

DIVERSIFICATION THROUGH AGRITOURISM

**INCREASING RESILIENCE THROUGH THE DIVERSIFICATION OF
TOURISM TO SUPPORT AGRICULTURE, RURAL AGRITOURISM, VALUE
ADDING, AND LOCAL CUISINE.**

**VOTAUSI MACKENZIE-REUR
MANAGING DIRECTOR
LAPITA CAFÉ LIMITED**

Tourism at a crises point

- *The COVID-19 Pandemic has exposed Vanuatu as the 8th most tourism dependant country in the world*

The way the tourism industry has been developed in Vanuatu is from a capitalist mindset that is a residue of colonialism, this has lead to:

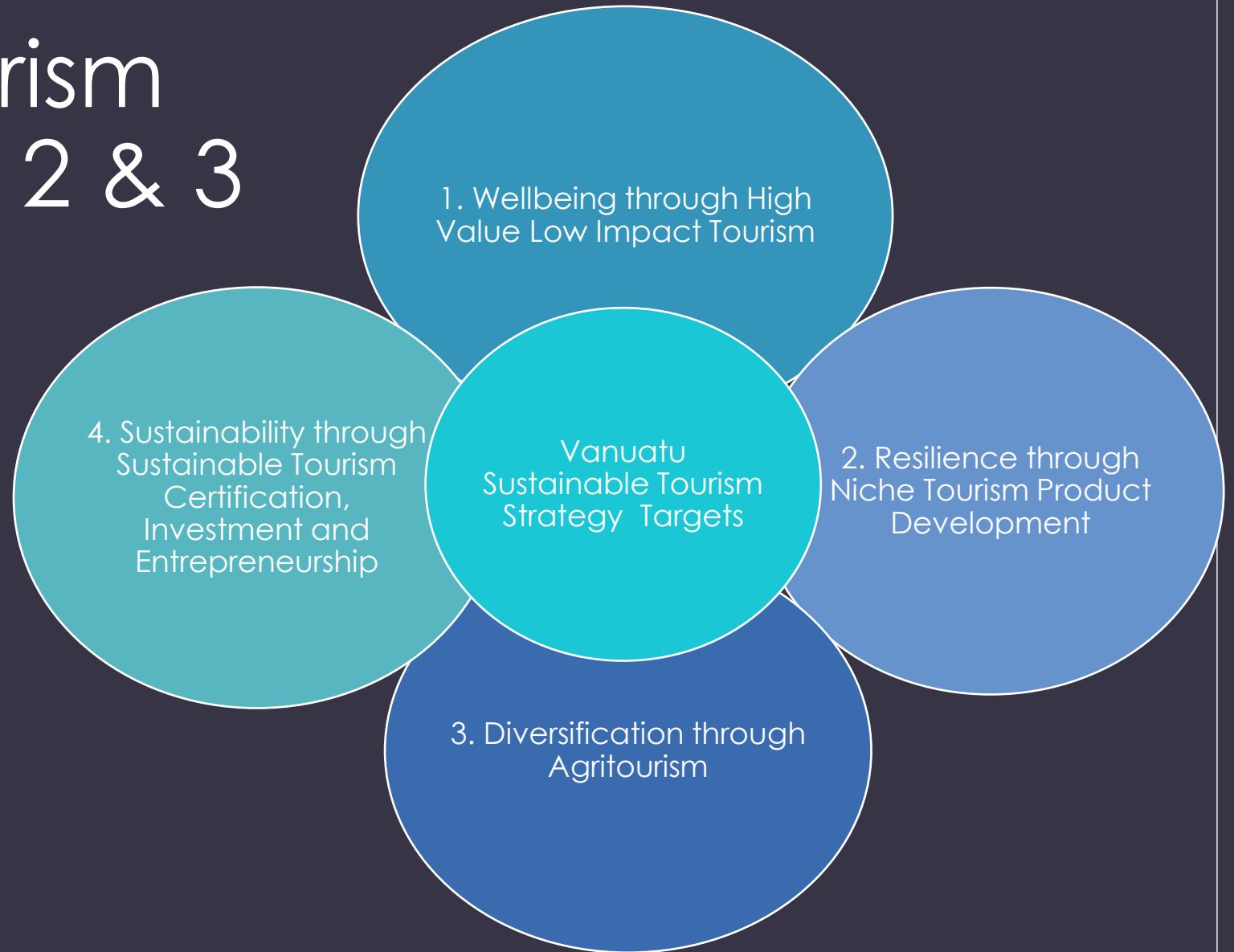
- *High leakage and little control on capital*
- *Disengagement with rural smallholders and the local agricultural sector*
- *Direct cause of rural to urban migration*
- *Exodus from traditional agricultural systems, increased reliance on imported food*
- *Increasing urban poverty and NCD's*

*A national wellbeing study found a direct correlation between wellbeing and access to the traditional economy and custom land. Our **traditional economy has been a key coping mechanism during COVID-19, we MUST protect it!***

Vanuatu Sustainable Tourism Policy: De-colonisation of the tourism industry

- The VSTP (2019-2030) is a human centred approach seeking a fairer distribution of tourism profits to rural communities while protecting and restoring Vanuatu's tourism assets e.g. traditional knowledge, custom, society, environment, traditional food and farming systems.
- **Mr Jerry Spooner Director of Tourism rightly stated:** *While we acknowledge the need for tourism to contribute to the country's GDP, it must not do this at the expense of the very assets that attract tourists to our country, which are our culture, our traditional knowledge, diversity of language, friendly welcoming personalities and our beautiful environment.*
- *It's not just about **protecting** but **reviving** our tourism assets.*
- **PIFR CEO, Mr Robert Oliver and Vanuatu Co-host, Votausi Mackenzie-Reur:** *We have to acknowledge the role of colonisation in the shame and loss of pride in local food and cuisine. There is a role that tourism has had proliferating this message that local food isn't good enough.*
- *This message has to change!*
- **Vanuatu Winner PIFR SEASON 1, Leo Vusilai ;** *There is a large role tourism can play in changing mindsets, by reviving our local cuisine. We can change the perceptions of tourists to expect and seek out our local food, and farming systems so that they will become attractions in their own right. Once we achieve this all the linkages will fall into place.*

The Vanuatu Sustainable Tourism Strategy: Phase 2 & 3 of the TCRRP



3. Diversification through Agritourism

- 3.1 Slow Food Educational Program
- 3.2 Local Cuisine Revival Program
- 3.3 Agritourism Market Research and Support Program
- 3.4 Agritourism Marketing Program
- 3.5 Agritours and Agritourism Events Product Development Program
- 3.6 Agritourism Value Added Product Development Program
- 3.7 Strengthening linkages between primary producers and the tourism industry

With the support of research conducted under the ACIAR PARDI 2 project, DoT has shown how the agritourism value chain has so many opportunities for more local involvement in tourism!

We all have a role to play and now is the time to make the changes needed before tourism resumes!!!

Agritourism Value Chain



Agency Responsible

DoT, DoA, DoF, DoL	DoT, DoA, DoF, DoL, APTC, TVET, Chef's association	DoT, DoI, VBS	DoT, VTO
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Agritourism Diversification Program

	Agritourism Market Research and Support Program		
Strengthening linkages between primary producers and the tourism industry			
		Agritourism Value Added Product Development	
	Agritours and Agritourism Events Product Development Program		
Slow Food Educational Program			
	Local Cuisine Revival Program		
			Agritourism Marketing Program