

# Vanuatu Sustainable Tourism Strategy (2021 – 2025)



# Key Questions that needs answers

- Why/How should we manage & develop our Destination?
- What type(s) of tourists do we want to attract?
- How do they add value to our community?
- How many is enough?
- What other ways can communities benefit from tourism?
- What can/should Government do to ensure businesses can cope better in future crises?
- How can/do we ensure communities participate in planning/decision making?



# Key Issues Pre-COVID:

- DoT & VTO – Functions & Legislations - NSDP & VSTP
- Destination Management Vs Destination Promotion
- Weak Link between National & Provincial Government
- No proper governance structure for the collection of funds for:
  - Destination development
  - Destination Promotion
  - Managing future Crises
- No Unified Industry voice
- No Government Coordinated/Support Program for the Tourism Industry
- Leakage Issue
- Tourism Model



# Reflection During COVID – Some Highlights

- [MFAT - Pacific Destination Differentiation Research Report.](#)  
Attracting one segment of the market:
  - Sun, sand and swim (all inclusive resort image) – Vanuatu ranked highest staying in resorts
  - Others ranked high with visiting villages – more engaged with communities
  - confirms our model is wrong
  - Mass Tourism model (1 million cruise visitors, tripling arrival numbers..)
  - This model links – leakage Issue
- [Massey Uni - Pacific People working in tourism Report.](#)
  - High cases of adaptation
  - More time with Families
  - Going back to the land
  - Sharing of harvest
  - Relearning traditional skills – resilient people
- [DoT - Tourism Industry HRD Plan. Demand Vs Supply](#)
- [DoT – Tourism Business Support Program.](#)
- [DoT/VTO – Industry Survey’s](#)
- [Booking.com](#) – Estimating over 70% of post COVID travellers will chose GSTC Certified Destination & Product over Price
- [SPTO](#) – Regional framework for Sustainable Tourism



# Quote:

Executive Director: **Responsible Travel**



Post COVID, the competitive landscape in tourism will shift significantly. For Destinations to be competitive, they will need effective risk management, adaptation, resilience and decarbonization.

- **Quality** over **Quantity**
- **Value** over **Volume**

**NB:** Businesses wanting to going back to 2019



# Vanuatu Sustainable Tourism Strategy

## Themes (4) Programs of Work (18)

### Wellbeing:

- High Value Tourism
- Low Impact Tourism

### Resilience:

- Environmental Conservation Tourism
- Adventure Tourism
- Culture and Arts Tourism
- Music Tourism
- Sports Tourism

### Diversification:

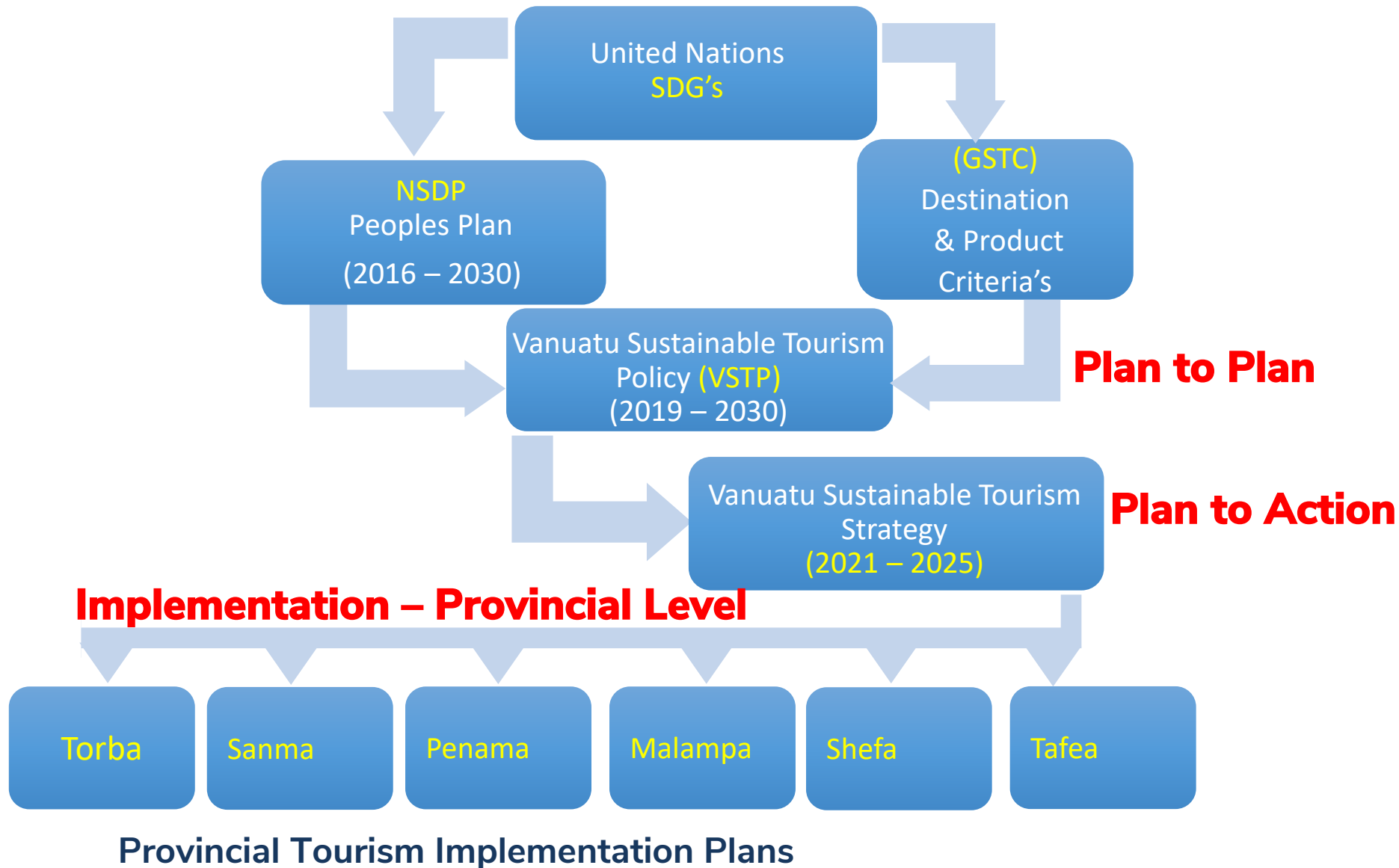
- Slow Food Educational
- Traditional Cuisine Revival
- Agritourism Market Research and Support
- Agritourism Marketing
- Wellness Agritours and Agritourism Events Product Development
- Agritourism Value Added Product Development
- Strengthening linkages between primary producers and the tourism industry

### Sustainability:

- Vanuatu Tourism Certification
- Agritourism Certification
- Sustainable Tourism Investment
- Sustainable Tourism Support Fund



# What's the link to the SDG's



# Role of VSTS?

- Plan to act
- Create that enabling environment to encourage **all** to participate in this Journey.







END

