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PT – CAP TECHNICAL REPORT NO. 1 PT-CAP ENGAGEMENT AND CONTEXT July 2009

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An AusAID International Development Research Grant has been awarded for a three year project "Applying innovative sustainability science to develop effective climate change adaptation policies and strategies for the South Pacific Island tourism sector to protect and grow local livelihoods." It will be led by Victoria University Centre for Tourism and Services Research (CTSR) in collaboration with the University of New South Wales' (UNSW) Natural Hazards Research Laboratory and the University of the South Pacific's (USP) School of Tourism and Hospitality Management, together with industry/NGO partners, Foundation of the People's of the South Pacific International (FSPI), South-Pacific. Travel (SPTO), and Pacific Asia Tourism Pty Ltd (PAT).

On 24-25 June 2009, partners and stakeholders have had a kick-off workshop for the AusAID research project in Marine Studies Conference Room, Lower Laucala Campus of USP, Suva, Fiji Islands. This report summarises the major achievements of the kick-off workshop.



Participants of the kick-off workshop (left to right: David Harrison, Rex Horoi, Terry DeLacy, Min Jiang, Dale Dominey-Howes, Steve Noakes)







Background Overview

The Project Background

Prof. Terry DeLacy (project coordinator, professorial research fellow, CTSR, VU) chaired the workshop and gave an overview of the project.

Prof. DeLacy stated the significance of the AusAID funded research by pointing out the importance of tourism to the economic growth and sustainable development of Pacific Island countries and the particular vulnerability to climate change of the tourism sector in South Pacific. Tourism is the largest export sector for most Pacific Island countries and offers great opportunity for economic growth and sustainable development. On the other hand, with its close connections to the environment and climate itself, tourism is highly sensitive to climate change risks similar to agriculture, insurance, energy, and transportation. Pacific tourism is particularly vulnerable to climate change impacts due to the climate sensitivity of the natural environmental assets upon which the industry is based, the industry's reliance on a long haul travel market threatened by global climate change policy and changing consumer demands and the vulnerability of coastal infrastructure.

Supported by research expertise from VU, UNSW and USP, as well as industry partners from FSPI, SPTO and PAT, who are leading players in risk and hazards science, climate change and sustainable tourism, and local community development, the research will examine specific impacts of climate change to the Pacific Island tourism sector and develop adaptation policies and strategies to enhance the resilience of tourism destination to the threats from future climate change and assist the sector protect and grow local livelihoods.

The Tourism Sector and Climate Change in South Pacific

Mr. Tony Everitt (chief executive of SPTO), Prof. David Harrison (head of School of Tourism and Hospitality Management, USP), and Adjunct Prof. Steve Noakes (director of PAT) made an overview of the tourism sector and climate change in South Pacific. They pointed out from different perspectives the significant role of tourism in economic growth, sustainable development and poverty alleviation and the inevitable need of the tourism sector to adapt to risks from climate change in South Pacific.





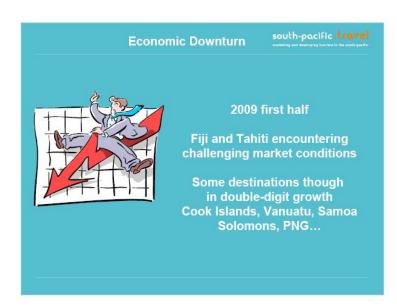


South-pacific travel
marketing and developing tourism in the south pacific

TOURISM'S ROLE IN THE
SOUTH PACIFIC ECONOMY

Source from presentation of Tourism's Role in the South Pacific Economy by Mr. Tony Everitt at Kick-off workshop

In his presentation of "Tourism's Role in the South Pacific Economy", Mr. Tony Everitt presented a study finding showing that the value of tourism earnings in the South Pacific grew strongly for the first half of this decade – increasing from US \$0.9 billions in 2000 to US \$1.4 billions in 2004, and assuming this trend could be maintained a target of US \$ 2 billions pa was set by 2010. Despite the global economic downturn, visitors to the South Pacific continued to grow at about 3-4 % in 2007 and 2008. Whilst a decade ago tourism in South Pacific was dominated by Fiji Islands and the two French territories, Tahiti and New Caledonia, tourism is now truly widespread in its economic impact and has led growth in several Pacific Island countries. Mr. Tony Everitt concluded that *tourism will inspire sustainable growth and empower pacific people*.



Source from presentation of Tourism's Role in the South Pacific Economy by Mr. Tony Everitt at Kick-off workshop







Prof. David Harrison delivered a presentation concerning "Tourism, South Pacific and Climate Change". After reemphasizing the importance of tourism in South Pacific, Prof. Harrison further addressed the reality of climate change, its implications on both supply side and the demand side of the tourism sector, and possible responses to these implications. Sea-level rise as a result of global warming will cause increased flooding and eventually inundation of many low-lying areas, accelerated erosion of sandy shorelines, salinization of groundwater, and will render some islands uninhabitable. Increases in number and intensity of tropical cyclones lead to coastal erosion from storm surges, waves, etc. This affects 'the tourist product' by threatening investment and damaging natural attractions. Increased temperature will lead to increased stress on coral reef, coral bleaching, or possible disease and/or death of corals which means loss of 'attraction'. In addition, global warming will exacerbate the problem of water resources upon which tourism relies for accommodation, tourist activities, and disposal of waste. Therefore, Prof. Harrison concluded that small islands in South Pacific are especially vulnerable to climate change, and tourism in the region can do something and can adapt to the risks from climate change. He also further noted that stakeholder cooperation is essential for the tourism sector to fight against climate change.





- Sea-level rise will cause increased <u>flooding</u> and eventually <u>inundation</u> of many low-lying areas
- Sea-level rise will cause accelerated <u>erosion</u> of sandy shorelines
- Sea-level rise will cause salinization of groundwater
- 4. Sea-level rise will render some islands <u>uninhabitable</u>

Source from presentation of *Tourism, South Pacific and Climate Change* by Prof. David Harrison at Kick-off workshop

Adjunct Prof. Steve Noakes then gave a background overview to Pacific Islands Tourism Sector. His presentation introduced the sustainable tourism stewardship in Pacific, the Oceania Sustainable Tourism Alliance (OSTA), which is the only regional Pacific formal network member of the new global sustainable tourism criteria partnership.







Three partners of the PT-CAP, FSPI, VU and PAT are also three founding partners of OSTA. (The other founding partner is Counterpart International) Modelled on the USAID funded Global Sustainable Tourism Alliance, OSTA is a coalition of 32 organizations working together to foster increased understanding of sustainable tourism practices and the adoption of universal sustainable tourism principles. Delivering adaptations to climate change is one of its missions associated with economic growth, community benefit and connection, and cultural and environmental stewardship.



Source from presentation of Pacific Islands Tourism Sector by Adjunct Prof. Steve Noakes at Kick-off workshop

The Vulnerability/Resilience Framework

Assoc. Prof. Dale Dominey-Howes (director of Natural Hazards Research Lab and Australian Tsunami Research Centre, UNSW) presented an overview of *Core concepts in the 'hazard-risk-vulnerability' paradigm*. He defined the concepts of *hazard, risk, vulnerability, resilience*, and *disaster* and explained the interactions among these core concepts in the context of climate change. The risk management process including modules of hazard assessment, exposure, vulnerability, loss and mitigation was explained as a simplified version of 'what it is'. A/Prof. Dominey-Howes also demonstrated a model of policy sciences analysis which involves exposure, vulnerability and sensitivity, and resilience and adaptive capacity of a place (at local, regional or global scales, in a period of time) to risks from threats and hazards in natural, economic and social perspectives. See figures as following.

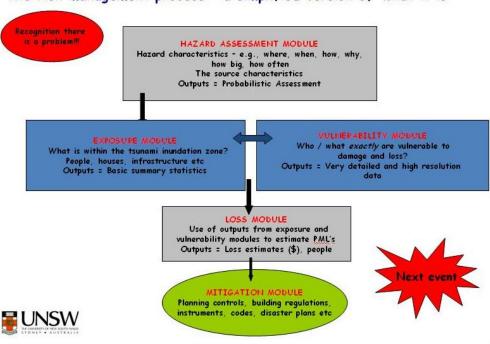


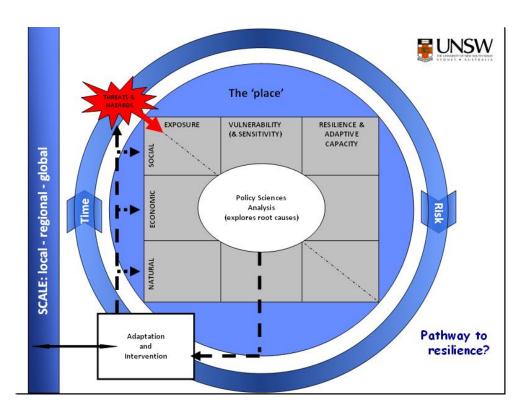




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The risk management process - a simplified version of 'what it is'





Sources from presentation of *Core Concepts in the 'Hazard-Risk-Vulnerability' Paradigm* by A/Prof. Dale Dominey-Howes at Kick-off workshop







Research Activities Review

Policy Analysis

The first step of research activities concerning the project is a policy analysis in Pacific Island countries. At the kick-off workshop, participants discussed the scope of policy analysis based on the briefing paper on policy analysis prepared by Dr. Emma Wong (lecturer, Faculty of Business and Law, VU).

It has been agreed that the policy analysis exercise has the following objectives (Emma Wong, briefing paper on policy analysis for the kick-off workshop):

- To create an inventory of existing policies that are pertinent to climate change adaptation of the South Pacific tourism sector.
- To examine the policy-making environment by analysing
 - The power and interest dynamics among government agencies involved in environmentally sustainable tourism development, and
 - o How some non-tourism-specific policies and their outcomes influence environmentally sustainable tourism development.

Such policy-making environment provides the context for future policy recommendations.

- To examine the existing policy-making mechanisms which would inform how future policy recommendations can be implemented.
- To identify policy gaps, i.e. adaptation issues that are yet to be addressed, by studying how existing policies contribute to (or hinder) climate change adaptation of the tourism sector.
- To provide input into the evaluation of adaptive capacity of the tourism sector in individual countries, which will be conducted at a later stage in the project.

It has been decided that the existing tourism and environmental policies of South Pacific Island countries need to be examined in order to make future policy recommendations. The types of policy or policy area to be analysed include:

- Climate change policies
- Environmental policies
- Tourism policies
- Disaster management policies







The scope of policy analysis is not confined to documented policies. In some cases, a policy may not be officially documented but perhaps reported in the press or in academic literature. Thus, the sources of information that need to be consulted in the policy analysis exercise would include both governmental and non-governmental ones. (Emma Wong, briefing paper on policy analysis for the kick-off workshop) A policy analysis framework has been proposed for the project as below:

FRAMEWORK FOR POLICY ANALYSIS

The purpose of the following analytical framework is to identify policies pertaining to sustainable tourism development that are currently available in a country, and to understand the respective policy-making environment. The information provides the context for future policy recommendations.

The unit of analysis is policy, which can be defined as a course of action, inaction, decisions and non-decisions of public authorities to address a given problem, interrelated set of problems, concerns or opportunities (Jenkins, 1995).

The framework can be used as a proforma. One policy per table.

	97.7	o:				
4. Conceptualization	5. Decision	6. Implementation & Coordination				
	Í					
	3					
7. Outcome						
8. Implications for climate change adaptation						
_						
		7. Outcome				

Sources from briefing paper on policy analysis for the kick-off workshop by Dr. Emma Wong

Selections of Countries for Policy Analysis and Case Study Destinations

Various criteria have been developed to select individual South Pacific Island countries for policy analysis:

- Written language
- The importance of tourism (GDP percentage, visitor arrivals, future investment and potential etc)
- IPCC projections (projected climate change by the Intergovernmental Panel on Climate Change)

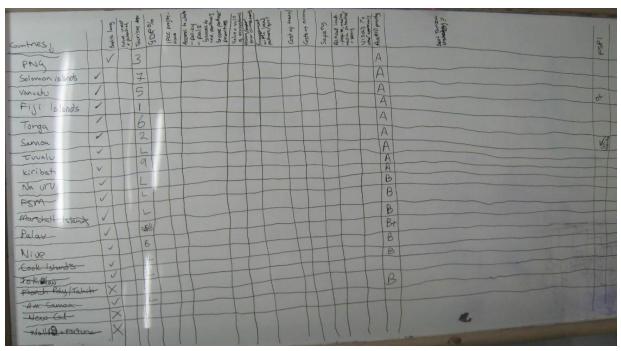






 Accessibility of data including policy and Pals (access to industrial partners, core partner priorities)

- Value and vulnerability of ecosystems
- Engagement with local partners and governments
- Cost of travel and accommodation
- Safety
- Political importance (profile, media attention and potential)
- Research visa's and other research approvals
- AusAID priorities
- Availability of development tourism strategy
- History/experience of previous hazards/events



19 South Pacific Island countries have been assessed against each criterion to tentatively select those for policy analysis at the kick-off workshop

Mr. Rex Horoi (executive director of FSPI) brought his strong expertise in local communities of South Pacific into the selection process. By addressing against the abovementioned criteria, 10 out of 19 South Pacific Island countries have been tentatively selected for the top-line policy analysis:

- Fiji Islands
- Kiribati
- Nauru
- Palau







- Papua New Guinea
- Samoa
- Solomon Islands
- Tonga
- Tuvalu
- Vanuatu



Participants discussing the selection of case study destinations (left to right, Terry DeLacy, Rex Horoi, Steve Noakes, Dale Dominey-Howes)

According to the previous research activity design in the funding application for the project, a case study approach will be used to test and develop the coupled human-environment systems model that the project attempts to develop for the tourism sector in Pacific to adapt to climate change. It was designed that a country whose tourism destinations are vulnerable to a wide range of direct and indirect impacts from climate change will be needed as a case study. The country also needs to be 'representative' so that the results are generalisable and is one where local stakeholders will participate and assist in the applied components of the research to test the vulnerability/resilience model. Taking these criteria into account, one of local partners, FSPI, has suggested Vanuatu or Samoa at that stage.

At the kick-off workshop, participants have agreed that 3 destination case studies rather than one single case study would be more appropriate to test the vulnerability/resilience adaptation model suitable for the Pacific island tourism sector to assess and develop policies and strategies to adapt to climate change. The key reason for this decision is that 3 case studies with different destination scopes will enable comparison. As case study method literature argues, the multiple-case studies design allows the researcher to explore the phenomena under study through the use of a replication strategy. (Zach, 2006)

3 destination case studies have been further selected by using the selection criteria mentioned earlier in the context of selecting policy analysis countries. Samoa, Vanuatu, and Fiji's Western Island Group have been initially selected for detailed case studies which might involve different levels of research such as national policies, destination strategies, and enterprise operations. The following table has illustrated the selections of South Pacific Island countries for policy analysis and case studies.







Criteria Countries	Written language	The importance of tourism	IPCC projections	Accessibility of data	Value & vulnerability of ecosystems	Engagement with local partners and governments (FSPI priorities)	Cost of travel and accommodation	safety	Political importance	Research visa's and other research approvals	AusAID priorities	Availability of development tourism strategy	History/experien ce of previous hazards/events	Selection outcome
American Samoa		Low									В			
Cook Islands		4									В			
Fiji Islands		1									Α			✓
French Samoa		Low									В			
Kiribati		9									Α			✓
Marshall Islands		Low									В			
Nauru		Low									Α			\checkmark
New Caledonia														
Niue		8									B+			
Palau		5-6									В			\checkmark
PNG		3									Α			✓
Samoa		2				1 st priority					Α			✓
Solomon Islands		7									Α			✓
Tahiti														
Tokelau		Low									В			
Tonga		6									Α			✓
Tuvalu		Low									Α			✓
Vanuatu		5				OK					Α			✓
Wallas & Fortona														

Selection Criteria of Pacific Island Countries for policy analysis and case studies







It should be noted that this is early stages of the project, and both selections will be tested and may very well be modified by communicating with stakeholders. Mr. Tony Everitt expressed his different opinion on the selection of policy analysis countries in terms of languages. He argued that Tahiti does have lots of information accessible in English although it is a French speaking country. Prof. David Harrison also recommended Denarau as a possible case study destination in Fiji rather than the Fiji's Western Island Group by arguing that Denarau is compact, relatively accessible, clearly based on large-scale tourism, with a variety of hotels and apartment complexes, and with a very specific set of landowners; is an integrated resort development different from most other resort areas in the regions; confronts risks from climate change particularly sea level rise.

Research Method and Research Activities

It has been agreed that the project would follow 5 steps of research activities:

Step 1: Policy analysis in 10 Pacific Island countries (tentatively including policies in Fiji Islands, Kiribati, Nauru, Palau, Papua New Guinea, Samoa, Solomon Islands, Tonga, Tuvalu, and Vanuatu)

Step 2: Develop a vulnerability/resilience framework suitable for the tourism sector

Step 3: Detailed case studies in 3 destinations (tentatively in Samoa, Vanuatu, and Fiji Western Island Group) commencing with understanding the destinations existing resilience to change, risk and disasters

Step 4: Apply and modify the vulnerability/resilience framework to the case study destinations and propose a suite of possible adaptation strategies

Step 5: Policy implications for Pacific Island Countries

Participants also discussed the way of case study research in Pacific Island countries. It has been decided that a case study research team is to share the responsibilities of the top-line policy analysis of 10 Pacific Island countries and 3 detailed destination case studies. The team includes Prof. Terry DeLacy, Professor David Harrison, A/Prof. Dale Dominey-Howes, Dr. Emma Wong, Dr. Min Jiang, and two Ph.D students at CTSR, VU whose Ph.D research topic is closely related to the project, Mr. Ryan Jopp and Ms. Louise Munk Klint. Dr. Min Jiang as fulltime research fellow of the project will lead the empirical work. FSPI, SPTO and PAT will facilitate the case studies through their local offices, related local programs, and strong network with local researchers.







It has been proposed that each time Dr. Min Jiang and other two of team members travel to one of selected Pacific Island countries and spend two weeks on location in the country collecting data and undertaking case study research, and Dr. Jiang stays one more week after to follow up with local stakeholders and supplement data collecting if needed. The detailed distribution of work is to be decided later at the case study research team meeting.

Research Goals and Plan Review

Workshop participants also reviewed the research questions, expected outputs and deliverables, and proposed work plan.

Research Questions

Within Pacific Island economies:

- What is the character of the tourism sector including its backward and forward linkages into the wider Island economies and global markets and how has it shown resilience to previous shocks?
- How might climate change impact upon the tourism sector and local livelihoods?
- What is the existing policy environment (tourism, climate change, environmental and disaster management) and how might a policy sciences analysis assist in addressing the challenge of climate change?
- What vulnerability/resilience frameworks exist in sustainability science and what are the most appropriate frameworks for use by the local tourism industry to adapt to climate change?
- How should such frameworks be incorporated into tourism policies, plans and strategies?

Expected Outputs and Deliverables

- An analysis of how current tourism related policies in Pacific Island countries are responding to climate change with PRESENTATION at workshop coinciding with SPTO inter Island meeting
- A vulnerability/resilience FRAMEWORK suitable for the tourism sector in the Pacific, involving:
 - Characterisation of the industry and its RESILIENCE in case study countries
 - Characterisation of the climate change IMPACTS in case study countries
 - Understanding the OPPORTUNITIES for the tourism sector arising from potential climate change







- Vulnerability/resilience MODEL applied to enterprises and destinations within case study destinations
- o TOOL-KIT to assist destinations and enterprises adapt, (including seizing potential opportunities) to climate change
- Detailing vulnerability/resilience FRAMEWORK for the tourism sector in the Pacific
- RECOMMENDATIONS on how tourism policies in Pacific Island countries can include a framework for adapting to climate change
- WORKSHOPS in a number of Pacific Island countries on tourism industry adaptation to climate change
- Standard academic PUBLICATIONS and industry reports

Proposed work plan

July 2009- February 2010

Step 1: Top-line policy analysis in 10 Pacific Island Countries (tentatively including tourism, climate change, environmental, disaster management policies in Fiji Islands, Kiribati, Nauru, Palau, Papua New Guinea, Samoa, Solomon Islands, Tonga, Tuvalu, and Vanuatu)

- Testing the tentative selection of 10 Pacific Island Countries for top-line policy analysis (all researchers + stakeholders)
- Preparation for policy analysis (the case study research team meeting, detailed distribution of work among the case study research team) (DeLacy + Wong + Jiang + Klint + Jopp)
- Literature review of existing external research (Harrison + Jiang)
- Conduct of policy analysis (DeLacy + Wong + Jiang + Klint + Jopp)

Step 2: Develop a vulnerability/resilience framework suitable for the tourism sector (Dominey-Howes + Wong + Calgaro + Jiang)

Output: An analysis of how current tourism related policies in Pacific Island countries are responding to climate change with presentation at workshop coinciding with SPTO inter Island meeting (DeLacy + Jiang)

<u>March 2010 – February 2011</u>

Step 3: Detailed case studies in 3 destinations (tentatively in Samoa, Vanuatu, and Fiji Western Island Group)







• Testing the selection of 3 case study destinations (all researchers + stakeholders)

- Understanding the destinations' existing resilience to climate change, risk and disasters (Jiang + Jopp + Klint)
- Case study analysis including identifying the tourism system, critiquing and reviewing the likely climate change impacts in case study destinations (DeLacy + Harrison + Dominey-Howes + Jiang + Jopp + Klint)

Output (DeLacy + Harrison + Dominey-Howes + Jiang + Jopp + Klint):

- Characterisation of the industry and its resilience in case study countries
- Characterisation of the climate change impacts in case study countries
- Understanding the opportunities for the tourism sector arising from potential climate change

March 2011 - February 2012

Step 4: Apply and modify the vulnerability/resilience framework to the case study destinations and propose a suite of possible adaptation strategies (Jiang + Partner Organizations)

 Developing an appropriate vulnerability/resilience model applied to enterprises and destinations within case study destinations

Step 5: Policy implications for Pacific Island Countries (DeLacy + Dominey-Howes + Jiang + Partner Organizations)

- Developing user-friendly tool-kit
- Developing policy instruments

Outputs: (DeLacy + Dominey-Howes + Jiang)

- Vulnerability/resilience model applied to enterprises and destinations within case study destinations
- Tool-kit to assist destinations and enterprises adapt (including seizing potential opportunities) to climate change
- Detailing vulnerability/resilience framework for the tourism sector in the Pacific
- Recommendations on how tourism policies in Pacific Island countries can include a framework for adapting to climate change
- Workshops in a number of Pacific Island countries on tourism industry adaptation to climate change
- Journal and academic conference publications and industry reports







Communications Strategies

"PT-CAP" (Pacific Tourism - Climate Adaptation Project) has been initially considered as the project brand, which might have a South Pacific map in the background. A draft flyer of the project with the proposed brand of PT-CAP has been circulated among partners and stakeholders for comments.

The proposed brand of PT-CAP is as bellows:



(Map source: SPTO http://www.south-pacific.travel/spto/cms/destinations/)

Steering Committee

It has been discussed that a steering committee is to be established which includes 6 partners of the project, and possibly three other external stakeholders closely related with the project, namely, South Pacific Regional Environment Programme (SPREP), Pacific Islands Applied Geoscience Commission (SOPAC), and United Nations Development Programme (UNDP).

Mr. Gabor Vereczi (regional technical advisor for climate change adaptation in the Pacific UNDP) has accepted the invitation to join the steering group. SPREP has also indicated their acceptance of the invitation and will name a representative on the steering committee in case the acting director Kosimiti Latu would be unable to attend to the work of the committee. The SOPAC director Cristelle Pratt is to be approached as well in this regard.







Webpage

A dedicated webpage is to be developed as well to facilitate internal and external communications for the project. Since CTSR at VU is leading the project, it has been decided that the webpage is to be based on the centre website. Currently, an url www.vu.edu.au/pt-cap has been approved to host the webpage. In addition, other partners will add a linkage on their websites.

An online office project management tool "Basecamp" has also being used for partners and stakeholders to coordinate the project activities and communicate with each other by sharing information, tracking milestones, and having access to ecalendar.

Research Capacity Building Opportunity

Participants also discussed about the research capacity building opportunities for local partners and stakeholders of the project. Workshops could be organized when fieldworks are conducted in a case study country. One of the key local partners, USP will be able to build research capacity not only in tourism and hospitality but also in other related areas by getting USP staff involved in the project, publicizing the university through the communications strategies, and providing lectures or workshops when researchers conduct fieldworks in South Pacific. Professor Harrison will coordinate this involvement and will investigate whether a research student may be available to be involved in the project jointly supervised by USP and VU.







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Steering Committee

Prof. Terry DeLacy, VU (Chair)
Mr. Rex Horoi, FSPI
Mr. Sai Too Go, SPTO
Adjunct Prof. Steve Noakes, PAT
Prof. David Harrison, USP
Assoc./Prof. Dale Dominey-Howes, UNSW

Other Pacific Island stakeholders

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Reference

Zach, Lisl (2006), Using a Multiple-case Studies Design to Investigate the Information-seeking Behavior of Arts Administrators, Library Trends, June 22, 2006, available online at http://www.thefreelibrary.com/Using+a+multiple-case+studies+design+to+investigate+the...-a0151440802, last visit on 31 July, 2009.

Appendices

- 1. Presentation by Mr. Tony Everitt: *Tourism's Role in the South Pacific Economy*
- 2. Presentation by Prof. David Harrison: *Tourism, South Pacific and Climate Change*
- 3. Presentation by Adjunct Prof. Steve Noakes: Pacific Islands Tourism Sector
- 4. Presentation by Assoc. Prof. Dale Dominey-Howes: Core Concepts in the 'Hazard-Risk-Vulnerability' Paradigm
- 5. Briefing paper on policy analysis by Dr. Emma Wong
- 6. Briefing paper on vulnerability and adaptation by Dr. Emma Wong and Dr. Min Jiang
- 7. Briefing paper on tourism and climate change by Dr. Min Jiang

