Community Development and Tourism Recovery - Fiji

Nanise Masau
Principal Tourism Officer
Ministry of Industry, Trade & Tourism
Community Development through Tourism – the Fijian experience

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Introduction

How does tourism contribute to Community Development in your country?

- Infrastructural development
- Employment creation
- Income generation
Benefits

• Road, electricity, telecom, water, financial access, improved standards of living
• Employment, business links, resource utilization, HR development, conservation & preservation of natural environment, enhanced traditional & cultural exchange
• The support infrastructure for a tourism operation is a catalyst for further development
Stakeholders

• Local Government, NGOs, community, private sector

• Involvement/contribution of the Tourism Industry in community development
  – Provide the product, market, training, statistics, etc
  – Contribute to community projects, schools, church, medical facilities and many more
Assets

Core tourism attractions being promoted

• Natural: sun, sand, sea, forests, birds, reef
• Man–made: hotels/resorts, parks, gardens

• Utilization of tourism attractions for employment, income and infrastructure development
Planning & Strategy

- Fiji Tourism Development Plan 2010-2020
- SPTO regional plans
- Implemented via joint projects, Government policies, etc
- Ecotourism & village-based tourism strategy
- Private sector/tourism industry implements while Government provides policy directions, regulations and monitoring
Case Study: Caqalai Eco Resort

- 6-acre native island (Moturiki)
- 20 years lease by the Methodist Church of Fiji
- Overnight accommodation & day cruising (alternative livelihood for community)
- 3-year plan to convert island to an eco-tourism, organic island
- Community projects: environment conservation, climate change adaptation & mitigation, as well as renovation and maintenance of physical infrastructure
Issues

• What are the key issues to be overcome / resolved?
  – Rural to urban drift (employment opportunities, youth motivation)
  – Subsistence mindset to commercial oriented thinking (mentoring, training)
  – Traditional building skills (‘bure’ building/housing projects)
  – National resource protection (Volunteers in marine and terrestrial conservation with assistance of NGO – Global Vision International)
Recommendations

• What are the key recommendations
  – Coastal restoration program to address coastal erosion and effect of adverse weather on physical infrastructure
  – Maintenance of traditional housing structures (Bure)
  – Assist setup of Caqalai’s Internal water supply system & solar power energy supply
  – Staff training
  – Website for marketing
Lessons to be learned

Tourism in Community Development
– Economic catalyst: multi-sectoral links
– Income generation: employment
– Employment creation: skill transfer, responsible custodians of the environment
– Sustainable development is key
– Partnership in community development breeds success (Govt, NGOs, community)
Thank You

NAME OF SPEAKER: Nanise Masau
DESIGNATION: Principal Tourism Officer
ORGANISATION: Ministry of Industry, Trade & Tourism
COUNTRY: Fiji
EMAIL CONTACT: nodrovakavula@govnet.gov.fj