



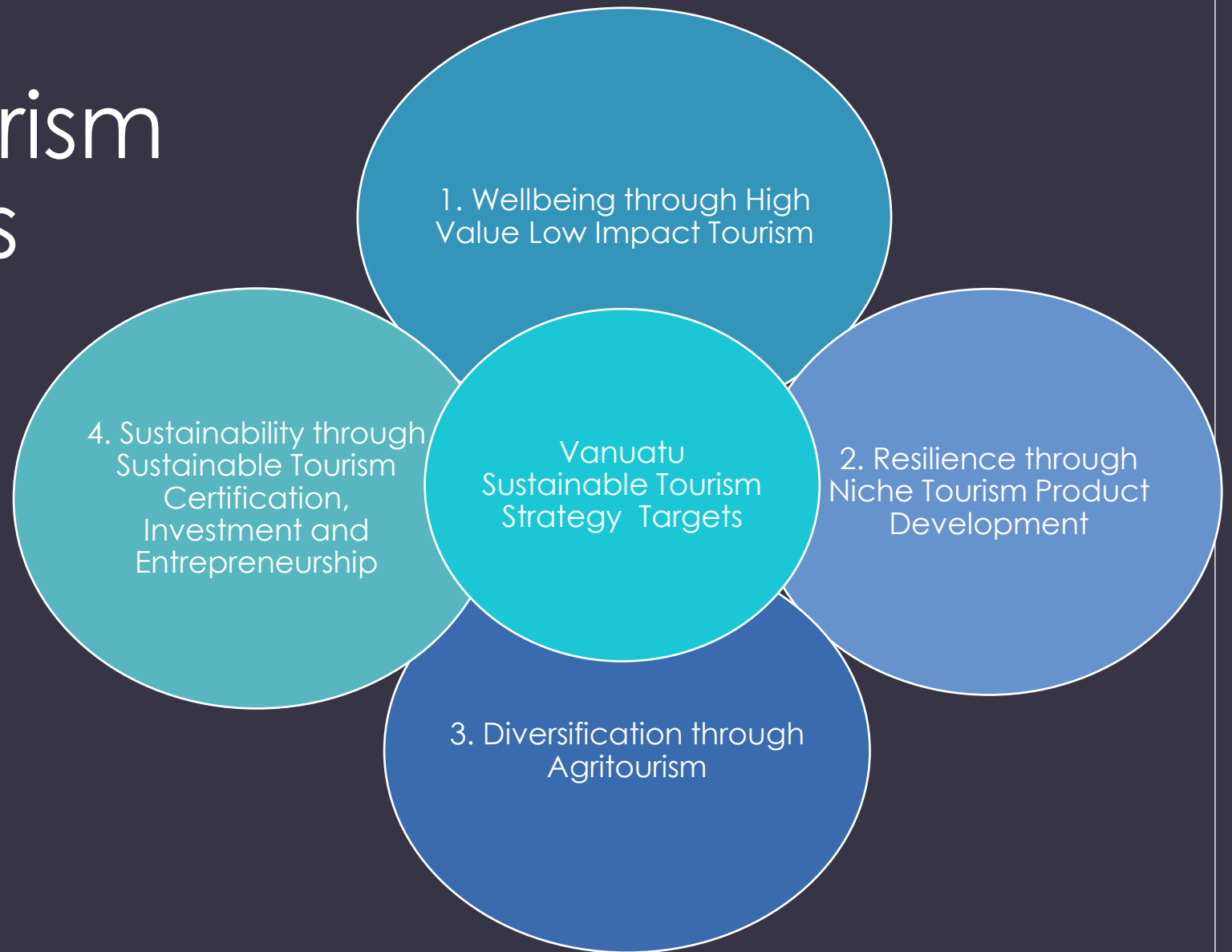
VANUATU SUSTAINABLE TOURISM STRATEGY (2020-2030) & PROVINCIAL SUSTAINABLE TOURISM PLANS

**SHORT TO LONG TERM RECOVERY THROUGH DIVERSIFICATION
AND REGENERATION OF CULTURE, CUSTOM, COMMUNITY AND
ENVIRONMENT**

Overview

- The guiding principles of the *National Sustainable Development Plan (NSDP 2016-2030, People's Plan)* forms the basis of the tourism sector policy, the *Vanuatu Sustainable Tourism Policy 2019-2030 (VSTP)*, which aims to protect and celebrate Vanuatu's unique environment, culture, custom and people through sustainable and responsible tourism.
- The VSTP objectives are to incorporate Ni-Vanuatu culture, traditional knowledge and sustainability principles to strengthen the linkages between resource usage, policy and planning in a holistic and inclusive way. This will be achievable through a combination of policy direction, government action, good business practice and consumer behaviour to foster a positive change for a sustainable tourism sector.
- Through the development of six Provincial Sustainable Tourism Management Plans (PSTMPs) the Department of Tourism (DoT) seeks to decentralize its Policy and achieve a balance of economic viability, social involvement and environmental responsibility within the tourism sector.

The Vanuatu Sustainable Tourism Strategy Targets



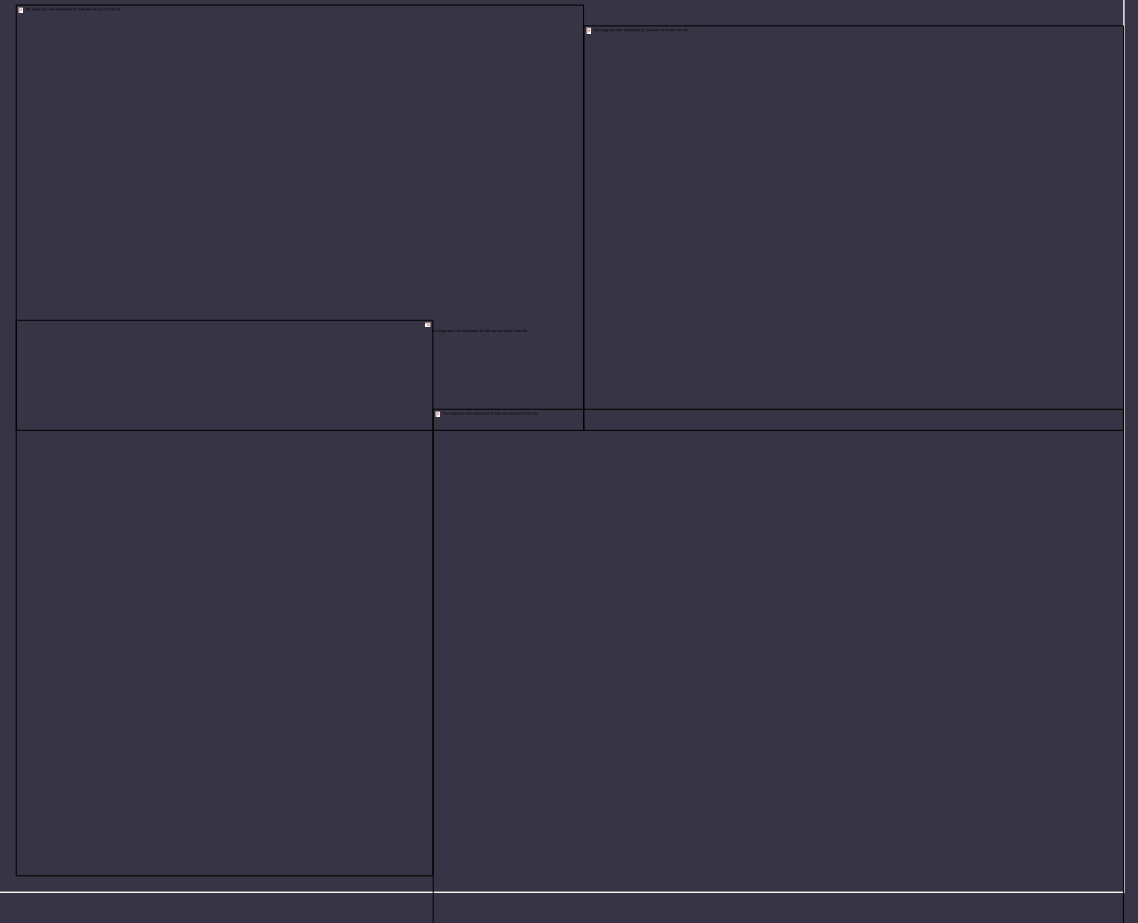
Vanuatu Sustainable Tourism Strategy Targets and Programs of Work

Targets	Programs of work
1. Wellbeing: through High Value, Low Impact Tourism	1.1 High Value Tourism Program
	1.2 Low Impact Tourism Program
2. Resilience: through Niche Tourism Product Development	2.1 Environmental Conservation Tourism Program
	2.2 Adventure Tourism Program
	2.3 Cultural Tourism Program
	2.4 Music Tourism Program
	2.5 Sports Tourism Program
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
4. Sustainability: through Sustainable Tourism Certification, Investment and Ni Vanuatu Entrepreneurship	4.1 Vanuatu Tourism Certification Program
	4.2 Agritourism Certification Program
	4.3 Sustainable Tourism Investment Program
	4.4 Ni Vanuatu Entrepreneurship Program

Wide consultation



- Consulted with a total 483 participants through out the 6 provinces
- Consultation over a period of 1 year



Sustainable
Development
Goals

National
Sustainable
Development Plan
(2016-2030)

Vanuatu
Sustainable Tourism
Policy (2019-2030)

Vanuatu
Sustainable Tourism
Strategy (2021-
2030)

Industry Support
Program

Vanuatu
Sustainable Cruise
Tourism Strategy

Human Resources
Development Plan

Provincial
Sustainable Tourism
Actions

Vanuatu Sustainable Tourism Strategy Action Table

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Provincial Sustainable Tourism Action Table