.						
	2.25	Develop purchasing policies that support locally owned, grown, sourced and made goods and services.						
	PRIORI	TY 6. Protect and Promote Our Cultures and Enable Prosperous Cultural and Creative Industries						
GOAL 3	3.12	Ensure operational compliance with measures to protect, preserve and promote cultural heritage and creative industries.						
VISIBLE AND	3.13	Involve local art/ craft, artists and cultural producers in product and service delivery.						
VALUED CULTURES	3.14	Ensure copyright and intellectual property rights are observed and necessary permissions are obtained.						
COLIONES	3.15	Ensure legislative compliance with the use of cultural artefacts.						
	PRIORI	TY 7. Protect Our Islands, Coastal and Ocean Ecosystems						
GOAL 4	4.17	Support and contribute to biodiversity conservation in protected areas and areas of high biodiversity value.						
HEALTHY ISLANDS AND	4.18	Adhere to guidelines for the management and promotion of visits and activities in terrestrial and marine areas to minimise adverse impacts and maximise visitor fulfilment.						
OCEANS	4.19	Raise awareness and provide opportunities for visitors to be involved in, and to support local biodiversity conservation and environmental management initiatives.						



GOALS	ACTIO	NS CONTRACTOR OF THE CONTRACTO	2021	- 2024	2024 -	2027	2027 -	2030						
	PRIORI	PRIORITY 8. Build resilience to Climate Change and Transition to a Low Emission, Resource Efficient Sector												
	4.39	Promote commitment and actions towards efficient use of resources, transition to renewable energy and carbon reduction and waste elimination and management initiatives (particularly for plastics and food waste) and sustainable procurement practices.												
	4.40	Encourage visitors to be conservative in their use of natural resources and implement strategies to support them to do so.												
	4.41	Review supply chain and identify opportunities to incorporate more locally grown or produced items in product, service and experience delivery.												
	4.42	Undertake training and awareness programs, access resources and be involved in knowledge sharing and other practical initiatives designed to educate and support tourism enterprises to reduce energy and water use and to tackle plastic pollution, food waste and other regionally significant waste management challenges.												
	4.43	Participate in sustainability certification programs.												
	4.44	Collaborate with other industry members to improve capacity to purchase green technologies (e.g. group buying).												



GOALS	ACTIC	ONS	2021	- 2024	2024 -	2027	2027 -	2030	
GOAL 1 PROSPEROUS ECONOMIES	PRIOR	ITY 1. Establish Enabling Legislation and Policies							
	1.21 1.22	Integrate sustainable tourism objectives into development strategies and funding agreements. Contribute to the regional and national forums on economic, social, and environmental sustainability issues as they relate to tourism.							
	1.23	Align financial support and incentives to program and activities that encourage sustainable tourism outcomes.	n						
	PRIOR	ITY 2. Create Unique Destinations Supported by Quality Experiences							
	1.43	 Support investment and facilitate funding for: capacity building to support destination planning and better business practice. the development of destination development strategies. market research to support destination development and marketing. the development of high-quality, accessible, experiences, products and services. 							
	PRIORITY 3. Mobilise Sustainable Tourism Investment								
	1.57	Mobilise finances to support transition towards low carbon, climate resilient investments and encourage more responsible business practices in tourism through access to finance for sustainable tourism investment projects.							
	1.58	Facilitate investment in tourism infrastructure that has a tangible social, cultural and environmental outcome in terms of both planning and investment and support cross cutting participation and capacity development.							
	1.59	Identify and share knowledge about green investment opportunities and the effectiveness of investment in managing growing tourism demand in a sustainable and inclusive manner.							
GOAL 2 THRIVING AND INCLUSIVE COMMUNITIES	PRIORITY 4. Strengthen Social Inclusion								
	2.12	Invest in infrastructure stimulated by tourism which benefits local communities, directly or through support to other sectors.							
	2.13	Mobilise funding for capacity building designed to meet the needs of communities and support their involvement in the tourism sector.							
	PRIOR	ITY 5. Repurpose Tourism to Deliver Greater Benefit to Pacific Communities							
	2.26	Invest in infrastructure stimulated by tourism which benefits local communities, directly or through support to other sectors.							

GOALS	ACTIO	ACTIONS			2024	- 2027	2027 -	2030			
	2.27	Target support through capacity building programs or financial assistance mechanisms which are designed to meet the needs of local communities and support their involvement in the tourism sector.									
GOAL 3	PRIOR	ITY 6. Protect and Promote Our Cultures and Enable Prosperous Cultural and Creative Industries									
VISIBLE AND	3.16	Invest in capacity building programs and provide financial assistance to support cultural tourism growth and the protection of cultural integrity.									
VALUED CULTURES	3.17	Mobilise funding to strengthen linkages between the creative and cultural tourism sector with the tourism value chain (quality, quantity and reliability of supply).									
	PRIORITY 7. Protect Our Islands, Coastal and Ocean Ecosystems										
	4.20	Mobilise investment for blue carbon protection and restoration initiatives for climate mitigation and adaptation.									
	4.21	Support natural disaster response and risk reduction strategies for tourism.									
GOAL 4	4.22	Support carbon offset projects that enhance the biodiversity conservation priorities of each nation and that support tourism.	١								
HEALTHY ISLANDS AND	4.23	Support the management of conservation areas through capacity building and strengthening of stakeholder networks.									
OCEANS	PRIORITY 8. Build resilience to Climate Change and Transition to a Low Emission, Resource Efficient Sector										
OCLANS	4.45	Foster sustainable entrepreneurial initiatives by financing green technology and clean energy investments such as solar power, wind energy and biofuels in tourism activities.									
	4.46	Mobilise funding for green investments and to support the industry to transition to more sustainable operating practices.									
	4.47	Mobilise financing to stimulate low emissions technologies and climate resilient infrastructure.									

