



Ministry of Industry Trade & Tourism  
REPUBLIC OF FIJI

# Optimizing regional & international tourism cooperation for peace & development: The case of Fiji

11<sup>th</sup> UNWTO Executive Training Program on  
Tourism Policy & Strategy

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# Fiji in a nutshell...



# Link to the SDGs



Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels

Tourism can contribute to promote peaceful and inclusive societies, to promote the protection of the fundamental rights of local communities and to fight against corruption. Tourism fosters tolerance and understanding between different cultures and serves as a livelihood for local communities, while preventing violence and consolidating peace in societies that have experienced recent conflicts.



Strengthen the means of implementation and revitalize the global partnership for sustainable development

The creation of alliances between the different actors of the planet is essential in order to achieve the Sustainable Development Goals and thus ensure the well-being of the population in the short and long term. Owing to its inter-sectoral nature, tourism has the capacity to strengthen public-private partnerships and involve multiple stakeholders—international, national, regional and local—to work together to achieve the SDGs. Cooperation between sector companies, civil society, governments and educational institutions is essential to achieve effective sustainable tourism.

# Key Programs - Regional

- **South Pacific Tourism Organization:** Sustainable Resources Management in Hotels (UNEP funded in collaboration with STI)
- **Forum Secretariat:** Organic standards, as a benchmark for the Fijian Made Organic brand
- **Other Regional organizations:** Fiji National Work Program for the IYSTD 2017

**Future Plans:** increase engagement with regional partners and leverage Fiji's membership of the SPTO to mainstream programs into the regional/international tourism agenda

# Key Programs - International

- **UN World Tourism Organization**
  - Fiji National Work Program for the IYSTD
  - Fijian Tourism Development Plan (Fijian Tourism 2021/FT 2021)
  - Sustainable Tourism Policy Framework for Fiji
  - Crisis Communications Framework
- **World Bank (IFC)**
  - Fijian Tourism Development Plan
  - International Visitor Survey
- **Asian Development Bank**
  - International Visitor Survey
- **Diplomatic Ties**
  - MOUs e.g. Guandong Province
- **Other International Partners**
  - Fijian Tourism 2021 Implementation Framework

## Future Plans:

- Increase cooperation with the UNWTO and all international partners working in the tourism space in the Pacific Region.

# Success Stories & Key Outcomes

## Success Story:

- Fijian Tourism 2021
- Sustainable Tourism Framework
- .....& counting

## Key Outcomes

- Successful completion of the inception report that gave strategic direction to the development of the FT 2021
- Successful completion of scoping mission to assess the sustainable tourism development landscape in Fiji

# Lessons Learnt & Recommendations

## Lessons

- Partnership for ownership & inclusive development
- Identifying and maximizing on the opportunities available around us
- Aligning tourism development with SDGs/development of other sectors/people's livelihoods
- Managing the cooperation process to optimize the benefits gained out of it

## Recommendations

- Practical programs & tangible outputs for our communities/people should always drive what we do!
- Having the **right people** on the ground is key!
- Selling the sustainable tourism development case!

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