

# CLEAN PACIFIC ROUNDTABLE

## Parallel Session 2.3 A – Boosting Eco-tourism through proper Waste Management

### Regional Perspective of Waste Management in the Context of Sustainable Tourism Development

21 August 2018, Suva, Fiji

Christina Leala Gale  
Manager, Sustainable Tourism Development



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# PRESENTATION OUTLINE

- ❖ Brief on South Pacific Tourism Organisation
- ❖ Tourism Trends and Performance
- ❖ Future growth
- ❖ Vision for Sustainable Tourism
- ❖ Snapshot of Tourism sector waste management initiatives
- ❖ Challenges and Opportunities
- ❖ Way Forward



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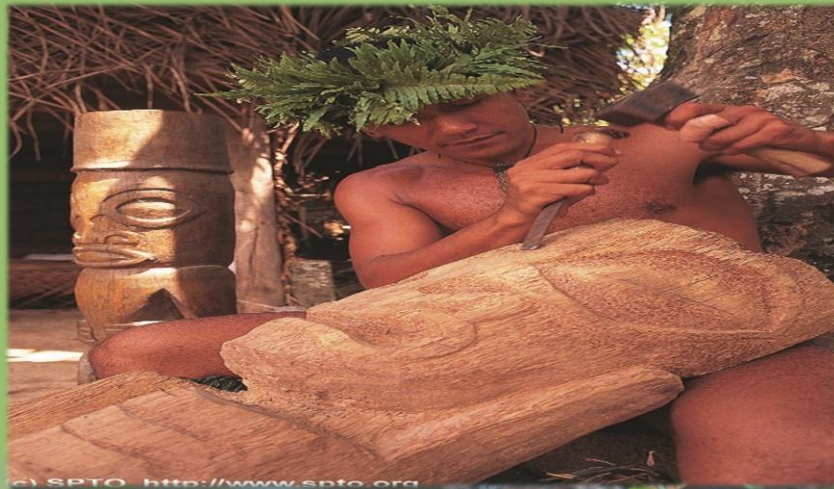
# The Islands of the Pacific



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United States  
of America

## SPTO MEMBER COUNTRIES





✦ The Pacific is more than the 3S – (Sun, Sea and Sand) perception

✦ Our greatest tourism assets in the Pacific are:  
**OUR LAND, OCEAN, PEOPLE and CULTURE**

✦ Our Natural and Cultural Diversity remain our point of difference

# PACIFIC TOURISM

“

Our islands, environment and culture are yours to discover, experience, respect!

”



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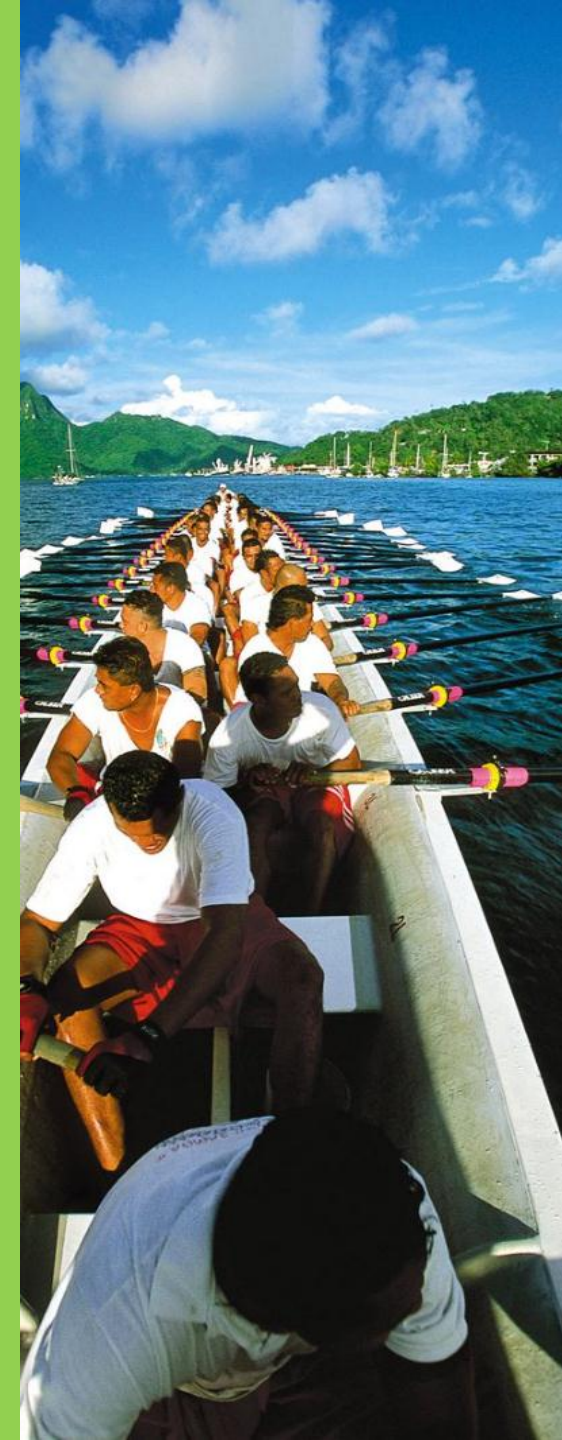
# ABOUT SPTO

- Intergovernmental body mandated for marketing and developing tourism in the Pacific.
- Vision: “Inspire Sustainable Growth and Empower Pacific People”
- **Partners/Strategic Alliances:**
- National Tourism Offices, CROP, PIPSO, PT&I network, Cruise Lines International Association (CLIA) Sustainable Travel International (STI), CTA, WHO, UNE, UNDP, NGOs etc.
- CROP agency with Private Sector Members
- 17 PI governments + China (development partner)
- Core areas of focus: **Marketing, Research and Statistics and Sustainable Tourism Development**



# SPTO'S SUSTAINABLE TOURISM FOCUS

- Align SPTO's regional sustainable tourism programmes with the: SDGs, the Pacific Tourism Strategy 2015-2019 and national priorities & plans of its members through:
  - Technical advisory support
  - Policy support
  - Awareness, education & capacity building
  - Advocacy and
  - Resource mobilisation





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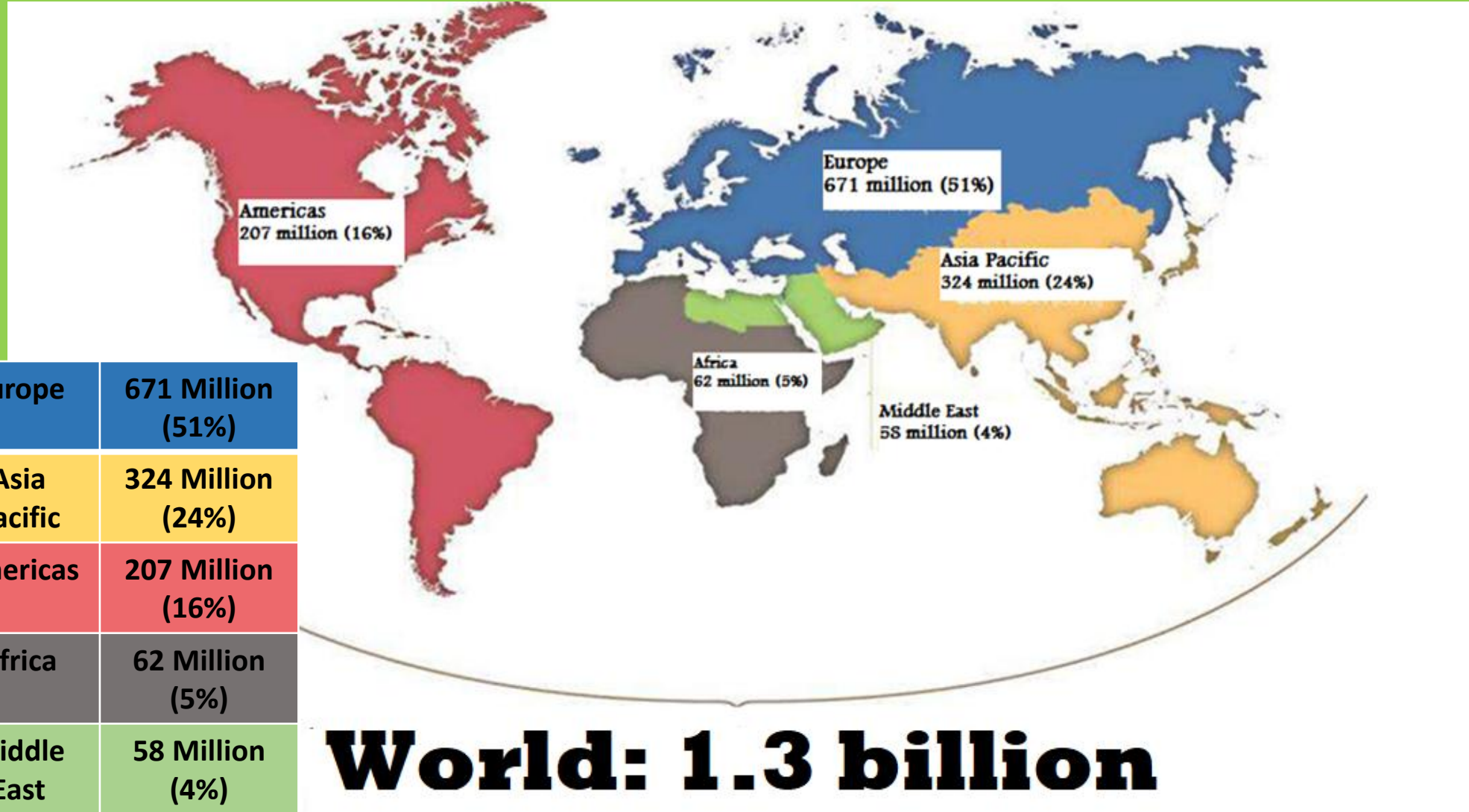
# GLOBAL TOURISM TRENDS and PERFORMANCE



# INTERNATIONAL TOURIST ARRIVALS 2017



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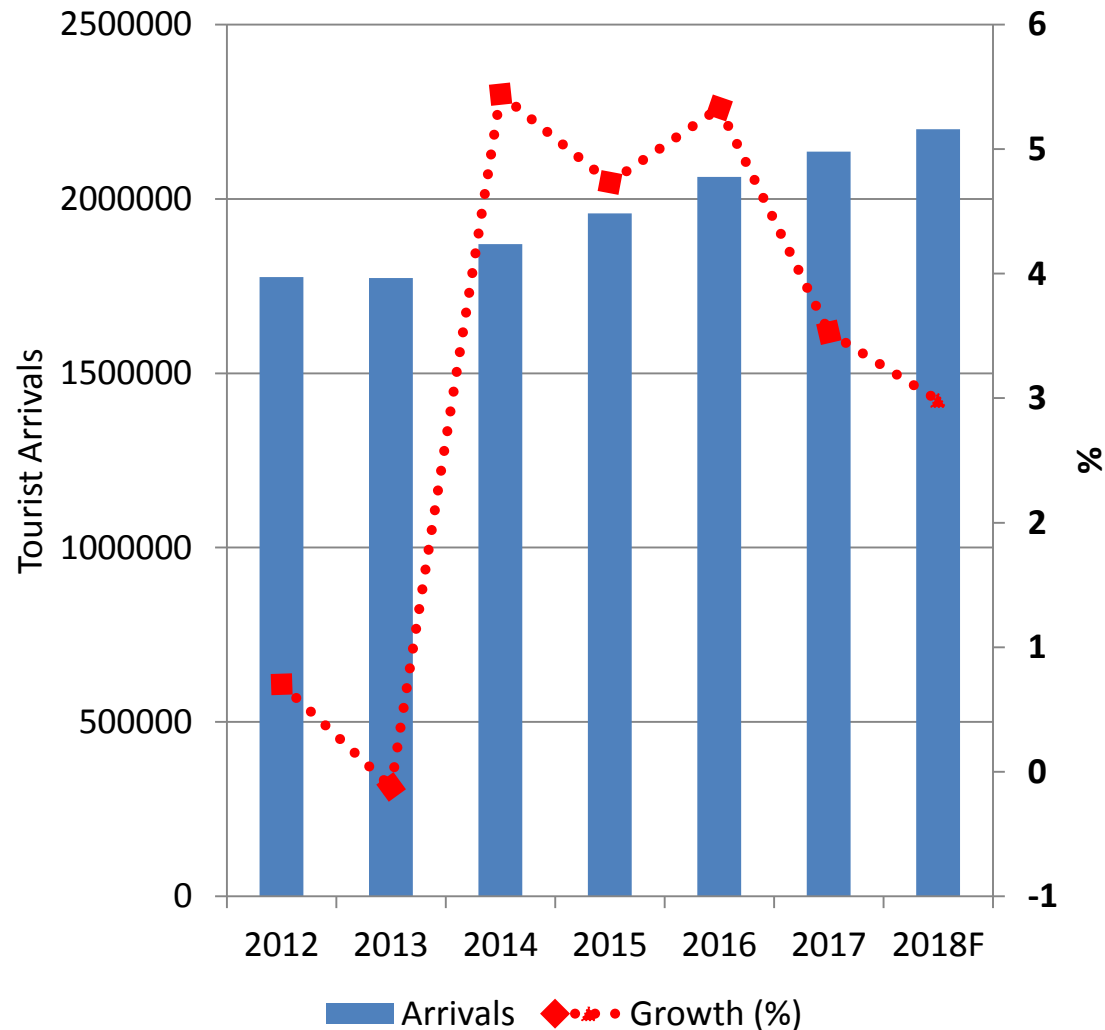
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# TOURISM PERFORMANCE IN THE PACIFIC

# SNAPSHOT OF PACIFIC TOURISM PERFORMANCE



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- Pacific air arrivals increased from **1.7 m (2012)** to **2.1 m (2017)**
- Est **1 million** are cruise visitors
- Approx. **0.17%** destination share of Global arrivals
- **3.3%** Av annual regional growth over last six years (2012-2017).
- **50.3%** - Aust (29.4%) and NZ (20.9%)
- **49.7%** - Other Markets (Europe, USA, Japan, China)
- **By purpose of visit:**
  - 1. Leisure/Holiday (Cooks, Fiji, Van)
  - 2. Business (PNG etc) and
  - 3. Visiting Friends & Relatives (**VFR**) (Samoa & Tonga)

Source: NTOs, NSOs & SPTO

Notes:(F) Forecast

# ANNUAL VISITOR ARRIVAL BY DESTINATION: 2012-2017



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Destination	2012	2013	2014	2015	2016	2017(p)	
Fiji	660590	657706	692630	754835	792320	842884	→ 39.4%
French Polynesia	168978	164393	180602	183831	192495	198956	} 47.2%
PNG	167149	184321	191442	198685	197632	142943	
Samoa	134687	124673	131719	136104	145176	155098	
Cook Islands	122384	121158	121458	125132	146473	161362	
Palau	118754	105066	140784	161931	138416	122726	
New Caledonia	112204	107753	107187	114072	115676	120697	
Vanuatu	108161	110109	108811	89952	95117	109063	
Tonga	47457	48188	50436	53731	59130	62434	
FSM	38263	42109	35440	30240	29485	30060	
Timor Leste	34902	44146	48986	61037	71680	119432	
Solomon Islands	23925	24431	20070	21623	23192	25700	
American Samoa	22580	20846	21603	20335	20050	19987	
Niue	5047	7047	7408	7707	8918	9805	
Kiribati	4907	5868	5111	4353	5018	5663	
Marshall Islands	4590	4342	4876	6311	5332	5202	
Tuvalu	1019	1302	1416	2402	2465	2530	} 13.4%
Nauru					3038	3002	
<b>Total</b>	<b>1,775,597</b>	<b>1,773,458</b>	<b>1,869,979</b>	<b>1,958,499</b>	<b>2,072,435</b>	<b>2,137,538</b>	

Source: NTOs, NSOs & SPTO. Data in red are SPTO estimates based on averages of the past four months.



# PICs TOURISM ECONOMIC CONTRIBUTION



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	Latest year on available employment data	Number of Tourism Employees (1)	Number of Total employment (2)	Tourism Employment as % of total Employment	Tourism Earnings as % of GDP (2017 Estimates)
America Samoa	2011		18,028	0.0	3.3
Cook Islands	2014	2386	6,938	34.4	69.1
FSM	2014	1802	6,938	26.0	25.9
Fiji	2017	42300	303,647	13.9	40.3
French Polynesia	2016	10500	126,300	8.3	11.8
Kiribati	2017	462	28,158	1.6	5.5
Marshall Islands	2014	605	12,600	4.8	5.3
Nauru	2017	0	0	0.0	2.8
New Caledonia	2017	4615	119,500	4.9	2.4
Niue	2014	226	700	32.3	41.0
Palau	2014	1172	6,000	19.5	6.7
PNG	2016	21000	2,344,733	0.9	2.3
Samoa	2016	4080	45,161	9.0	20.4
Solomon Islands	2017	6400	208,016	3.1	10.4
Timor Leste	2014	2586	263,000	1.0	5.7
Tonga	2017	6400	33,422	19.1	18.2
Tuvalu	2014	87	3,869	2.2	6.9
Vanuatu	2017	11000	42,295	26.0	46.1
<b>Total</b>		<b>115,621</b>	<b>3,569,305</b>		

Source: NTO's NSOs, World Tourism Travel Council, ADB & SPTO Estimates

# FUTURE GROWTH



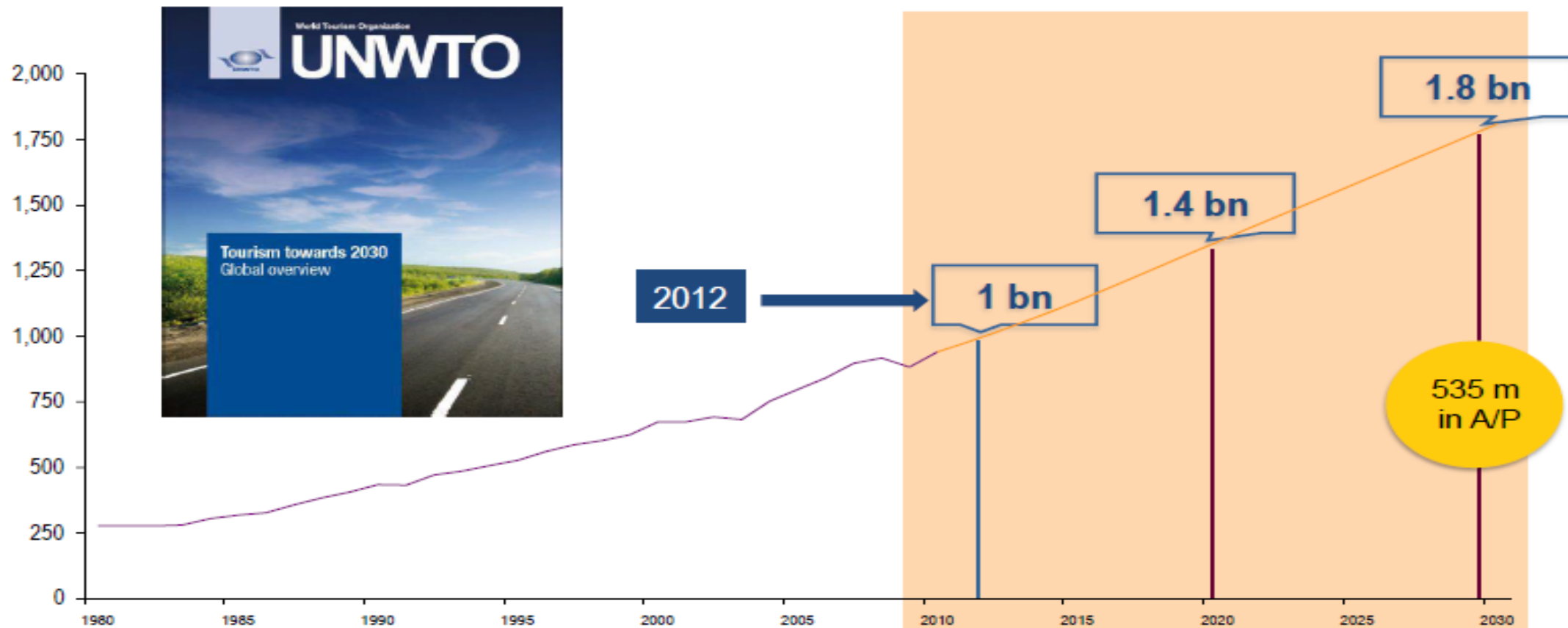
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# 1.8 billion International Tourist Arrivals by 2030

Annual average growth: 3,3%



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Source: World Tourism Organization (UNWTO)

UNWTO - a Specialized Agency of the United Nations





# POSITIVE FORECAST FOR PICs

## (SPTO, WB & PATA)

- Forecasted economic contribution is **4.9 US\$ bn by 2019** (SPTO)
- Double tourist arrivals by **2040 to 3 million** (World Bank)
- **Annual growth rate of 3%** per annum in tourist arrivals (World Bank)
- **Additional 127,600 jobs** to the region **by 2040** (World Bank)
- **Booming economies of Asian countries-** China outbound 700 mil in 2017 (PATA)
- Growing middle class with **increased personal wealth and disposable income** (PATA)



# TRAVELERS' VALUES ARE CHANGING

Aspirations and core values of travelers are changing, they are seeking:

- ✓ **environmentally responsible**
- ✓ culturally rich and off-the-beaten track experiences
- ✓ desire to give back to communities
- ✓ True authentic and unique experiences with a "WOW" factor



# IMPLICATIONS OF FUTURE GROWTH

## Increased pressure on local resources and vulnerable environment:

- Marine litter/water pollution
- Health safety – Sanitation
- Pressure on land fills and waste disposal services
- **Detrimental to destination wealth and health**



# VISION FOR SUSTAINABLE TOURISM



# SUSTAINABLE TOURISM

is defined as:

"Tourism that takes full account of its **current and future economic, social and environmental impacts**, addressing the needs of **visitors, the industry, the environment and host communities**"

*– UN World Tourism Organization*



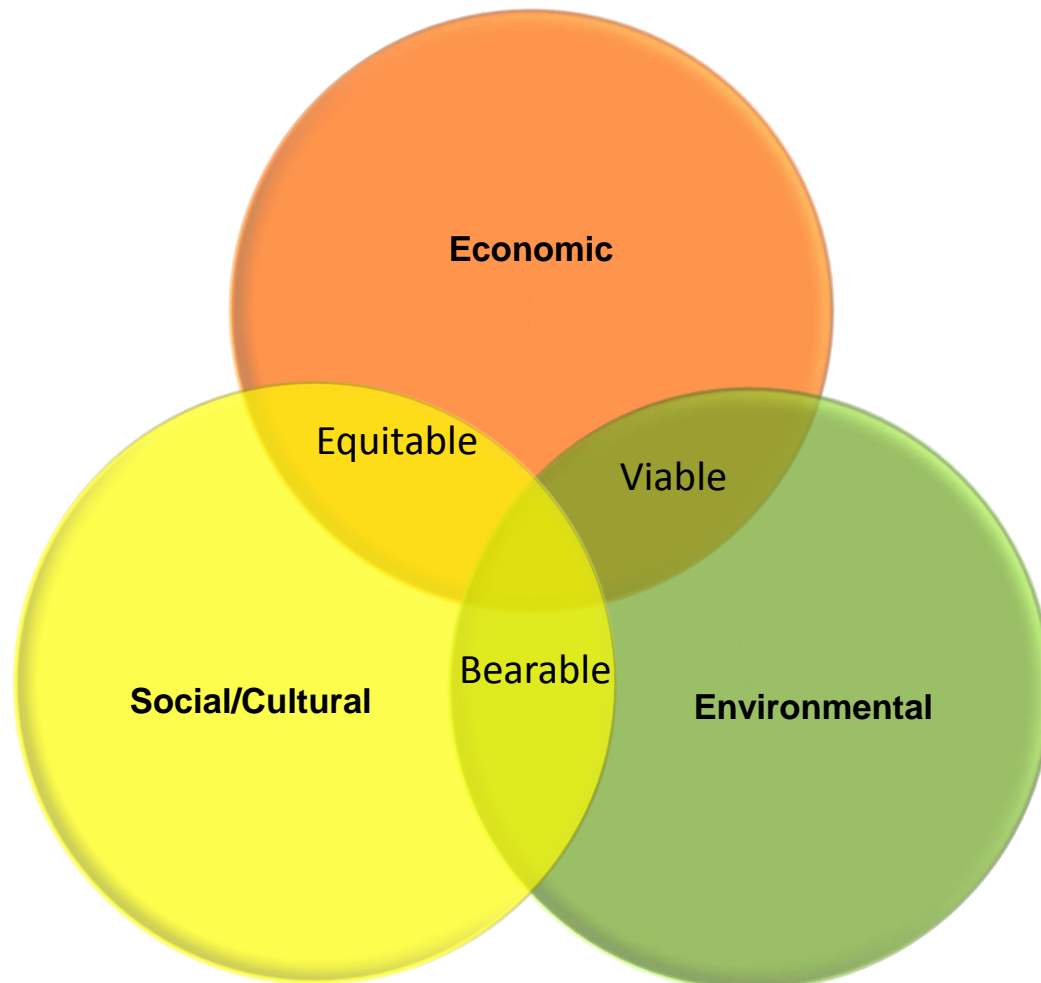
# REGIONAL TOURISM PRIORITIES



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# TRIPLE BOTTOM LINE OF SUSTAINABILITY





# SDG TARGETS MOST RELEVANT TO TOURISM IN PACIFIC SIDS



**Target 8.9** “to **devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products**”



**Target 12.b** “Develop and implement tools to **monitor sustainable development impacts for sustainable tourism which creates jobs, promotes local culture and products**”



**14.7** “by 2030 increase the **economic benefits to SIDS and LDCs from the sustainable use of marine resources including through the sustainable management of fisheries, aquaculture and tourism**”



# BUSINESS CASE FOR SUSTAINABILITY

- Gaining competitive advantage by being a leader in the sector
- **Customer loyalty**
- **Regulatory compliance**
- **Risk management**
- Stabilized utility prices and availability
- **Creation of a positive business culture**
- Investor requirements



# HIGHLIGHTS OF TOURISM SECTOR-LED WASTE MANAGEMENT INITIATIVES



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Tourism has contributed through a range of initiatives:

- Reuse – plastic bottles reused for mangrove seedling, donating used resources to communities
- Reduce – Linen reuse policy, green procurement
- Recycle – wine bottles into sand/cement
- Refuse – plastic bag ban on sites



- Minimum Standards and accreditation programs
- Clean up campaigns
- Awareness and education
- Investment in green practices
- Staff Training
- Awards and recognition
- SPTO Pacific Sustainability Monitoring Program



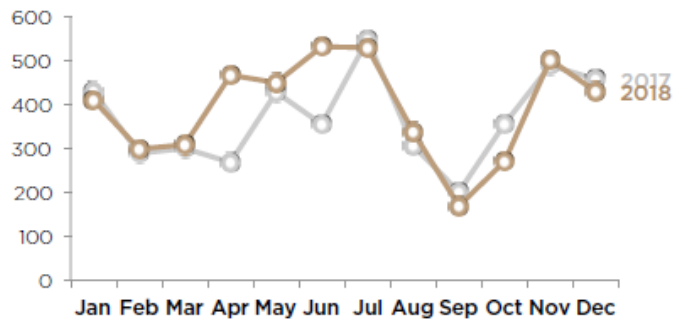
# Monitoring Waste Production in Hotels



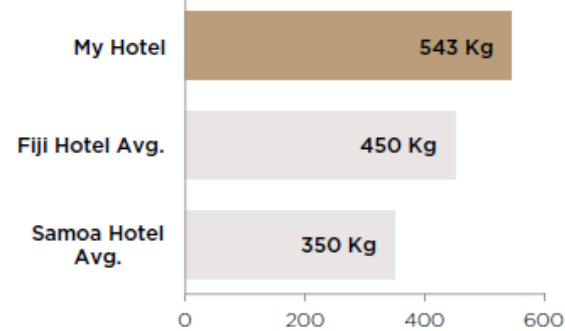
SUSTAINABILITY MONITORING PROGRAM

Improve your hotel performance, while making a difference.

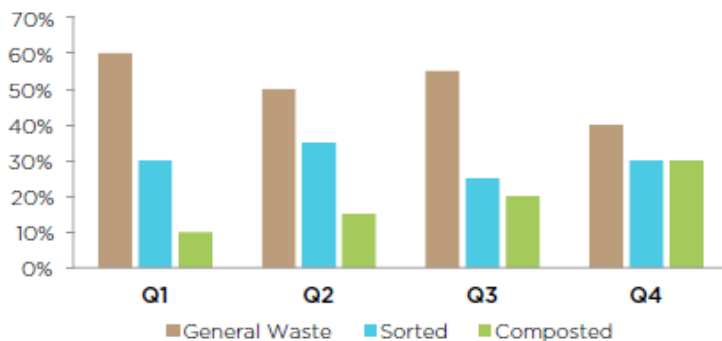
Waste Generated Per Guest Night (Kg)



2018 Waste Generated Per Guest Night (Kg)



Waste Disposal by Method (% of total waste)



Percent of Chemicals that are Eco-Friendly (% of total spent on chemicals, YTD)



## ABOUT

From housekeeping and property maintenance to catering and purchasing, we know that there are lots of complexities involved in running a hotel. This program is designed to connect you with useful tools and information that will make your job easier and your business more successful. Participating in the program is not only free, but it can also lead to long-term savings and an enhanced brand reputation - all while helping to conserve our region's natural and cultural resources!

## WHY PARTICIPATE?



**COLLECT USEFUL DATA**  
Our digital toolkit makes it simple to monitor your operations performance related to energy-use, waste-reduction, sustainable sourcing, and other business processes.



**ACCESS HELPFUL RESOURCES**  
You'll receive useful information about best practices, new technologies, and innovative ideas, as well as access to implementation resources and training opportunities.



**DRIVE BUSINESS IMPROVEMENT**  
Use the data and resources to streamline your management processes, increase resource efficiency, and run your business in a more cost-effective manner.



**SHOW GUESTS YOU CARE**  
Travelers are increasingly seeking responsible travel experiences. We'll help you use your data to demonstrate your sustainability progress and enhance your brand reputation.



**RECEIVE RECOGNITION**  
Participating in the program will help you prepare for and learn about recognition opportunities, such as sustainability awards and certifications.



**LEAD THE WAY**  
By showing initiative and participating in the pilot stage of this program, you'll be taking steps to establish your business as a regional changemaker and sustainability champion.



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Vulnerability  
Lack of data  
Lack of tools & motivation

PROBLEM

BENEFICIARIES

Accommodation providers in Fiji & Samoa

Motivate enterprises  
Develop a data collection tool  
Train enterprises to use tool  
Collate data  
Impact reporting

KEY STEPS

INDICATORS

# businesses trained  
# businesses collecting data  
# businesses improving impacts  
# impact reports produced

Training of 50 businesses in Fiji & 50 in Samoa  
Destination & regional data collation & reporting  
Roadmap for project expansion

OUTCOMES

Improved data collection at scale  
Heightened awareness of SCP  
Improved decision making  
Improved SCP practices

LONG TERM CHANGE

# WASTE MANAGEMENT INDICATORS

- Total waste sent to landfill
- Total waste sorted
- Total volume of plastic bottles sorted
- Total food waste composted or used for feed
- Led to introduction of new procedures and appreciation of waste management efforts



# BARRIERS TO WASTE MANAGEMENT IN THE TOURISM SECTOR



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# BARRIERS TO SECTOR EFFORTS

- Cost of waste disposal impacting small businesses
- Unreliable or non-existent collection services
- Disposal process unclear after sorting process at hotels
- Access to and high cost of eco-friendly chemicals and equipment
- Lack of local recycling facilities (cost a disincentive to recycling)
- Policies not addressing the root problem (plastic bag levy vs banning plastic bags)
- Efforts dampened by public behaviour



# OPPORTUNITIES FOR IMPROVING WASTE MANAGEMENT IN THE TOURISM SECTOR

- **Pacific Sustainability Monitoring Program** – expansion to subsectors including transport, tours, restaurants, attraction sites etc and replication to the region.
- **Pacific Sustainable Tourism Network**
  - Knowledge sharing platform
  - Online forum
  - Open to ALL partners supporting sustainable tourism development efforts
  - Pacific Tourism Green Leaders Program
- **Regional Awards and Recognition Programs**
- **UNWTO-SPTO research project on Product Development and Carrying Capacities**
- **Public-Private Partnerships** – recycling facilities, access to green technology, monitoring, capacity building



# WAY FORWARD









## PROPER WASTE MANAGEMENT FOR THE FUTURE OF PACIFIC TOURISM



- Stronger inter-sectoral collaboration at regional and national levels
- Improve sustainable waste management options and recycling facilities
- Circular Economy approach, How can we take action?
- Push for private sector commitment to environmental and social responsibility
- Explore and support opportunities for eco-tourism – joint partnerships
- Strengthen monitoring, data collection and reporting systems



# MONITORING THEMES

-  Energy Management
-  Water Management
-  Waste Management
-  Procurement
-  Employment
-  Pollution
-  Conservation
-  Cultural Heritage

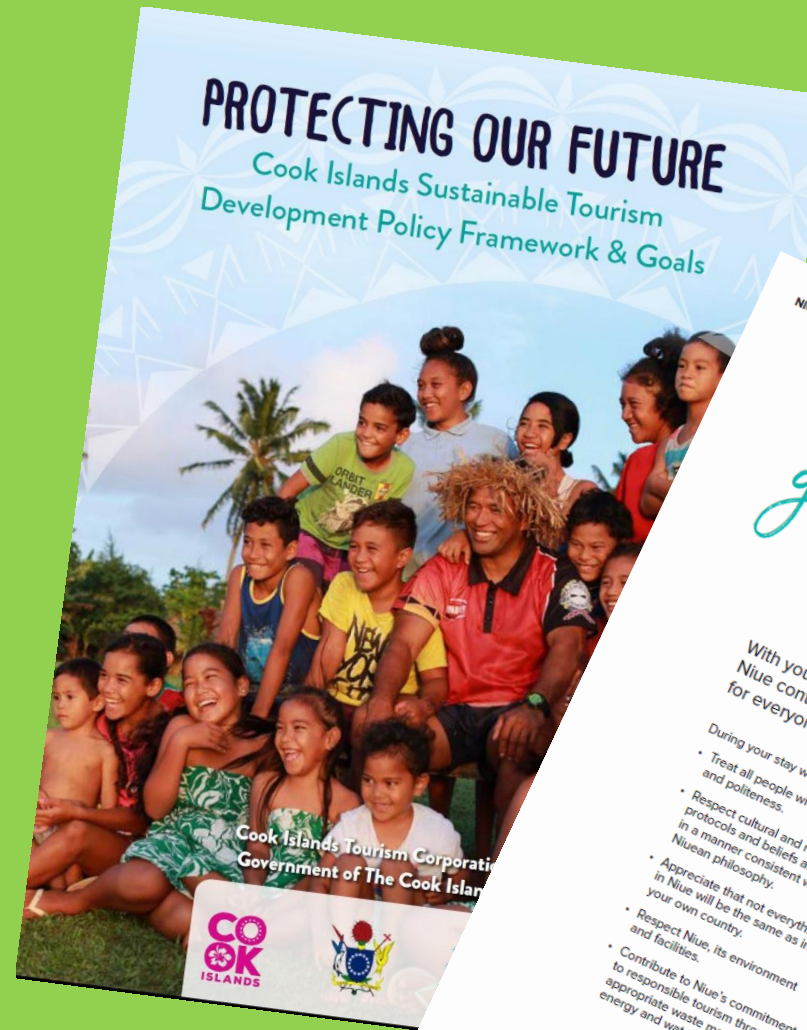


- Establish national sustainable tourism networks and link to the Pacific Sustainable Tourism Network

- Strengthen the necessary policy and regulative frameworks e.g. legislations, standards and guidelines

- Consider reasonable waste disposal and handling costs

- Pacific tourism to focus on **High Yield, Low Volume** approaches



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# THANK YOU

**Contact:**  
[cgale@spto.org](mailto:cgale@spto.org)

[www.southpacificislands.travel](http://www.southpacificislands.travel)



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