



FIJI NATIONAL SUSTAINABLE TOURISM FRAMEWORK 2024-2034

Action Plan



Ministry of
Tourism and
Civil Aviation

FOREWORD BY DEPUTY PRIME MINISTER AND MINISTER FOR TOURISM AND CIVIL AVIATION

“By 2034, our sustainable, thriving and inclusive tourism sector promotes community wellbeing, provides equitable opportunities, and restores and protects our unique cultural heritage and biodiversity.”

I am pleased to present the National Sustainable Tourism Framework (2024-2034), our shared vision for the Fijian tourism industry.

At the heart of this vision is the collective views and desires of what we want for, and from, tourism in the next ten years.

For years, Fiji’s Tourism industry has been the bedrock of the economy – contributing close to a third of national Gross Domestic Product. We now have the opportunity to reshape and capitalize on the immense potential tourism brings.

Our people desire a Tourism industry that promotes a prosperous visitor economy, creates thriving and inclusive communities, encourages visible and valued cultures and ensures healthy islands and oceans.

Our commitment to the future of tourism is woven into the fabric of this Framework – underpinned by principles and values that will guide the way in which we will collectively implement the NSTF.

This strategy is rooted in the principles of sustainability, resilience, and inclusivity. We envision a tourism landscape where the benefits are shared equitably, where the natural beauty and cultural richness of our nation is preserved for generations to come, and where the industry serves as a catalyst for positive change.

I take this opportunity to thank all those who have contributed to the creation of this Framework—whether through their expertise, dedication, or passion for sustainable tourism. This is a collective effort, and its success depends on the commitment and partnership of all stakeholders involved.

I look forward to seeing the fruition of our work together.

Sincerely
Hon. Viliame Gavoka



Introduction to the NSTF Action Plan

The 10-year Fiji Nation Sustainable Tourism Framework (NSTF) outlines the collective vision for transforming the tourism sector in Fiji. Diverse stakeholders have articulated a future in which tourism actively contributes to fulfilling careers, quality employment, professional development and entrepreneurship; to safeguarding and promoting cultural heritage; to generating equitable returns for landowners; to protecting Fiji’s unique biodiversity and acting as responsible stewards of the marine and terrestrial environment as well as playing its part in reducing carbon emissions and addressing climate and disaster risks.

To realise the NSTF’s vision, this Action Plan identifies solutions to key challenges and strategic actions required to ensure a sustainable future for the sector, one that has the economic and social well-being of our people, our ocean, our environment, and our culture at its heart. One that contributes to the overall development priorities of the current generation without compromising the ability of future generations to meet their development goals.

This Action Plan is a tool for the Government, industry and other tourism stakeholders to focus their attention on the key changes, initiatives and projects that need to occur in the first three years to stimulate sustainable tourism growth in the country. The Action Plan is designed to help the public and private sectors align with the four Goals and the ten Priorities of the NSTF. The successful implementation of the initial three-year Action Plan (2024-2027) will require the collective efforts of all tourism stakeholders – and by necessity the Action Plan will remain dynamic and change over the lifetime of the NSTF.

The success of the NSTF and the three-year action plan will also be measured by key performance indicators as identified in section 4 of the NSTF. Tracking the success of the tourism sector and the achievement of the goals, priorities and objectives requires a holistic approach to measuring key performance indicators and a strong commitment to data and information sharing across agencies. A monitoring and evaluation framework for the NSTF and the Action Plan will be developed to ensure regular monitoring of these indicators, tracking of proposed action and allow for corrective action where progress is slower than expected.



GOAL 1: PROSPEROUS VISITOR ECONOMY

Tourism supports a prosperous and resilient economy

Priority 1.

Create an enabling policy environment and regulatory coherence

Priority 2.

Nurture sustainable investments

Priority 3.

Create a competitive destination with diverse experiences



PRIORITY 1:

Create an enabling policy environment and regulatory coherence

Outcome	Strategy	Action	Stakeholders	2024-2027	2027-2030	2030-2034	
Sustainable tourism is inclusive, effectively planned and coordinated, policy reforms are accelerated, and the coherence of the policy environment gives clarity and certainty for all operators and investors	Strengthen coordination and institutional capacity for coherent tourism planning	Create Fiji's first Tourism Act under the Ministry of Tourism and Civil Aviation that addresses tourism related institutions, laws and regulations, including Sustainable Tourism Standards	Ministry of Tourism and Civil Aviation, Ministry of Trade, Co-operatives, Micro, Small and Medium Enterprises and Communications, Ministry of Finance, Strategic Planning, National Development and Statistics, Office of the Attorney-General, Ministry of Lands and Mineral Resources, Ministry of Environment and Climate Change, Tourism Fiji and Industry stakeholders				
		Review, with intent to increase, MTCA's resources including staff to ensure MTCA can play a more active role in whole-of-government coordination, sector engagement, policy planning, regulatory coherence, and standards implementation	Ministry of Tourism and Civil Aviation, Ministry of Finance, Strategic Planning, National Development and Statistics				
		Ensure policy alignment of the NSTF with all national and sectoral plans of Fiji to ensure coherency and collaboration	Ministry of Tourism and Civil Aviation				
		Create a public-private NSTF Implementation Committee (NSTFIC) as a standing consultative group for tourism policy and planning	Ministry of Tourism and Civil Aviation				
	Streamline regulatory requirements and processes affecting the tourism sector to promote tourism diversification and strong tourism value chains	Publish a classification system for tourism services in Fiji defining accommodation, tour operations, transportation, and associated service providers	Ministry of Tourism and Civil Aviation, Ministry of Trade, Co-operatives, Micro, Small and Medium Enterprises and Communications, Ministry of Finance, Strategic Planning, National Development and Statistics, iTaukei Land Trust Board, Office of the Attorney-General, Tourism Fiji and sector stakeholders				
		Review Hotel and Guest Houses Act 1973 with intent to modernise definitions and purpose, and to streamline licencing processes					
		Audit and map all tourism-related legislation and regulation to inform the proposed Tourism Act, and the national sustainable tourism standards criteria					
		Provide key regulatory agencies with standardised key messages and training materials documenting importance of the tourism sector to assist in shifting the culture from 'control' to 'facilitation'					
		Introduce differentiated regulatory requirements based on the tourism services classification system		iTaukei Land Trust Board, Ministry of Tourism and Civil Aviation, Office of the Attorney-General			
		Streamline the marriage registration/licence process for non-residents to encourage the wedding market		Ministry of Justice, Ministry of Tourism and Civil Aviation			

PRIORITY 1:

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Outcome	Strategy	Action	Stakeholders	2024-2027	2027-2030	2030-2034
Sustainable tourism is inclusive (cont.)	Improve the guidance available to new and existing operators and investors, including auxiliary services to the tourism sector	Strengthen partnerships with and between business associations, incubation and acceleration programmes and advisory service providers to provide advisory support and mentoring to emerging tourism businesses	Business development support programmes, incubators and accelerators			
		Continue to digitize information and permit processes including facilitating online applications and payments	Ministry of Trade, Co-operatives, Micro, Small and Medium Enterprises and Communications			
An improved evidence base for active monitoring of the value of tourism and its impacts supports tracking of tourism sustainability and recalibration of priorities as needed for responsible destination management	Strengthen the evidence base to provide decision makers and investors with accurate, holistic and timely information	Resource the MTCA with statistical/ analyst capacity to ensure relevant existing information is consolidated and made available to users in a timely way	Ministry of Tourism and Civil Aviation, Fiji Bureau of Statistics, Reserve Bank of Fiji, Ministry of Finance, Strategic Planning, National Development and Statistics			
		Resource the MTCA with Monitoring and Evaluation capacity to ensure compliance with the Monitoring Evaluation and Learning Plan	Ministry of Tourism and Civil Aviation, Fiji Bureau of Statistics, Reserve Bank of Fiji, Ministry of Finance, Strategic Planning, National Development and Statistics			
		Create a Tourism Statistics NSTFIC Sub-committee and ensure regular meetings to share information and harmonise key statistics on the visitor economy	Ministry of Tourism and Civil Aviation, Ministry of Finance, Strategic Planning, National Development and Statistics, Fiji Revenue and Customs Service, financial institutions, Fiji Development Bank, Fiji Bureau of Statistics			
		Transform data into actionable insights for tourism businesses to support improved decision-making				
		Harmonise and agree consistent data sources to be used across agencies, before incorporating into a systemized updating process for the Tourism Satellite Account				
		Develop partnerships with research institutions and agencies to ensure consistent access to quality, relevant tourism research	Ministry of Tourism and Civil Aviation, Academic Institutes			

PRIORITY 2:

Nurture sustainable investments

Outcome	Strategy	Action	Stakeholders	2024-2027	2027-2030	2030-2034
Tourism stakeholder risk management capability is strengthened, supporting sector resilience	Strengthen risk management capabilities within the sector to support sector resilience	Identify resources and partners to support tourism businesses (MSMEs in particular) to develop business continuity plans and build contingency funds	Ministry of Rural and Maritime Development and Disaster Management, Business Assistance Fiji, Ministry of Trade, Co-operatives, Micro, Small and Medium Enterprises and Communications, Fiji Hotel and Tourism Association, Industry Associations			
		Work with financial institutions and private sector associations to expand insurance options	Financial Institutions, Insurance providers, Private Sector Associations			
		Identify or develop risk and hazard assessment tools and training to improve risk management practices	Ministry of Tourism and Civil Aviation, Ministry of Rural and Maritime Development and Disaster Management			

Outcome	Strategy	Action	Stakeholders	2024-2027	2027-2030	2030-2034
National sustainable tourism standards help accelerate sustainable tourism development, providing clear guidance for products, experiences and investments on nurturing sustainable tourism enterprises and attracting responsible visitors	Develop national sustainable tourism standards to promote sustainable tourism development	Complete a Global Sustainable Tourism Council (GSTC)-Recognised Destination certification	Ministry of Tourism and Civil Aviation, Tourism Fiji, Fiji Hotel and Tourism Association, Industry stakeholders			
		Customise the Pacific Sustainable Tourism Standard for Industry (PSTS-I) to Fiji context, including cross-reference to national policies and regulatory requirements applicable to the tourism sector	Ministry of Tourism and Civil Aviation, Tourism Fiji, Fiji Hotel and Tourism Association, Industry stakeholders			
		Ensure Fiji sustainable tourism standards continue to reflect regional and global best practices by monitoring and aligning with updates to Pacific Sustainable Tourism Standards and/or the GSTC criteria	Ministry of Tourism and Civil Aviation, Tourism Fiji, Fiji Hotel and Tourism Association, Industry stakeholders			
		Determine the institutional ownership and implementation model for Fiji national sustainable tourism standards for Destination and Industry	Ministry of Tourism and Civil Aviation			
		Incorporate principles and best practices of Fiji Code of Conduct for Tourism Service Providers into the Fiji sustainable tourism standards	Ministry of Tourism and Civil Aviation			
	Position Fiji as a tourism sustainability champion by providing clear guidance and incentives for the types of sustainable tourism investments desired	Incorporate sustainability requirements into tourism investment incentives and loan packages offered through Financial Institutions	Ministry of Finance, Strategic Planning, National Development and Statistics, Fiji Revenue and Customs Service, Financial Institutions, Fiji Development Bank			
		Include Fiji sustainable tourism standards under the proposed new Tourism Act to provide a legal basis for future fiscal incentives	Ministry of Tourism and Civil Aviation, Ministry of Finance, Strategic Planning, National Development and Statistics, Fiji Revenue and Customs Services, Investment Fiji, Office of the Attorney-General, Fiji Revenue and Customs Services			
		Conduct review and analysis of past and current incentives for the tourism sector (Fiji and comparators) to determine effectiveness and inform future incentive policies	Ministry of Tourism and Civil Aviation, Ministry of Finance, Strategic Planning, National Development and Statistics, Fiji Revenue and Customs Services, Investment Fiji, Ministry of Trade, Co-operatives, Micro, Small and Medium Enterprises and Communications, Fiji Revenue and Customs Services			
		Ensure tourism demand for sustainable investment is reflected in national planning processes	Ministry of Tourism and Civil Aviation, Ministry of Finance, Strategic Planning, National Development and Statistics, Energy Fiji Limited, Local Governments, Water Authority of Fiji			
		Include information on NSTF and Fiji sustainable tourism standards in investment promotion and facilitation activities/materials	Investment Fiji, Tourism Fiji			
		Formalise the role and responsibilities of MTCA in considering new tourism investments in the proposed Tourism Act	Ministry of Tourism and Civil Aviation, Ministry of Trade, Co-operatives, Micro, Small and Medium Enterprises and Communications, Ministry of Rural and Maritime Development Ministry of iTaukei Affairs, Heritage and Culture, iTaukei Trust Fund, iTaukei Land Trust Board			

PRIORITY 2:

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Outcome	Strategy	Action	Stakeholders	2024-2027	2027-2030	2030-2034
Strengthened partnerships between resource owners and domestic and international investors support the ongoing localisation of tourism investment	Develop a coordinated and focused investment promotion strategy in support of ongoing localisation of tourism investments, attracting financiers, investors and consumers who share Fiji's sustainable tourism values.	Develop guidelines for structuring partnerships (including equity and consortia) between community-led businesses, indigenous trusts and investors building on existing models in Fiji and the region.	Ministry of Tourism and Civil Aviation, Ministry of Trade, Co-operatives, Micro, Small and Medium Enterprises and Communications, Ministry of iTaukei Affairs, Heritage and Culture, iTaukei Trust Fund, iTaukei Land Trust Board, Investment Fiji			
		Strengthen partnerships between investment, tourism, conservation and cultural organisations to ensure policy coherence across environmental, cultural and economic development goals.	Investment Fiji, Ministry of iTaukei Affairs, iTaukei Affairs Trust Fund, National Trust, conservation organisations, Fiji Arts Council			
		Introduce multi-use lease arrangements that encourage agri-tourism and businesses with multiple revenue streams.	iTaukei Land Trust Board			
		Document the processes for leasing mataqali land to members of the mataqali/and Land Owning Units for tourism purposes	iTaukei Land Trust Board			

PRIORITY 3:

Create a competitive destination with diverse experiences

Outcome	Strategy	Action	Stakeholders	2024-2027	2027-2030	2030-2034
Increased numbers of MSMEs, and women, youth, gender-diverse, mataqali and community-led tourism enterprises thrive	Support MSMEs, and women, youth, gender-diverse, mataqali and community-led tourism enterprises to access markets and thrive within tourism value chains	Develop guidelines for structuring partnerships (including equity and consortia) between community-led businesses, indigenous trusts and investors building on existing models in Fiji and the region.	Ministry of Tourism and Civil Aviation, Ministry of Trade, Co-operatives, Micro, Small and Medium Enterprises and Communications, Ministry of iTaukei Affairs, Heritage and Culture, iTaukei Trust Fund, iTaukei Land Trust Board, Investment Fiji			
		Strengthen partnerships between investment, tourism, conservation and cultural organisations to ensure policy coherence across environmental, cultural and economic development goals.	Investment Fiji, Ministry of iTaukei Affairs, iTaukei Affairs Trust Fund, National Trust, conservation organisations, Fiji Arts Council			
		Introduce multi-use lease arrangements that encourage agri-tourism and businesses with multiple revenue streams.	iTaukei Land Trust Board			
		Document the processes for leasing mataqali land to members of the mataqali/and Land Owning Units for tourism purposes	iTaukei Land Trust Board			

Outcome	Strategy	Action	Stakeholders	2024-2027	2027-2030	2030-2034
Increased investment in roads, airports, wharves, jetties, renewable energy, water, connectivity, communications and infrastructure promotes the diversification and dispersal of tourism products and experiences and the realisation of sustainable tourism investments in remote areas	Ensure infrastructure planning accounts for tourism needs and opportunities for growth, including digital infrastructure.	Work with infrastructure providers and utilities (WAF, EFL, Municipal Councils) to identify and improve infrastructure to support sustainable tourism expansion and dispersal	Ministry of Public Works, Meteorological Services and Transport, Water Authority of Fiji, Energy Fiji Limited, city and town councils, Fiji Roads Authority			
		Contribute to national planning processes to ensure tourism priorities are reflected	Ministry of Public Works, Meteorological Services and Transport			
		Identify and connect MSMEs with e-commerce and financing solution providers	Ministry of Trade, Co-operatives, Micro, Small and Medium Enterprises and Communications, Communication providers, tech companies			
		Expand e-commerce platforms to support small businesses to connect with tourism markets				
		Identify tourism Information, Communication, Technology and digital infrastructure needs for business operations and to support tech-reliant niche markets to help advocate for public IT infrastructure	Ministry of Trade, Co-operatives, Micro, Small and Medium Enterprises and Communications, Communication providers			
	Invest in public infrastructure, communications and digital connectivity to reduce capital investment needed by investors, make more remote areas of the country viable and support the digitisation of the sector.	Formalise partnerships with short-term rental platforms, facilitate training programmes, and encourage regulatory compliance utilising their systems	Ministry of Tourism and Civil Aviation			
		Conduct audit and gap analysis on financing products for private renewable energy and sustainable/green investments	Reserve Bank of Fiji, Fiji Development Bank, Investment Fiji, commercial banks			
		Expand investments in public infrastructure including roads, airports, wharves, jetties and communication connectivity to leverage additional private capital	Ministry of Public Works, Meteorological Services and Transport, Water Authority of Fiji, Energy Fiji Limited, city and town councils, Fiji Roads Authority, Airports Fiji Limited, Fiji Ports Corporation Limited			
		Conduct a supply-demand study for domestic air and marine connectivity to outer islands, examining the need for interim subsidies (for tourism specifically) and private sector investments	Ministry of Tourism and Civil Aviation, Fiji Airways, Civil Aviation Authority of Fiji, Ministry of Finance, Strategic Planning, National Development and Statistics, Ministry of Public Works, Meteorological Services and Transport			
	High value visitors, diverse geographic source markets and new niche market segments are targeted to maximise economic, social, environmental and cultural sustainability	Target higher value and niche markets	Target niche and experiential growth segments such as luxury, health, wellness and medical tourism, meetings, incentives, conferences and events (MICE), retirement villages, sports tourism, educational tourism, film productions, experiential and immersive tourism	Tourism Fiji, Investment Fiji, Film Fiji, Ministry of Health and Medical Services		
Convene a Medical Tourism Dialogue to explore potential of this niche market, including possible benefits to the population through access to new facilities and services			Ministry of Tourism and Civil Aviation, Ministry of Health and Medical Services, Investment Fiji			
Promote diversity of products in Fiji including support for establishing regional sub-brands to spread tourism flows and attract high-yield tourists to specific areas			Tourism Fiji, Ministry of Tourism and Civil Aviation, Industry Associations			
Identify and develop products, services and infrastructure that are gender and disability inclusive and address the specific needs of these consumer groups			Ministry of Tourism and Civil Aviation, Tourism Fiji, Ministry of Women, Children and Social Protection, representative associations and advocacy groups, Private Sector			

Outcome	Strategy	Action	Stakeholders	2024-2027	2027-2030	2030-2034
Target higher value visitors, diverse geographic source markets and new niche market segments to maximise economic, social, environmental and cultural sustainability (cont).	Target sustainable growth of marine tourism including cruise ships, small expedition cruising, superyachts and yachts	Map out the key stakeholders engaged with marine tourism (Government and private sector) to clarify their regulatory and facilitation roles and responsibilities	Ministry of Tourism and Civil Aviation, Fiji Navy, Fiji Ports Corporation Limited, Maritime Safety Authority of Fiji, Ministry of Public Works, Metrological Services and Transport, Port Agents			
		Establish a National Hydrographic Committee of relevant stakeholders to coordinate, aggregate and prioritise yearly requests and develop plans of activity to assist Fiji Hydrographic Office in updating and improving Fiji hydrographic maps				
		Explore partnerships and increase marketing efforts to attract expedition cruise vessels and yachts to Fiji				
		Document and publish examples of successful partnerships between cruise operators, aggregators and community operators				
		Conduct a needs assessment for cruise- and yacht-specific infrastructure				
	Diversify geographic source markets and develop new international partnerships (including airlines)	Ensure Tourism Fiji, Fiji Airways, new airline partners, overseas aggregators and other tourism stakeholders proactively coordinate and plan to leverage marketing resources and opportunities for emerging markets	Ministry of Tourism and Civil Aviation, Fiji Airways, Tourism Fiji, Film Fiji, Trade and Foreign Missions, Industry stakeholders			
		Ensure Fiji Draft Aviation Policy and new/renewed Aviation Service Agreements (ASAs) capitalise on high potential new market opportunities while safeguarding national interests	Ministry of Tourism and Civil Aviation, Ministry of Foreign Affairs, Fiji Airways, Tourism Fiji, Fiji Airports, Civil Aviation Authority of Fiji			
	Invest in vibrant sports, arts, and cultural events and festivals to attract discerning travelers and cultivate a thriving and exciting event scene.	Identify event partners and opportunities to expand the current tourism offerings, particularly outside peak seasons	Ministry of Tourism and Civil Aviation, MTCS, Industry Associations, Fiji Arts Council, Tourism Fiji, Investment Fiji, Film Fiji, Fiji National Sports Commission and the Ministry of Youth and Sports, Private Sector			
		Invest in service, infrastructure, and management capable of delivering world-class events and entertainment				
		Develop guidelines for maximising economic value and promoting social, environmental and cultural sustainability of film productions and events	Tourism Fiji, Film Fiji			
		Expand the scope and budget of the Events Development Fund by identifying a pipeline of diverse local and international events and quantify the value that they will add to the local economy	Ministry of Tourism and Civil Aviation, Tourism Fiji, Private Sector			
		Create a directory of Fiji suppliers to encourage local, sustainable and inclusive event procurement wherever possible.	Ministry of Tourism and Civil Aviation, Ministry of Trade, Co-operatives, Micro, Small and Medium Enterprises and Communications, Industry Associations, Tourism Fiji, Film Fiji, Private Sector			

GOAL 2: THRIVING AND INCLUSIVE COMMUNITIES

Tourism empowers and improves the wellbeing of our communities

Priority 4.

Place community empowerment and social inclusion at the centre of tourism planning

Priority 5.

Grow experiential and culturally responsible tourism that supports tourism dispersal of tourism planning

Priority 6.

Make tourism a career pathway of choice via rewarding employment and entrepreneurship



PRIORITY 4:

Place community empowerment and social inclusion at the centre of tourism planning

Outcome	Strategy	Action	Stakeholders	2024-2027	2027-2030	2030-2034
A whole-of-society approach to tourism planning ensures greater alignment between tourism development and wider sustainable development goals	Guide MSMEs to play a more visible and active role in tourism planning and marketing	Assist MSMEs to understand and access resources and advocacy/representation opportunities available	Ministry of Trade, Co-operatives, Small and Medium Enterprises and Communications, Tourism Fiji, Business Assistance Fiji, Fiji Commerce and Employers Federation, Industry Associations			
		Provide information, market intelligence and outreach to MSMEs to develop marketing materials and content, with greater visibility and support to market products and experiences	Tourism Fiji, Ministry of Tourism and Civil Aviation, Ministry of Trade, Co-operatives, Small and Medium Enterprises and Communications			
	Leverage traditional structures and provincial decision-making processes to ensure perspectives of non-tourism stakeholders incorporated	Formalise the role of Roko Tui Saravanua as a conduit between tourism and communities through inclusion in relevant decision-making processes	Ministry of Tourism and Civil Aviation, iTaukei Land Trust Board, Ministry of Rural and Maritime Development Ministry of iTaukei Affairs			
		Formalise mechanisms for the MTCA's participation in provincial meetings	Ministry of Tourism and Civil Aviation, iTaukei Land Trust Board, Ministry of Rural and Maritime Development Ministry of iTaukei Affairs			
Women, youth, gender-diverse people and people with disabilities are empowered as leaders within the tourism sector	Develop a coherent strategy for supporting tourism entrepreneurs through greater collaboration with business advisory networks.	Identify and develop mentoring programmes that support leadership and representation by women, youth, gender-diverse people and people with disabilities within the tourism industry to increase sector participation	Ministry of Tourism and Civil Aviation, Ministry of Trade, Co-operatives, Small and Medium Enterprises and Communications, Fiji Hotel and Tourism Association, Society of Fiji Travel Associates, Industry Associations			

PRIORITY 5:

Grow experiential and culturally responsible tourism that supports tourism dispersal

Outcome	Strategy	Action	Stakeholders	2024-2027	2027-2030	2030-2034
Diverse MSMEs, community and iTaukei-led tourism enterprises thrive due to strengthened entrepreneurship coaching and mentoring, and improved access to information and finance	Improve the information available to communities on institutional and management options for tourism business models.	Document and publish case studies of successful partnerships between smaller and larger tourism businesses within tourism value chains	Ministry of Trade, Co-operatives, Small and Medium Enterprises and Communications, Fiji Hotel and Tourism Association, Fiji Commerce and Employers Federation			
		Document and publish case studies on different business and partnership options/models for communities and mataqalis who are looking at diversifying community income and being part of the wider tourism industry	Ministry of Tourism and Civil Aviation, Ministry of Trade, Co-operatives, Small and Medium Enterprises and Communications, Ministry of Rural and Maritime Development Ministry of iTaukei Affairs, Heritage and Culture, iTaukei Trust Fund, iTaukei Land Trust Board			
	Develop partnerships with financial institutions and enterprise support organisations to improve access to finance, e-commerce and grants for MSMEs	Provide MSMEs with coaching and mentoring, connections to government ministries and industry stakeholders, and regular network opportunities	Ministry of Tourism and Civil Aviation, Ministry of iTaukei Affairs, Heritage and Culture, iTaukei Trust Fund Board, National Trust of Fiji			
		Work with insurers to find suitable public liability insurance product for MSMEs				
	Leverage public financing for infrastructure improvements and site protection to improve opportunities for rural communities to engage in tourism.	Develop tourism-focused incubation programmes that support rural and community-based operators to acquire and maintain the skills needed to develop and manage tourism products and experiences	Ministry of Tourism and Civil Aviation, Ministry of iTaukei Affairs, Heritage and Culture, iTaukei Trust Fund Board, National Trust of Fiji, entrepreneur support organisations, incubation and accelerator programmes			
		Facilitate awareness and linkages to capitalize on existing government programmes providing access to finance	Ministry of Trade, Co-operatives, Small and Medium Enterprises and Communications, Ministry of Rural and Maritime Development, OPM, Ministry of Youth and Sports, Ministry of iTaukei Affairs, and TLTB, Ministry of Women, Children and Social Protection			
	Work with existing business advisory groups and networks to increase the understanding of tourism opportunities.	Facilitate awareness and linkages between community-based tourism initiatives and existing/potential market intermediaries based on a mutually acceptable share of the economic risks and benefits, focusing on minimising disruptions to community agency and daily needs and being non-intrusive	Ministry of Rural and Maritime Development, Ministry of iTaukei Affairs, iTaukei Trust Fund, Ministry of Trade, Co-operatives, Small and Medium Enterprises and Communications, business advisory groups and providers			
		MTCA to partner with business advisory services to provide advisory to private sector	Ministry of Rural and Maritime Development, Ministry of iTaukei Affairs, iTaukei Trust Fund, Ministry of Trade, Co-operatives, Small and Medium Enterprises and Communications, business advisory groups and providers			

PRIORITY 5:

CD – June 2024

Outcome	Strategy	Action	Stakeholders	2024-2027	2027-2030	2030-2034
Culinary and agritourism experiences proudly promote the diversity of Fijian produce and cuisine	Support farmers to diversify and land owners to develop agritourism and culinary experiences	Advise farmers on agritourism opportunities, providing guidance based on individual goals and circumstances and where market demand identified	Ministry of Tourism and Civil Aviation, Ministry of Trade, Co-operatives, Small and Medium Enterprises and Communications, Min of Agriculture and Waterways			
		Map and review the processes for leasing mataqali land to mataqali / Land Owning Unit members for the purpose agritourism (including adjusting agricultural lease conditions to allow for agritourism)	Ministry of Tourism and Civil Aviation, iTaukei Land Trust Board			
	Improve and strengthen synergy between the tourism, agriculture and fisheries sectors	Aggregate and disseminate industry-based information, such as price, product-specific demand, buyers, seasonality and procurement processes, by leveraging web-based and mobile technology and radio to reach rural farmers	Ministry of Tourism and Civil Aviation and Ministry of Agriculture and Waterways, Ministry of Fisheries and Forestry			
		Formalise ongoing partnership with the with Chef Associations to undertake chef trainings and set up networks and field visits for chefs to meet with local suppliers and learn about their products	Ministry of Tourism and Civil Aviation, Fiji Chefs Association, Culinary Federation of Fiji, Ministry of Tourism and Civil Aviation, Ministry of Fisheries and Forestry, Ministry of Agriculture and Waterways			
		Establish marketing linkages, such as databases of suppliers and regularly updated product information to ensure that hotels are aware of available local produce options	Ministry of Tourism and Civil Aviation, Fiji Chefs Association, Culinary Federation of Fiji, Ministry of Fisheries and Forestry, Ministry of Agriculture and Waterways			
		Regularly update and circulate “hotel friendly” seasonal crop chart to inform chefs on seasons for locally grown produce and support farmers in identifying low production season opportunities	Ministry of Tourism and Civil Aviation, Fiji Chefs Association, Culinary Federation of Fiji, Ministry of Fisheries and Forestry, Ministry of Agriculture and Waterways			
		Develop a training curriculum for smallholder farmers including modules on business skills and ethics required to successfully sell fresh produce to hotels, hotel purchasing requirements, and improving competitiveness of products against imports	Ministry of Tourism and Civil Aviation, Fiji Chefs Association, Culinary Federation of Fiji, Ministry of Fisheries and Forestry, Ministry of Agriculture and Waterways			
		Promote the Fijian Made, Fijian Grown, Fijian Crafted and Fijian Organic brands in the tourism industry	Ministry of Tourism and Civil Aviation, Ministry of Trade, Co-operatives, Small and Medium Enterprises and Communications			
	Lack of food safety standards for the tourism sector	Identify or develop a Fiji-specific food safety standard as a pathway to and/or based on Hazard Analysis and Critical Control Points (HACCP) Certification	Ministry of Tourism and Civil Aviation, Ministry of Health and Medical Services, Ministry of Trade, Co-operatives, Small and Medium Enterprises and Communications, Ministry of Fisheries and Forestry, Ministry of Agriculture and Waterways, Fiji Hotel and Tourism Association			

PRIORITY 5:

Outcome	Strategy	Action	Stakeholders	2024-2027	2027-2030	2030-2034
Experiential, culturally immersive and adventure tourism development generates opportunities for public-private partnerships and social enterprises	Support iTaukei entrepreneurs, tourism professionals and our diverse communities to realise the leadership and business opportunities within the tourism sector	Improve the authenticity of village experiences by supporting aggregators, operators and communities to understand the value of tourism and the types of experiences they can provide	Ministry of Trade, Co-operatives, Small and Medium Enterprises and Communications, Fiji Hotel and Tourism Association, Fiji Commerce and Employers Federation			
		Evaluate past efforts to stimulate cultural tourism and publish case studies of successful models that could be replicated				
		Map and review the processes for leasing mataqali land to mataqali / Land Owning Unit members for the purpose of ecotourism and conservation				



PRIORITY 6:

Make tourism a career pathway of choice via rewarding employment and entrepreneurship

Outcome	Strategy	Action	Stakeholders	2024-2027	2027-2030	2030-2034
Employment opportunities, workplace training, professional development exchanges, short term courses and scholarships provide useful connections for emerging professionals and a pipeline of job-ready skills	Reorientate future training towards hospitality training and upskilling as a trade, rather than academic tourism studies	Support development and institutionalisation of industry-led training and hospitality courses and apprenticeships	Academic Institutions, Ministry of Education, Ministry of Employment, Productivity and Industrial Relations, University of South Pacific, Fiji National University, Technical and Vocational Education and Training providers, Industry			
		Socialise the principles and objectives of the Denarau Declaration and the Fiji National Education Policy Framework 2024-2033 with tourism stakeholders and facilitate dialogue to ensure industry perspectives and needs are reflected in training and curriculum	Academic Institutions, Ministry of Education, Ministry of Employment, Productivity and Industrial Relations, University of South Pacific, Fiji National University, Technical and Vocational Education and Training providers, Industry stakeholders			
		Design, implement and disseminate the results of periodic surveys that monitor tourism sector-specific skills supply, and anticipate future needs to inform employers, training providers and job seekers	Ministry of Tourism and Civil Aviation, Productivity and Industrial Relations, Ministry of Finance, Strategic Planning, National Development and Statistics, Development Partners,			
	Encourage collaboration between employers, academic training institutions and industry-led professional development programmes, and foster mechanisms to retain and grow Fijian tourism leaders and entrepreneurs	Support industry-led training academies to expand and professionalise. Examine different strategic options for employee retention and support the industry with advice	Fiji Hotel and Tourism Association			
		Develop financing options for vocational training focused on entrepreneurship and emerging skills such as digital, entrepreneurial and green skills	Ministry of Finance, Strategic Planning, National Development and Statistics, Fiji Revenue and Customs Service			
		Review effectiveness of the Fiji National University Training Levy from a tourism industry perspective, and provide recommendations on usage for a proportional share of funds to support addressing sector skills gaps	Ministry of Tourism and Civil Aviation, Ministry of Education, Ministry of Employment, Productivity and Industrial Relations, Industry stakeholders			
		Document and publish case studies of how tourism can be leveraged to support economically viable and sustainable careers in the Arts	Ministry of Tourism and Civil Aviation, Tourism Fiji			
	Tourism provides fulfilling career pathways and supports tourism professionals to realise their career ambitions	The tourism industry adopts best practice human resources policies	Develop and publish best-practice workplace policies, customised to Fiji laws and tourism context, as model policies in national sustainable tourism standards	Ministry of Education, Ministry of Employment, Productivity and Industrial Relations		
Develop and publish guidance for employers on managing cultural sensitivities and differential power in the workplace						
Encourage mentoring between larger and smaller operators		Identify mutual-benefit opportunities and candidates for peer-to-peer partnerships between SMEs and larger operators and facilitate mentoring opportunities across the sector to strengthen capacity and mutual learning	Ministry of Trade, Co-operatives, Small and Medium Enterprises and Communications, Ministry of Tourism and Civil Aviation, Tourism Fiji, Ministry of Employment & other incubation and accelerator programmes			

GOAL 3: VISIBLE AND VALUED CULTURES

Tourism amplifies and promotes our culture and heritage

Priority 7.

Protect and promote our diverse cultures and traditions

Priority 8.

Enable prosperous and creative industries



PRIORITY 7:

Protect and promote our diverse cultures and traditions

CD – June 2024

Outcome	Strategy	Action	Stakeholders	2024-2027	2027-2030	2030-2034
The strong, diverse foundation of Fiji's people, environment, society and culture is protected and celebrated	Support the revival and protection of traditional knowledge, arts and storytelling within the tourism context	Work with relevant cultural organisations and local storytellers to provide tourism operators and tour guides with training on the art of storytelling	Ministry of Tourism and Civil Aviation, Tourism Fiji, Ministry of iTaukei Affairs, Heritage and Culture, iTaukei Trust Fund			
	Encourage guests to learn about Fiji's cultural heritage and lived culture	Work with relevant cultural organisations provide training for local guides, tourism operators, and tourism professionals on the art of storytelling and develop guidance on cultural etiquette to promote responsible and respectful travel	Ministry of Tourism and Civil Aviation, Tourism Fiji, Ministry of iTaukei Affairs, Heritage and Culture, iTaukei Trust Fund			
	Develop cultural guidance as part of the sustainable tourism standards, to improve representation of culture within the tourism sector.	Incorporate Fiji-specific cultural sustainability measures into the national sustainable tourism standards	Ministry of Tourism and Civil Aviation, Tourism Fiji, Ministry of iTaukei Affairs, Heritage and Culture, iTaukei Trust Fund			
	Translate NSTF summary into all common languages to support its socialisation	Translate NSTF summary into vosa vakaviti, Fiji Hindi and Rotuman to support its socialisation across all parts of society and reflect the importance of tourism to Fiji's economy, society and culture	Ministry of Tourism and Civil Aviation, Ministry of iTaukei Affairs, Culture, Heritage and Arts, Ministry of Tourism and Civil Aviation			
Public-private partnerships promote and safeguard cultural heritage	Tangible heritage, such as heritage sites, sacred places and historical landmarks, plays a crucial role in safeguarding and showcasing the rich tapestry of Fiji's diverse cultures and traditions	Incentivise the rejuvenation and management of existing cultural and heritage sites for tourism using public private partnership models	Ministry of Tourism and Civil Aviation, Ministry of iTaukei Affairs, Culture, Heritage and Arts, National Trust of Fiji			
		Undertake an audit of Fiji's current UNESCO sites to understand effectiveness/benefit of the designation and maximise opportunities	Ministry of Tourism and Civil Aviation, Ministry of iTaukei Affairs, Heritage and Culture, National Trust of Fiji, Ministry of Education			
		Encourage public private partnership investment in the preservation and restoration of heritage sites, buildings, and landmarks to maintain their authenticity	Ministry of Tourism and Civil Aviation, Ministry of Tourism and Civil Aviation, Ministry of iTaukei Affairs, Culture, Heritage and Arts, National Trust of Fiji			
		Develop targeted marketing and promotion campaigns that highlight the unique heritage attractions and experiences	Ministry of Tourism and Civil Aviation, Tourism Fiji, Ministry of Tourism and Civil Aviation, Ministry of iTaukei Affairs, Culture, Heritage and Arts, National Trust of Fiji			

PRIORITY 7:

Outcome	Strategy	Action	Stakeholders	2024-2027	2027-2030	2030-2034
The authenticity of our tangible and intangible cultural resources is safeguarded and cherished, reducing the distortion of our cultural norms and values	Encourage partnerships that invest in the revival of traditional arts and storytelling aligned to the national culture policy	Document and publish good practice examples of partnerships between tourism operators, visual artists, and dance and musical performers	Fiji Arts Council, Industry Associations, Viti Association of Visual Artists, Fiji Islands Dance Association, Tourism Fiji			
	Ensure the authenticity of cultural resources through identification and attribution mechanisms	Create and maintain a directory of cultural and creative services providers to encourage local and authentic procurement for events, performances and film productions	Ministry of iTaukei Affairs, Culture, Heritage and Arts, Ministry of Tourism and Civil Aviation, Tourism Fiji, Private Sector, Fiji Arts Council, Industry Associations, Viti Association of Visual Artists, Fiji Islands Dance Association			
		Identify and map existing and potential cultural and heritage products, resources, and performers to support authentic representation and correct attribution				
		Introduce a policy under which a wide range of Fiji's diverse cultures and traditions are represented in media, marketing campaigns and promotional activities, with ethnic and/or geographic referencing whenever possible	Ministry of Tourism and Civil Aviation, Tourism Fiji, Private Sector			
Celebrate the unique tangible and intangible culture and heritage of communities that choose to engage with tourism	Consider a reward system such as Best Tourism Village to encourage authentic representation of the culture and heritage of individual villages and discourage inauthentic/homogenised experiences	Ministry of iTaukei Affairs, Culture, Heritage and Arts, Ministry of Tourism and Civil Aviation				

PRIORITY 8: Enable prosperous and creative industries

Outcome	Strategy	Action	Stakeholders	2024-2027	2027-2030	2030-2034
Cultural diversity and creative entrepreneurship are encouraged and valued	Support the development of high-quality 'Fijian Made' and 'Fijian Crafted' artefacts, products and experiences by promoting partnerships between values-driven private sector intermediaries and artisans	Improve transparency across value chains, particularly concerning benchmarking pricing for services to avoid a 'race to the bottom'	Fiji Hotel and Tourism Association, MSME Fiji, Tourism Fiji, Fiji Arts Council, Industry Associations, Viti Association of Visual Artists, Fiji Islands Dance Association, Film Fiji			
		Work with retailers to improve representation and authenticity of culture and heritage in outlets and in range of products sold, phasing out inauthentic items as local substitutes become available				
		Develop a strategy to market and promote Fiji as a cultural hub in the region through theatre, arts, music and visual performances	Ministry of Tourism and Civil Aviation, Tourism Fiji, Fiji Hotel and Tourism Association, Film Fiji, Fiji Arts Council, Viti Association of Visual Artists, Ministry of iTaukei Affairs, Culture and Heritage			
		Create linkages between tourism retail outlets and culture-focused producers such as pottery, art and craft, traditional weaving to preserve and promote traditional arts and crafts	Fiji Hotel and Tourism Association, Fiji Arts Council, Viti Association of Visual Artists, Ministry of iTaukei Affairs, Culture and Heritage			
	Strengthened partnerships between hotel brands, tourism associations, and interior designers will support the promotion of Fijian art and suppliers within the industry	Facilitate partnerships between larger hotels and creative industries to integrate cultural elements (including modern interpretations of traditional designs) into architecture and interior design	Fiji Hotel and Tourism Association, Fiji Arts Council, Viti Association of Visual Artists, Ministry of iTaukei Affairs, Culture and Heritage			

GOAL 4: HEALTHY ISLANDS AND OCEANS

Tourism accelerates climate action, protects our ecosystem, and supports resilience

Priority 9.

Strengthen protection of our islands, coastal and ocean ecosystems

Priority 10.

Build resilience to climate change and transition to a low-carbon sector



PRIORITY 9:

Strengthen protection of our islands, coastal and ocean

CD – June 2024

Outcome	Strategy	Action	Stakeholders	2024-2027	2027-2030	2030-2034
Tourism provides a demonstration case to other sectors for mainstreaming environmental, social and cultural sustainability	Mainstream environmental considerations across all sectors of the economy, including tourism	Conduct an audit of available toolkits/resources for mainstreaming sustainability best practices, and adopt/adapt/develop Fiji-specific user-friendly toolkits for operators to support adoption and to meet requirements of the Fiji Climate Change Act 2021 (once enacted)	Tourism Fiji, Private Sector, Conservation organisations, Pacific Tourism Organisation, Ministry of Environment and Climate Change, Ministry of Tourism and Civil Aviation, Ministry of Finance, Strategic Planning, National Development and Statistics, business support organisations including Business Assistance Fiji and Business Link Pacific			
		Develop, and integrate into the national sustainable tourism standards, standardised tools and templates for operators to start/improve voluntary reporting on their economic, social and environmental values and impacts				
		Implement a tracking system to capture, track and monitor Standards adoption by industry, including periodic reporting of key metrics				
		Document and publish case studies of replicable sustainability initiatives that demonstrate best practice and community engagement				
	Encourage partnerships between the private sector and civil society and to share best practices and new ideas	Develop and publish guidance documents on nature-based and environmental measures that can be easily, and cost effectively, applied in the tourism context and align with national sustainable tourism standards	Ministry of Environment and Climate Change, Conservation Organisations, Ministry of Finance, Strategic Planning, National Development and Statistics, Fiji Hotel and Tourism Association, Ministry of Tourism and Civil Aviation, Industry stakeholders			
		Create and maintain a directory of suppliers for nature-based and environmental measures that are applicable to the tourism industry				
		Expand and reform existing programs such as 'Jobs for Nature' to create opportunities for public-private partnerships				
		Link private sector and civil society through association partnerships, knowledge sharing forums and communities of practice to share best practices and seek synergies				
	Prioritise sustainability measures that protect the assets on which the tourism industry depends and mitigate allegations of greenwashing	Identify in-country expertise and suppliers relevant to accelerating sustainability measures (water conservation, green buildings, energy audits)	Ministry of Public Works, Meteorological Services and Transport, Ministry of Finance, Strategic Planning, National Development and Statistics, Ministry of Local Government, Ministry of Environment and Climate Change, Ministry of Tourism and Civil Aviation			
		Map and maintain a register of globally credible certifications for sustainable tourism, green buildings, gender and diversity inclusion (and others as applicable) that will be recognised under the national sustainable tourism standards program	Ministry of Environment and Climate Change, Ministry of Tourism and Civil Aviation			

PRIORITY 9:

Outcome	Strategy	Action	Stakeholders	2024-2027	2027-2030	2030-2034
Sustainability principles and existing climate, environmental and biodiversity commitments are integrated into future tourism investment strategies and planning guidelines	Integrate sustainability principles and existing climate, environmental and biodiversity commitments into future investment strategies and planning guidelines	Identify sustainability best practices within the area of responsibility and expertise of key investor-facing agencies, and create tourism-focused resources to drive adoption in future investments	Ministry of Tourism and Civil Aviation, Ministry of Environment and Climate Change, Investment Fiji, Conservation organisations			
		Promote application of nature-based solutions in local and national government policy and strategic frameworks as a core strategy for leaving biodiversity in a measurably better state than before the development took place	Ministry of Environment and Climate Change, Ministry of Tourism and Civil Aviation			
		Develop and publish a voluntary green building code for hotels	Ministry of Tourism and Civil Aviation, Ministry of Local Government, Ministry of Environment and Climate Change			
		Develop and publish building resilience guidelines for critical near-term climate change impacts, e.g. minimum heights for overwater structures, setback limits, and structural design considerations for coastal and critical infrastructure	Ministry of Finance, Strategic Planning, National Development and Statistics, Ministry of Local Government, Ministry of Environment and Climate Change, Ministry of Tourism and Civil Aviation			
		Require developers to document an assessment of climate and disaster risks, and proposed adaptation/mitigation strategy for ensuring building resilience as part of tourism investment vetting processes	Ministry of Public Works, Meteorological Services and Transport, Ministry of Finance, Strategic Planning, National Development and Statistics, Ministry of Local Government, Ministry of Environment and Climate Change, Ministry of Rural and Maritime Development and Disaster Management, Investment Fiji			
		Document and publish examples of nature-positive tourism investments to promote understanding and encourage replication	Ministry of Tourism and Civil Aviation, Ministry of Environment and Climate Change, Conservation organisations			
		Conduct a carrying-capacity assessment of the destination, particularly in the high-volume areas and utilise results within planning and development processes	Investment Fiji, Ministry of Public Works, Meteorological Services and Transport			
Partnerships are strengthened between conservation organisations, communities and tourism operators	Strengthen partnerships between conservation organisations, communities and tourism operators	Monitor biodiversity gains and losses using private sector tourism expertise	Ministry of Tourism and Civil Aviation, Fiji Hotel and Tourism Association, Industry, Ministry of Environment and Climate Change			
		Connect tourism operators with conservation and civil society organizations that can provide training and support to enterprises on environmental conservation, biodiversity and species restoration, marine resource management, and social responsiveness				
		Document and publish case studies of revenue sharing and financing pathways for conservation tourism				
		Develop Code of Conduct for Wildlife Interactions, per regional best practices and with specific focus on marine activities, to limit impacts on biodiversity and improve tourist experiences	Ministry of Tourism and Civil Aviation, Pacific Tourism Organisation, Fiji Hotel and Tourism Association			

PRIORITY 9:

Outcome	Strategy	Action	Stakeholders	2024-2027	2027-2030	2030-2034
Waste management practices are measured, managed and improved with less waste production, increased recycling and incorporation of more reusable materials	Improved waste management practices, increase recycling and incorporate more reusable materials within the tourism industry itself	Improve information available for operators to support best practice waste management, for example by developing supplier lists of green investment providers	Ministry of Tourism and Civil Aviation, Tourism Fiji, Investment Fiji, Municipal Councils, Ministry of Environment and Climate Change, Private Sector			
		Publish best-practice waste management policies customised to tourism context as model policies in Fiji sustainable tourism standards for industry				
		Identify and institutionalise a mechanism by which actual and projected tourism demand and investment pipeline can inform the design, location and operation of sewage treatment and waste management systems				
		Conduct a study to develop a scaled food waste strategy for tourism hotspots where multiple facilities can create economies of scale for potential investment (including PPP)				
Visitors are engaged in sustainability measures	Engage visitors in sustainability measures as part of their destination experience, incorporating stewardship, indigenous principles and values	Document and publish case studies on the business case for incorporating sustainability measures as core parts of the guests' experience, to encourage replication	Ministry of Tourism and Civil Aviation, Tourism Fiji, Fiji Hotel and Tourism Association			
		Develop and integrate into the national sustainable tourism standards, standardised tools and templates for businesses to measure and communicate the impact of sustainability initiatives that form core parts of guest experiences	Ministry of Tourism and Civil Aviation, Tourism Fiji, Fiji Hotel and Tourism Association			

PRIORITY 10:

Build resilience to climate change and transition to a low-carbon sector

CD – June 2024

Outcome	Strategy	Action	Stakeholders	2024-2027	2027-2030	2030-2034
Decarbonisation and the transition to carbon neutral energy are accelerated in the tourism and transport sectors	Green transport modes are considered as alternatives to accelerate the decarbonization of the industry, including its extended supply chain	Conduct technical and financial feasibility studies for alternative transport services such as hybrid and/or electric vehicles and speedboats within the tourism context	Ministry of Tourism and Civil Aviation, Ministry of Public Works, Meteorological Services and Transport, Ministry of Trade, Co-operatives, Small and Medium Enterprises and Communications			
		Provide inputs into ongoing efforts to transition to sustainable aviation fuels and more fuel-efficient aircraft	Ministry of Tourism and Civil Aviation, Fiji Airways			
		Conduct technical and financial feasibility studies for public-private partnerships to establish tourism service/supply centres for existing and future tourism hubs and reduce the need for long-distance cargo supply trips	Ministry of Tourism and Civil Aviation, Ministry of Public Works, Meteorological Services and Transport, Ministry of Trade, Co-operatives, Small and Medium Enterprises and Communications, Ministry of Rural and Maritime Development and Disaster Management			
Key climate change threats to natural capital and infrastructure are reduced	Climate and disaster risks assessments and mitigations must be incorporated into new tourism development, investment guidance, city and town council guidelines and rural and community development planning	Incorporate assessment of climate and disaster risks, adaptation measures and climate mitigation strategy into destination development planning, city and town council guidelines and rural and community development planning	Ministry of Public Works, Meteorological Services and Transport, Ministry of Finance, Strategic Planning, National Development and Statistics, Ministry of Rural and Maritime Development and Disaster Management			
		Conduct a carrying-capacity assessment of the destination, particularly in the high-volume areas and utilise results within essential services planning and development processes				
		Conduct an analysis in tourism hotspots (existing and emerging) of private sector appetite to retrofit properties with improved waste management and sewerage systems, and solar and energy efficiency measures with intent to bundle solutions and find economies of scale	Ministry of Tourism and Civil Aviation, Ministry of Public Works, Meteorological Services and Transport, Ministry of Finance, Strategic Planning, National Development and Statistics			

Outcome	Strategy	Action	Stakeholders	2024-2027	2027-2030	2030-2034
New financing instruments leverage public and private investment targeting sustainability initiatives	Promote sustainable financing instruments to leverage public and private investment to support the decarbonisation of the industry	Conduct an analysis of past and current environmental-focused incentives for the tourism sector (Fiji and comparators) to determine effectiveness in driving investment in green technologies/practices and renewable energy	Ministry of Tourism and Civil Aviation, Ministry of Finance, Strategic Planning, National Development and Statistics, Fiji Revenue and Customs Services, Investment Fiji			
		Advocate for fiscal incentives and concessional finance tied to national sustainable tourism standards and/or green building standards compliance and/or green investments				
		Identify and undertake matchmaking of investors, financing instruments and operators to support system-level decarbonisation including e-transport, wind and solar sail options and renewable energy, and insurance	Ministry of Tourism and Civil Aviation, Ministry of Public Works, Meteorological Services and Transport, Investment Fiji, institutional investors, impact investors, deal flow developers, Financial Institutions			
		Aggregate and support dissemination of information specifically for the tourism industry on climate related products including available financing instruments and insurance policies on climate change, natural disasters, and other extreme events				
Resilience is strengthened through an institutionalised, holistic and intentional approach to risk management	Institutionalise and strengthen the crisis management systems to support ongoing coordination and collaboration in managing risks	Formalise the institutional governance arrangements for the Tourism Response Team	Ministry of Tourism and Civil Aviation			
		Develop a Crisis Communication Toolkit with best practices as a guide for industry with practical guidance on organising emergency communication and coordinating response	Ministry of Tourism and Civil Aviation, Tourism Fiji, Fiji Hotel and Tourism Association, Industry Associations			



Ministry of Tourism and Civil Aviation

CONTACT

Ministry of Tourism and Civil Aviation

Level 4, Civic Tower Building,

Victoria Parade, Suva

P.O. Box 2167, Government Buildings, Suva

Phone: 3315577