

Niufala Rod Blo Tourism

KEY OUTCOMES AND WAY FORWARD



DAY 1- RECOVERY, HEALTH AND SAFETY

- We do not want to change the industry structure but to help businesses recover and improve how we manage the destination
- We want to focus on and support Sustainable and Responsible Tourism through:
 - Authentic Products
 - Better Customer Service
 - Lower Operating Costs
 - Higher Value Tourism
- We need to link the VSTP and the TCRRP with the NSDP
- We need to protect our natural and cultural tourism assets for generations to come.



DAY 1- OUTCOMES AND WAY FORWARD

- Despite the **health and economic challenges** we need to build up and support multiple sectors in partnership with tourism
- Commit to a genuine **partnership** between Government, the Private sector and local residents.
- We need to use the **TCRRP and the 5 Pillars** as our roadmap to rebuild
- We need to implement the **Aviation Access Strategy**:
 - Aviation important for many areas other than tourism
 - Open borders when safe to do so by using travel bubbles for short haul markets
 - Need Financial Support for Air Vanuatu
 - Incentives to other airlines for viable route development



DAY 1- OUTCOMES AND WAY FORWARD

- **Public Health Strategy** is in place and ready for 4 scenarios – no cases, cases only in quarantine, cluster cases and community outbreak
- Priority is to ensure the well-being and safety for the people of Vanuatu
- **Product Readiness** needs:
 - Business continuity – training and financial support to remain market ready
 - Support for Domestic Tourism Campaign
 - Private Public and Community Collaboration
 - Implement SBO Guidelines and Training Program



DAY 1- OUTCOMES AND WAY FORWARD

- **Destination Marketing**

- Maintain Brand Awareness
- Strengthen travel trade partner relationships
- Prepare Campaigns for short haul markets
- Work with the Health team to support a TamTam bubble with low risk countries
- Implementing a Domestic Tourism Program

- **Local Community Communications**

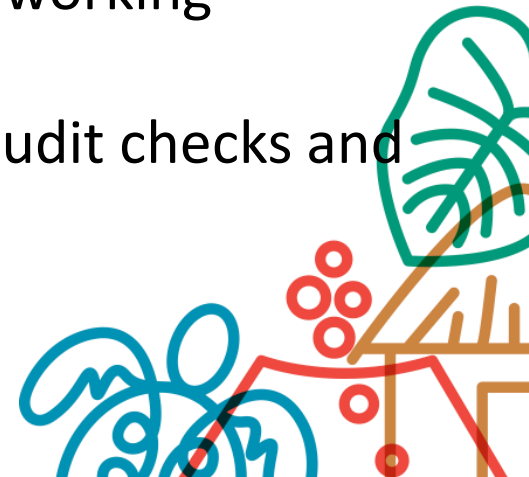
- Have Developed a communication strategy to disseminate health information to all Communities through Area Councils
- Public relations campaign has already commenced



DAY 1- OUTCOMES AND WAY FORWARD

- **Safe Business Operations (SBO) Guidelines**

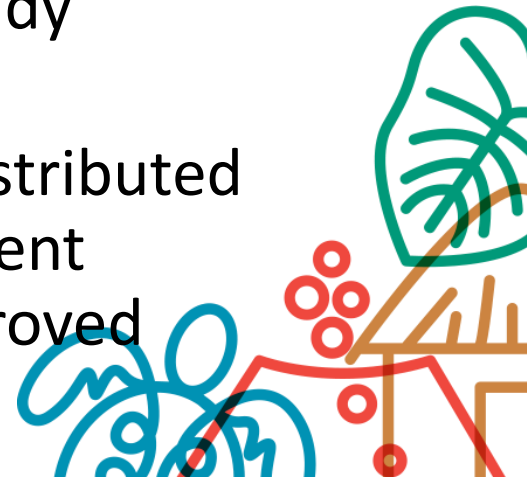
- Based on health guidelines and best practice
- SBO training ensures businesses are ready for when borders are open
- Free 4hr sessions delivered by qualified trainers
- Provides confidence, credibility, compliance, coherence and collaboration
- Training program pilot tested by APTC and now commenced by VIT – workplace readiness, hygiene, safe working conditions, safe for visitors
- Certification process with self verification, audit checks and ‘Clean, Caring and Checked’ stickers



DAY 1- OUTCOMES AND WAY FORWARD

- **Tourism Industry Support Program**

- Needs Analysis of 150 tourism businesses across 4 Provinces from the VTOMS forms received at DoT
- Business needs categorized under: Short term survival; Operations; Legal compliance; Facility Improvements; and Marketing Activities
- Estimated cost of Vt 687 million required if an expected 70% of tourism businesses survive.
- DoT will seek funding through some already identified development partner agencies
- Soft loans, grants and subsidies can be distributed through a Sustainable Tourism Development Committee under a Trust Fund using approved criteria.



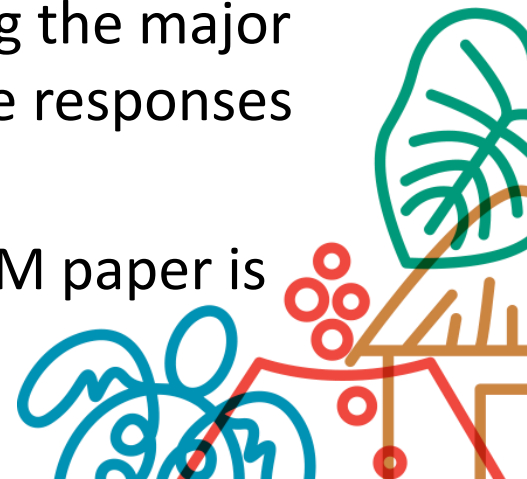
DAY 1- OUTCOMES AND WAY FORWARD

- **HRD Training Needs Analysis through 3 surveys**
 - Tourism workers and students survey
 - Survey of Tourism Businesses
 - Survey of Tourism training providers
 - Developing a HRD Strategy Plan for DoT



DAY 2- REVIEW OF TOURISM LEGISLATION

- Review Tourism Council of Vanuatu Act & Vanuatu Tourism Office Act – must be evidence based
- Internal review by DOT & VTO to identify issues with these Acts has been completed.
- Issues paper was distributed to Provincial workshop groups
- SLO reps outlined the process for reviewing and redrafting the Acts before submission to Parliament.
- Each of the Groups reported back after discussing the major issues. DoT will analyze and report on each of the responses received.
- Further consultations will take place before a COM paper is prepared, hopefully presented in March 2021.



DAY 3- SUSTAINABLE TOURISM STRATEGY

- **TARGET 1: Wellbeing:** through High Value, Low Impact Tourism - presentations
 - Tourism impacts
 - Sustainable Cruise Tourism
 - High Value, Low Impact Product Development
 - The Role of Industry in the Value Chain
 - The Importance of Addressing Leakage
- **TARGET 2: Resilience:** through Niche Product Development and Adaptation – Case studies
 - Breakas Resort refocusing to a domestic market
 - Jungle Zipline Tour diversifying into Agritourism
 - Blue Caves Tour in Tanna
 - Malog Bungalows in the Maskelyne's
 - Havannah Resort Niche Product using GSTC guidelines
 - Vanuatu Business Resilience Council



DAY 3- SUSTAINABLE TOURISM STRATEGY

- TARGET 3: **Diversification** through Agritourism
 - Local Cuisine Revival Strategy
 - Dept. of Agriculture support for Agritourism
 - Dept. of Industry Value Adding through Agritourism
 - Bureau of Standards role in Agritourism
- TARGET 4: **Sustainability**: through Tourism Certification, Investment and Ni-Vanuatu Entrepreneurship
 - DoT Certification Program
 - Reserve Bank Sustainable Investment tips
 - Live N Learn Certification for Sustainability
 - Big Blue Sustainable Diving Tour
 - **Group workshops discussed all the issues**



