



# **VANUATU** **SUSTAINABLE** **TOURISM** **STRATEGY** **2021–2025**

**The development of our Vanuatu Sustainable  
Tourism Strategy is guided by the:**

United Nations Sustainable Development Goals  
National Sustainable Development Plan (2016-2030)  
Vanuatu Sustainable Tourism Policy (2019-2030)  
Global Sustainable Tourism Council Criteria For Sustainable Destinations  
Vanuatu Recovery Strategy (2020 -2023)  
Vanuatu Tourism Crises Response and Recovery Plan  
UNWTO Global Guidelines to Restart Tourism  
MTTCNVB Corporate Plan

# MESSAGE FROM THE MINISTER OF TOURISM



**Honourable (MP)**

**Mr James Bule**

Minister for Tourism, Trade, Commerce  
and Ni Vanuatu Business (MTTCNVB)

“Vanuatu was listed as the 8th most tourism dependant country in the world and globally described as a vulnerable nation. Yet in 2020 while facing COVID-19 and TC Harold, Vanuatu graduated from Least Developed Country status. This is because Vanuatu is a resilient nation, no one in our country goes without food or shelter because this is our way of life, these are our values, this is the kastom ekonomi (traditional economy). Since gaining our independence we have known the importance of maintaining our kastom ekonomi and access to our kastom lands.

The Vanuatu Sustainable Tourism Strategy (2021-2025) which provides the actions needed to implement our Vanuatu Sustainable Tourism Policy (2019-2030), lays out the measures to address our over dependency on tourism while supporting our people to stay strong and resilient in the face of future challenges. Sustainable tourism relies on the actions of people, cooperation between the public and private sector and consideration of our rural communities is vital. Therefore, going forward we need to prioritise increasing rural involvement in the tourism industry through enhancing quality of services and improving infrastructure in rural areas, increasing sustainable local and foreign

investment partnerships, diversification through agritourism and providing better access and marketing of all Provinces.

During my time as Minister responsible for tourism, I would like to see great support towards activities within the Vanuatu Sustainable Tourism Strategy. I applaud the Department of Tourism in developing a clear strategic direction in how tourism can meet our National Sustainable Development Plan (2016-2030) and I encourage all relevant Government Departments, donor agencies and tourism stakeholders to support this strategy. We as a nation must remember, we don't own Vanuatu's precious natural and cultural resources, we act as custodians for our children and future generations. Therefore, it is up to all of us to ensure our tourism industry is managed in a way to ensure we protect our environment, culture, kastom and unique way of life through Sustainable and Responsible Tourism”.



# ACKNOWLEDGMENTS

**The Vanuatu Sustainable Tourism Strategy (VSTS) (2021-2025) was made possible through the continuous support of the New Zealand Ministry of Foreign Affairs (MFAT) under the Vanuatu Tourism Assistance Program (VTAP) and technical support from the following organisations:**

- United Nations World Tourism Organisation (UNWTO)
- Global Sustainable Tourism Council (GSTC)
- World Indigenous Tourism Alliance (WINTA)
- Pacific Agriculture Research and Development Initiative (PARDI 2) funded by the Australian Centre for International Agricultural Research (ACIAR)
- Governance for Growth (GfG) DFAT
- Seychelles Sustainable Tourism Foundation (SSTF)
- Conscious Travel
- Malvatumari Council of Chiefs
- Vanuatu Kaljoral Senta
- Live and Learn Vanuatu
- Vanuatu Environmental Science Society



The Department of Tourism would also like to thank the many people who have contributed to the development of the VSTS through participating in consultation workshops along with the Niufala Rod Blo Tourism stakeholder forum, in-depth interviews, surveys, reviewing strategy drafts and providing comments and advice. The Department of Tourism were particularly pleased to have inputs from such a wide representation of over 300 stakeholders from the private sector, government and community-based agencies.

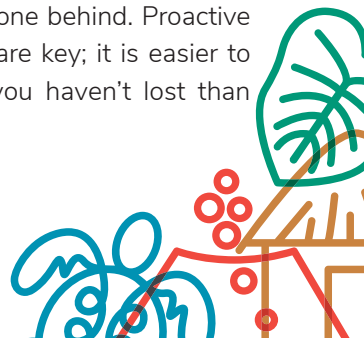
Because tourism in Vanuatu is a cross cutting industry the VSTS provides a framework for how the Department of Tourism can work across all relevant Government departments to create a sustainable and resilient destination. This cross collaboration was made possible by all contributing Government Departments under the: Ministry of Tourism, Trade, Industry, Commerce and Ni-Vanuatu Business; Ministry of Climate Change Adaptation, Meteorology, Geo-Hazards, Environment, Energy and Disaster Management; and the Ministry of Agriculture, Livestock, Forestry, Fisheries, and Biosecurity.

Finally we would like to thank all the development partners, the Vanuatu Tourism Office, Provincial Governments, communities and all stakeholders throughout Vanuatu, particularly the tourism

industry operators, local NGO's and volunteers who have also contributed to the national consultation process.

The Department of Tourism took all feedback comments and contributions seriously and made sure to address all of the information that was presented to us. It is because of the high number of people engaged in the process of developing the VSTS that we were able to represent such a diverse range of views. Our Vanuatu Sustainable Tourism Policy (VSTP) (2019-2030) has informed the VSTS which is a call to industry, community and Government to transform our tourism industry from dependence to resilience, by supporting tourism businesses to become more adaptable and economically sustainable in the face of climate change and external threats.

The VSTS provides activities to support the development and ongoing management of tourism that is more aligned to our traditional values, an industry that is ethical, inclusive, cares for all our people, regenerates and protects our environment, kastom and culture, gives us the opportunity to have meaningful encounters with others and leaves no one behind. Proactive rather than reactive steps are key; it is easier to preserve something that you haven't lost than bring something back.



# INTRODUCTION AND PURPOSE

## Vanuatu Sustainable Tourism Policy Vision:

*“To protect and celebrate Vanuatu’s unique environment, culture, kastom, and people through sustainable and responsible tourism”*

Moments of crisis reveal important truths, and from crises come opportunity for reflection. Because this crisis has struck tourism so particularly, there are a number of insights revealed by these events. Vanuatu was listed as the 8th most tourism dependant country in the world, globally we have been described as a vulnerable nation that is too reliant on tourism and is the most prone to extreme weather events, increasing in frequency and intensity with climate change.

Vanuatu is an open economy which has little control on capital flows and exchange rates thus capital can unsustainably flow out of the country. With the significant loss of foreign exchange and Government revenue from the tourism industry as a result of the COVID 19 Global Pandemic and the devastating impacts from Cyclone Harold we must take immediate measures to curb leakage, to provide long lasting benefits and a higher value, less vulnerable and dependant tourism industry in the long run. The National Sustainable Development Plan (2016-2030) and the Vanuatu Sustainable Tourism Policy (VSTP) (2019-2030) talk about the importance of supporting and regenerating our traditional economy. The traditional economy has been essential in increasing the diversity, resilience and wellbeing of local communities and will be instrumental in the future protection from external threats such as the ongoing COVID-19 pandemic, and other impacts brought about from climate change.

**Phase one of the Tourism Crises Response and Recovery Plan (TCRRP) focused on activities to support the immediate safety, response and economic recovery of Vanuatu’s tourism industry.** The goal of phase one is to initiate safety measures to reopen borders, through restoration of international access to re-start tourism.

**The Vanuatu Sustainable Tourism Strategy (VSTS) (2021-2025) focuses on phase two which is the short to long term recovery of the tourism sector,** however its primary focus is to support in the transition to a more resilient and less dependent tourism industry and ensure that the undesirable aspects of the tourism industry do not return. The VSTS encompasses activities that can expediate the transition of Vanuatu’s tourism industry to better align with the goals and objectives of the VSTP, which was officially endorsed by Council of Ministers (COM) in March 2019. The VSTS also supports tourism’s contribution to the Vanuatu National Sustainable Development Plan (2016-2030), the Vanuatu Recovery Strategy (2020-2023), the Sustainable Development Goals (SDG’s) and the Global Sustainable Tourism Council (GSTC) criteria for Sustainable Tourism Destinations.

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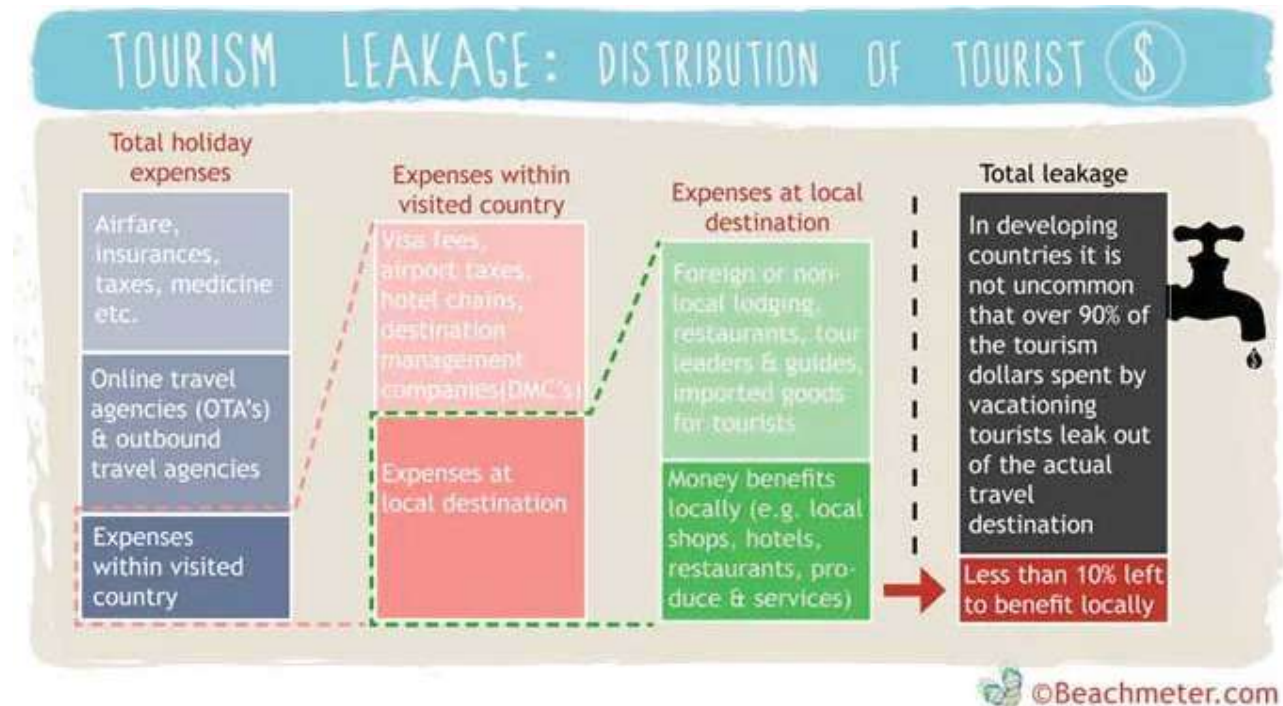
# KEY DEFINITIONS

## Leakage:

Tourism Leakage happens when the money that tourists spend doesn't stay in the host destination and ends up in another country. Some tourism leakage happens in the host destination when tourists spend money on imported goods and services. Other tourism leakages never make it to the host destination, such as travel agent commissions, tour operator profits and foreign airline revenues.

## High Value Tourism:

High Value tourism is when a high percentage of the money that tourists spend stays in the host destination. This also occurs when tourists stay in the destination for longer. For example, a tourist that visits by cruise ship, books tours on board, doesn't eat in the host destination and buys imported goods will not have a high value to the destination, compared to a tourist that stays for longer, travels to outer islands, eats in restaurants, books tours with local operators, and books directly with accommodation providers. When a destination manages leakage and provides opportunities for longer stays, they can focus on increasing revenue for the host destination without additional visitors, creating high value tourism. High value tourists are not necessarily wealthy, it's more about HOW they spend the money when on holiday than how MUCH they spend.



### Niche tourism:

Niche tourism can be described as specific activities that tourists may be interested in. Niche tourism can be large interest areas such as: cultural/rural tourism, wellness tourism, agritourism, sports tourism, environmental tourism, or smaller interest areas such as: cycling tourism, music tourism and home stays.

### Diversification:

Diversification reduces the risk of relying on just one income source – not putting all your eggs in one basket. By diversifying (for example into Agritourism), tourism businesses can manage the income they are making during high and low tourism times of the year and also make sure they have income when there are no tourists in time of crises such as cyclones and global pandemics.

### Sustainability:

Sustainability means meeting our own needs without compromising the ability of future generations to meet their own needs. In addition to natural resources, we also need social and economic resources.

### Sustainable Tourism:

According to the World Tourism Organization, sustainable tourism is “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”. (Vanuatu’s version of sustainable tourism for development is: “a coming together of the traditional and formal economies, of local experience and global expertise, of rural and urban, of individuals and of big business to ensure a low impact, high value tourism industry, because we don’t own the land and natural resources, we act as custodians for our children and future generations”).

### Resilience:

When a tourism business is resilient it can cope with change and adapt quickly in times of hardship. For example, some tourism businesses changed the way they operate to attract domestic tourism or manage hotel quarantine when borders closed to international tourists. Resilient people are those that can cope well when they are faced with big challenges in their life such as: trauma, tragedy, threats, or significant sources of stress—such as family and relationship problems, serious health problems, or workplace and financial stress.

### Host Destination Wellbeing:

Wellbeing is when a person feels that they have what they need to live a happy, healthy and positive life. In destination planning for tourism it is making sure that tourism is managed in a way that ensures people in the host destination feel part of the planning and management of tourism and that tourism brings a sense of wellbeing to the individual and community.

### Regenerative tourism:

A regenerative form of tourism contributes to the financial, social, environmental and cultural health of the host destination and is designed by the local hosts for their benefit. It works with nature and the existing culture, not on it or even for it. It acknowledges the wisdom and skills of a society that has successfully existed in the Pacific Islands for thousands of years.

### Slow food:

Slow food is when households, restaurants, accommodation, stores, and value adders use food that is grown locally and sustainably (preferably organically and in season) by farmers and workers who are paid fairly. For example, any type of restaurant can do slow food, such as a Thai restaurant replacing imported ingredients for locally grown food while still keeping the cultural flavours of their cuisine.



## Traditional (Local) Cuisine:

Traditional cuisine are types of food, ways of preparing food, or recipes that have been passed down by generations. Traditional foods and dishes are traditional in nature and can be seen as a national dish, regional cuisine or local cuisine (for example from a province or village in Vanuatu).

## Custodians:

Those with the responsibility of managing the land and natural resources that it provides, to ensure it meets the needs of people – both now and future generations.

## Agritourism:

Agritourism is a niche form of tourism and can be described as a tour, accommodation etc that provides tourists with an educational experience of a farm or agribusiness. Agritourism has been used in many countries as a diversification strategy for farmers and agricultural communities to have more sources of income.

# Agritourism Value Chain



## Agency Responsible

DoT, DoA, DoF, DoL	DoT, DoA, DoF, DoL, APTC, TVET, Chef's association	DoT, DoI, VBS	DoT, VTO
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## Agritourism Diversification Program

	Agritourism Market Research and Support Program		
Strengthening linkages between primary producers and the tourism industry			
		Agritourism Value Added Product Development	
	Agritours and Agritourism Events	Product Development Program	
Slow Food Educational Program			
	Traditional (Local) Cuisine Revival Program		
			Agritourism Marketing Program



# ACRONYMS

<b>ACIAR</b>	Australian Centre for International Agricultural Research	<b>MOU</b>	Memorandum of Understanding
<b>APTC</b>	Australia Pacific Training Coalition	<b>MTTCNVB</b>	Ministry of Tourism, Trade, Commerce and Ni Vanuatu Business
<b>AVL</b>	Airports Vanuatu Limited	<b>NCTMC</b>	National Cruise Tourism Management Committee
<b>AWP</b>	Annual Work Plan	<b>NDMO</b>	National Disaster Management Office
<b>CAAV</b>	Civil Aviation Authority Vanuatu	<b>OMR</b>	Office of the Maritime Regulator
<b>CCA</b>	Community Conservation Areas	<b>ORCBDS</b>	Office of the Registrar of Cooperatives and Business Development Services
<b>COM</b>	Council of Ministers	<b>PARDI 2</b>	Pacific Agriculture Research and Development Initiative
<b>DCO</b>	Departmental Committee of Officials	<b>PGS</b>	Participatory Guarantee Systems
<b>DIPS</b>	Departmental of Immigration and Passport Services	<b>POC</b>	Port of Call
<b>DoCIR</b>	Department of Customs and Inland Revenue	<b>PSC</b>	Public Service Commission
<b>DoA</b>	Department of Agriculture	<b>PVCC</b>	Port Vila City Council
<b>DoCC</b>	Department of Climate Change	<b>SSTF</b>	Seychelles Sustainable Tourism Foundation
<b>DoE</b>	Department of Education	<b>STSF</b>	Sustainable Tourism Support Fund
<b>DoEPC</b>	Department of Environmental Protection & Conservation	<b>TCRRP</b>	Tourism Crises Response and Recovery Plan
<b>DoFT</b>	Department of Finance and Treasury	<b>UNWTO</b>	United Nations World Tourism
<b>DoPH</b>	Department of Public Health	<b>VAC</b>	Vanuatu Agriculture College
<b>DoI</b>	Department of Industry	<b>VanIPO</b>	Vanuatu Intellectual Property Office
<b>DoLNR</b>	Department of Lands and Natural Resources	<b>VanKIRAP</b>	Vanuatu Klaemet Infomesen blong Redy, Adapt mo Protect
<b>DoT</b>	Department of Tourism	<b>VBS</b>	Vanuatu Bureau of Standards
<b>DoY&amp;S</b>	Department of Youth & Sports	<b>VCCI</b>	Vanuatu Chamber of Commerce and Industry
<b>DP&amp;M</b>	Department of Ports and Marine	<b>VCFHA</b>	Vanuatu Chefs and Food Handlers Association
<b>ESCA</b>	Ecological and Culturally Sensitive Areas	<b>VDTP</b>	Vanuatu Discovery Trails Project
<b>FDI</b>	Foreign Direct Investment	<b>VESS</b>	Vanuatu Environmental Science Society
<b>GfG</b>	Governance for Growth DFAT	<b>VIPA</b>	Vanuatu Investment Promotion Authority
<b>GIAHS</b>	Globally Important Agricultural Heritage Systems	<b>VKS</b>	Vanuatu Kaljoral Senta
<b>GSTC</b>	Global Sustainable Tourism Council	<b>VMA</b>	Vanuatu Maritime Authority
<b>HBDP</b>	Handicraft Business Development Program	<b>VNSO</b>	Vanuatu National Statistics Office
<b>HACCP</b>	Hazard Analysis and Critical Control Points	<b>VQA</b>	Vanuatu Qualifications Authority
<b>HTLTC</b>	Hospitality, Tourism and Leisure Training Centre	<b>VSP</b>	Vanuatu Skills Partnership
<b>IVS</b>	International Visitors Survey	<b>VSTC</b>	Vanuatu Sustainable Tourism Certification
<b>LMMA</b>	Local Marine Management Areas	<b>VTO</b>	Vanuatu Tourism Office
<b>MCC</b>	Malvatumauri Council of Chiefs	<b>WB</b>	World Bank
<b>MFEM</b>	Ministry of Finance and Economic Management	<b>WINTA</b>	World Indigenous Tourism Alliance



# EXECUTIVE SUMMARY

## Vanuatu Sustainable Tourism Policy Values:

*“Tourism in Vanuatu embraces the traditional and formal economies; it provides sustainable growth by strengthening national and community resilience with the ultimate goal of delivering equitable economic, social, cultural and environmental benefits for Vanuatu and its people”.*

Our Tourism industry is at a crisis point and the VSTS outlines a short to long-term recovery plan that presents opportunities to collectively plan with all stakeholders for a future that is different. Key pillars of our wellbeing and our resilience include access to customary land and natural resources, traditional knowledge and practice and community vitality. Western concepts of development and growth, where they undermine rather than reinforce these pillars, do not enhance wellbeing. This is particularly evident in Western concepts of tourism as a tool only for economic growth, that simultaneously erodes natural resources and social capital.

As a matter of urgency, we must provide support in the development of a higher value low impact diversified tourism model that supports a hybrid economy ensuring resilience of our population. The VSTS puts forward 4 themes and 18 programs of work that lessen our dependence on tourism while also ensuring the tourism economy is better diversified and supports more local industries and livelihoods. Now is the time to ensure we protect and regenerate our countries assets (culture, custom, environment, communities, traditional economy), while providing meaningful jobs for our people and addressing the bottle necks we have in our supply chains for tourism, to ensure more local value-added products are making it into the tourism industry while reducing our reliance on imports.

## Vanuatu Sustainable Tourism Strategy Themes:

- 1. WELLBEING: through High Value Low Impact Tourism** Addressing leakage while promoting direct benefits from tourism to communities and Ni Vanuatu, and minimising and mitigating negative social, cultural and environmental impacts.
- 2. RESILIENCE: through Niche Tourism Product Development** Developing and supporting niche tourism that protects, enhances and regenerates Vanuatu's assets (environment, culture, custom, society, traditional economy), supports resilient communities and provides meaningful employment.
- 3. DIVERSIFICATION: through Agritourism** Increasing resilience through the diversification of tourism to support agriculture, rural agritourism, value adding, import replacement and traditional cuisine.
- 4. SUSTAINABILITY: through Sustainable Tourism Certification, Investment and Entrepreneurship** Supporting Ni Vanuatu entrepreneurship and investment in sustainable and climate resilient infrastructure through the Tourism Business Support Program. Certification is ensuring that tourism businesses are operating in line with the Global Sustainable Tourism Council (GSTC) standards for sustainable tourism.

# 4 THEMES OF THE VANUATU SUSTAINABLE TOURISM STRATEGY



# VANUATU SUSTAINABLE TOURISM STRATEGY

## THEMES AND PROGRAMS OF WORK

### 1 WELLBEING: through High Value, Low Impact Tourism

Addressing leakage while promoting direct benefits from tourism to communities and Ni Vanuatu, and minimising and mitigating negative social, cultural and environmental impacts.

1.1 High Value Tourism

1.2 Low Impact Tourism

### 2 RESILIENCE: through Niche Tourism Product Development

Developing and supporting niche tourism that protects, enhances and regenerates Vanuatu's assets (environment, culture, custom, society, traditional economy), supports resilient communities and provides meaningful employment.

2.1 Environmental Conservation Tourism

2.2 Adventure Tourism

2.3 Culture and Arts Tourism

2.4 Music Tourism

2.5 Sports Tourism

### 3 DIVERSIFICATION: through Agritourism

Increasing resilience through the diversification of tourism to support agriculture, rural agritourism, value adding, import replacement and traditional cuisine.

3.1 Slow Food Educational

3.2 Traditional Cuisine Revival

3.3 Agritourism Market Research and Support

3.4 Agritourism Marketing

3.5 Wellness Agritours and Agritourism Events Product Development

3.6 Agritourism Value Added Product Development

3.7 Strengthening Linkages Between Primary Producers and the Tourism Industry

### 4 SUSTAINABILITY: through Sustainable Tourism Certification, Investment and Ni Vanuatu Entrepreneurship

Supporting Ni Vanuatu entrepreneurship and investment in sustainable and climate resilient infrastructure through the Tourism Business Support Program. Certification is ensuring that tourism businesses are operating in line with the Global Sustainable Tourism Council (GSTC) standards for sustainable tourism.

4.1 Vanuatu Tourism Certification

4.2 Agritourism Certification

4.3 Sustainable Tourism Investment

4.4 Sustainable Tourism Support Fund





NIUFALA  
ROD BLO  
TOURISM  
WEEK







## SAFE BUSINESS OPERATIONS PARTNERSHIP AND COMMUNITY AWARENESS





# IMPLEMENTATION FRAMEWORK

## KEY: PRIORITY TIMEFRAME

Immediate Priority Actions 2021-2025

Commence planning 2022-2025

Commence after all immediate Priority Actions have been addressed

Sustainable Development Goals	Global Sustainable Tourism Council Criteria for Sustainable Destinations	National Sustainable Development Plan (2016-2030)	Vanuatu Sustainable Tourism Policy (2019-2030)	Vanuatu Sustainable Tourism Strategy Actions	Outputs	Implementing Agencies	Priority Timeframe
<b>THEME 1 WELLBEING: through High Value, Low Impact Tourism</b>				<b>PROGRAM OF WORK 1.1 High Value Tourism</b>			
Goal 1: No Poverty  Goal 8: Decent work and Economic Growth  Goal 17: Partnerships	A2 Destination Management Strategy and Action Plan	SOC 1, 4, 6	Goal 2: Visitors connect with Vanuatu's environment, culture and its people  Goal 3: Sustainable and responsible tourism products and services developed, supported, and marketed to attract responsible high-value tourists	1.1.1 Establish a community and homestay tourism support program to support community managed attractions, tours and accommodation	Community and homestay tourism support program is developed and piloted  All community managed attractions, tours and accommodation have been identified and registered under the support program  Registered Community managed programs are receiving business incubation support	DoT VSP	
	A3 Monitoring and reporting	ENV 1, 2, 3, 4, 5		1.1.2 Develop an implementation plan to encourage longer stay, high value tourists	High value, low impact target markets captured through the IVS  Feasibility study produced for developing voluntourism	DoT IVS VTO	
	B1 Measuring the economic contribution of tourism	ECO 1, 2, 3, 4		1.1.3 Develop an incentive program to encourage tourism businesses to purchase locally made products	Communication campaign implemented on the benefits of joining the incentive program  50% of tourism businesses have joined the incentive program by 2025	DoT DoI VSP DoCIR	
	B2 Decent work and career opportunities			1.1.4 Develop market centres for the sale of locally made products and handicrafts in outer islands	6 market centres are operational for the sale of local products only in each province	DoT DoI Municipal Councils VSP	
	B4 Support for community						

Sustainable Development Goals	Global Sustainable Tourism Council Criteria for Sustainable Destinations	National Sustainable Development Plan (2016-2030)	Vanuatu Sustainable Tourism Policy (2019-2030)	Vanuatu Sustainable Tourism Strategy Actions	Outputs	Implementing Agencies	Priority Timeframe
				1.1.5 Establish a domestic and regional tourism marketing plan	Mandatory requirements have been established for Gov workers to stay in local accommodation  There is increased representation, sales and promotion of regional events and workshops	DoT PSC VTO	
				1.1.6 Develop a 'Work Online in Paradise' tourism strategy to attract long stay online workers	Measures have been implemented to attract and accommodate for online professionals such as affordable high-quality internet and flexible visa arrangements  Measure numbers through arrival cards and/or the IVS	DoT VTO DIPS	
				1.1.7 Measure direct and indirect economic contribution of tourism	Tourism Value Chain Analysis report published  Annual reports are developed covering a range of measures of economic impact (e.g. volume, expenditure, leakage, employment, investment and spread of economic benefit in the destination)	DoT MoF	
				1.1.8 Develop an Air, Sea and Land Tourism Connectivity Plan, including proposed infrastructure upgrades	Required zoning and planning guidelines for each Province completed  Infrastructure requirements costed  Air, Sea and Land Tourism Connectivity Plan implemented	DoT AVL Air Vanuatu VTO CAAV OMR Dept of Ports and Harbour MIPU DLA	
				1.1.9 Develop a Disability Access and Marketing Plan	Disability Access Development Plan is completed by DoT  Disability Access Marketing Plan completed by VTO	DoT VTO	



Sustainable Development Goals	Global Sustainable Tourism Council Criteria for Sustainable Destinations	National Sustainable Development Plan (2016-2030)	Vanuatu Sustainable Tourism Policy (2019-2030)	Vanuatu Sustainable Tourism Strategy Actions	Outputs	Implementing Agencies	Priority Timeframe
				1.1.10 Review the annual National Tourism Forum event	Report completed on data collected from attendees on topics, relevance, format, timing, interest and improvements reported	DoT VTO	Orange
				1.1.11 Develop a local accommodation and homestays experiences marketing program	Marketing program and guide is developed detailing locations and experiences desired by consumers  Increased number (50%) of tourists booking local accommodation and homestays	DoT VTO	Green
				1.1.12 Develop a Film and Television strategy	Film and Television strategy completed	DoT VKS VTO	Orange
				1.1.13 Support travel centres in each province. Improve online booking for individual businesses and streamline booking processes	Travel centres in each Province are functional, all tourism businesses have access to online booking systems	DoT VTO	Orange
				1.1.14 Develop a Vanuatu Sustainable Tourism marketing program to share good news stories and accomplishments towards meeting our VSTP objective	Vanuatu Sustainable Tourism Marketing program is complete.	DoT VTO	Green
				1.1.15 Revive, support and strengthen ongoing beautification projects in each Province	Beautification projects located in key tourism sites are progressing in each Province	DoT Municipal Councils	Orange

Sustainable Development Goals	Global Sustainable Tourism Council Criteria for Sustainable Destinations	National Sustainable Development Plan (2016-2030)	Vanuatu Sustainable Tourism Policy (2019-2030)	Vanuatu Sustainable Tourism Strategy Actions	Outputs	Implementing Agencies	Priority Timeframe
<b>THEME 1 WELLBEING: through High Value, Low Impact Tourism</b>				<b>PROGRAM OF WORK 1.2 Low Impact Tourism</b>			
Goal 6: Clean Water and Sanitation	A2 Destination Management Strategy and Action Plan	SOC 1, 4, 6	Goal 1: To develop and manage a sustainable and responsible tourism industry	1.2.1 Develop a Carbon Neutral Tourism Package	Carbon Neutral Tourism Package completed and marketed.	DoT DoEPC VTO DoF DoI DoCC	
Goal 10: Reduced Inequalities	A3 Monitoring and reporting	ENV 1, 2, 3, 4, 5					
Goal 11: Sustainable Cities and Communities	A5 Resident engagement and feedback	ECO 1, 3, 4	Goal 4: Tourism that enhances, conserves and protects the environmental and cultural resources of Vanuatu	1.2.2 Develop and pilot environmental and social carrying capacity evaluations for Ecological and Culturally Significant Areas (ECSA's) and (Community Conservation Areas) CCA's	Environmental and social carrying capacity evaluations are incorporated into all management plans for ECSA's and CCA's	DoT DoEPC VKS	
Goal 12: Responsible Consumption and Production	B1 Measuring the economic contribution of tourism						
Goal 13: Climate Action	B4 Support for community						
Goal 14: Life Below Water	B5 Preventing exploitation and discrimination						
Goal 15: Life on Land	C4 Traditional access			1.2.3 Develop a contribution to destination wellbeing measurement tool	Data is collected on visitors spend, contribution to local economy, leakage, and visitor satisfaction  Happiness Index Survey has been adapted to suit Vanuatu context and is applied on an annual basis	DoT IVS	
Goal 17: Partnerships for the Goals	D1 Protection of sensitive environments						
	D9 Solid waste			1.2.4 Review and update the Responsible Visitor to Vanuatu campaign	Responsible Visitor to Vanuatu campaign has been completed and launched  Video information documentary is played to all arrivals to Vanuatu	DoT VTO	
	D10 GHG emissions and climate change mitigation			1.2.5 Develop a Sustainable Waste Management Plan and coordinated campaign/ advice/support for tourism	Sustainable Waste Management Plan is completed  80% of tourism businesses adhering to the National Environment Waste Management Act by 2025  Single use plastics and toxic sunscreen are phased out by 2025	DoT DoEPC Municipal Council	

Sustainable Development Goals	Global Sustainable Tourism Council Criteria for Sustainable Destinations	National Sustainable Development Plan (2016-2030)	Vanuatu Sustainable Tourism Policy (2019-2030)	Vanuatu Sustainable Tourism Strategy Actions	Outputs	Implementing Agencies	Priority Timeframe
				1.2.6 Undertake a climate risk assessment for tourism	Climate risk assessment for tourism is undertaken in all provinces  Results inform all future tourism development and is made publicly available	DoT VANKIRAP DoEPC DoCC DoLNR	
				1.2.7 Undertake a feasibility study on water management in tourism and develop a framework for tourism businesses to improve hygiene, and measure, monitor, publicly report and manage water usage	Tourism businesses have access to training programs to support sustainable and hygienic water management through the Tourism Business Support Program  All training programs have been measured and evaluated	DoT DoEPC DoCC Municipal Council	
				1.2.8 Develop a risk reduction, crisis management and emergency response plan for tourism	Risk reduction, crisis management and emergency response plan for tourism is communicated to residents, visitors, and enterprises  Procedures and resources are established for implementing the plan and it is regularly updated  The needs of visitors have been identified and addressed in the delivery of security and health services	DoT  NDMO  DoCC	
				1.2.9 Support the ongoing implementation of the Tourism Crises Response and Recovery Plan	Over 90% of tourism businesses passed SBO audits  Vanuatu included within the Pacific travel bubble by February  Awareness Campaign across all provinces completed resulting in a welcoming environment	TCRRP Advisory Committee	

Sustainable Development Goals	Global Sustainable Tourism Council Criteria for Sustainable Destinations	National Sustainable Development Plan (2016-2030)	Vanuatu Sustainable Tourism Policy (2019-2030)	Vanuatu Sustainable Tourism Strategy Actions	Outputs	Implementing Agencies	Priority Timeframe
<b>THEME 2 RESILIENCE: through Niche Tourism Product Development</b>				<b>PROGRAM OF WORK 2.1 Environmental Conservation Tourism</b>			
Goal 1: No Poverty  Goal 2: Zero Hunger  Goal 4: Quality Education	A2 Destination Management Strategy and Action Plan  A8 Managing visitor volumes and activities  B2 Decent work and career opportunities	SOC 1, 4, 6  ENV 1, 2, 3, 4, 5  ECO 1, 3, 4	Goal 1: To develop and manage a sustainable and responsible tourism industry	2.1.1 Develop and pilot the 'Conservation Tour Guide Ranger Program'	The Conservation Ranger Guide Program and governance structure has been developed to provide meaningful jobs for youth and minority groups in conservation and tourism  Mechanisms have been developed to ensure sustainable financing of the program	DoEPC	
Goal 5: Gender Equality  Goal 6: Clean Water and Sanitation  Goal 8: Decent Work and Economic Growth  Goal 10: Reduced Inequalities  Goal 13: Climate Action  Goal 14: Life Below Water  Goal 15 Life on Land	B3 Supporting local entrepreneurs and fair trade  C4 Traditional access  C7 Site interpretation  D1 Protection of sensitive environments  D2 Visitor management at natural sites  D3 Wildlife interaction  D4 Species exploitation and animal welfare  D10 GHG emissions and climate change mitigation		Goal 2: Visitors connect with Vanuatu's environment, culture and its people	2.1.2 Support ECSA's and CCA's to access funding for ecotourism development	All registered ECSA's and CCA's have trails, trekking, camping infrastructure and interpretative signage by 2025	DoT DoEPC	
			Goal 3: Sustainable and responsible tourism products and services developed, supported, and marketed to attract responsible high-value tourists	2.1.3 Undertake inventory and mapping of all ECSA's and CCA's	ECSA and CCA maps have been incorporated into all tourism planning and development projects	DoT DoEPC Live and Learn VKS	
			Goal 4: Tourism that enhances, conserves and protects the environmental and cultural resources of Vanuatu	2.1.4 Develop Sustainable Tourism Management Plans for ECSA's and CCA's	Each registered ECSA and CCA has a Sustainable Tourism Management Plan aligned to the VSTP and GSTC criteria incorporating carrying capacity evaluations	DoT DoEPC VKS	
				2.1.5 Support ECSA and CCA management committees to access carbon offsetting payments and Payment for Environmental Services (PES)	Report developed providing feasible sustainable financing options for ongoing management of ECSA's and CCA's through carbon offsetting and PES presented to management committees	DoT	
				2.1.6 Develop and implement an Environmental Education Program for Schools	Environmental Education Program for Schools has been developed, piloted and operational	DoT	



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				2.1.7 Develop citizen and tour operator science program in CCA's, ECSA's and LMMA's	Tour operators are undertaking science and rehabilitation programs in CCA's, ECSA's and LMMA's Tour packages are developed for citizen science programs	DoT DoEPC Live and Learn VESS	
THEME 2 RESILIENCE: through Niche Tourism Product Development				PROGRAM OF WORK 2.2 Adventure Tourism			
Goal 1: No Poverty Goal 2: Zero Hunger Goal 4: Quality Education Goal 5: Gender Equality Goal 6: Clean Water and Sanitation Goal 8: Decent Work and Economic Growth Goal 10: Reduced Inequalities Goal 13: Climate Action Goal 14: Life Below Water Goal 15 Life on Land	A2 Destination Management Strategy and Action Plan	SOC 1, 4, 6	Goal 1: To develop and manage a sustainable and responsible tourism industry	2.2.1 Develop a marketing program to attract the young (18-40) adventurous demographic market	Marketing program and packages based on most recent research has been developed and implemented to attract the adventure market	DoT  VTO	
	A8 Managing visitor volumes and activities	ENV 1, 2, 3, 4, 5	Goal 2: Visitors connect with Vanuatu's environment, culture and its people	2.2.2 Develop a 12-week adventure tourism exchange program for Ni Vanuatu adventure guides	Adventure tourism exchange program has been developed and piloted in addition to ongoing governance of the program and sustainable financing	DoT	
	B2 Decent work and career opportunities	ECO 1, 3, 4	Goal 3: Sustainable and responsible tourism products and services developed, supported, and marketed to attract responsible high-value tourists	2.2.3 Develop a support program for adventure product and tours	Support program developed and integrated into the Tourism Business Support Program	DoT DoEPC VTO VSP	
	B3 Supporting local entrepreneurs and fair trade		Goal 4: Tourism that enhances, conserves and protects the environmental and cultural resources of Vanuatu		80% of businesses receiving support in business/marketing, mentoring and skills development		
THEME 2 RESILIENCE: through Niche Tourism Product Development				PROGRAM OF WORK 2.3 Culture & Arts Tourism			
Goal 1: No Poverty Goal 8: Decent Work and Economic Growth Goal 10: Reduced Inequalities	A2 Destination Management Strategy and Action Plan A7 Promotion and information B2 Decent work and career opportunities	SOC 1, 2, 4  ENV 1, 2, 4  ECO 1, 3, 4	Goal 2: Visitors connect with Vanuatu's environment, culture and its people	2.3.1 Develop and implement a Cultural Education Program for schools	Cultural Education Program for Schools has been developed, piloted and operational in collaboration with the Vanuatu Kaljoral Senta	DoT VKS DoE	

Sustainable Development Goals	Global Sustainable Tourism Council Criteria for Sustainable Destinations	National Sustainable Development Plan (2016-2030)	Vanuatu Sustainable Tourism Policy (2019-2030)	Vanuatu Sustainable Tourism Strategy Actions	Outputs	Implementing Agencies	Priority Timeframe
	B3 Supporting local entrepreneurs and fair trade A2 Destination Management Strategy and Action Plan A7 Promotion and information B2 Decent work and career opportunities B3 Supporting local entrepreneurs and fair trade B6 Property and user rights C1 Protection of cultural assets C2 Cultural artefacts C3 Intangible heritage		Goal 3: Sustainable and responsible tourism products and services developed, supported, and marketed to attract responsible high-value tourists  Goal 5: Sustainable and responsible tourism brings improved income and well-being for Vanuatu and its people	2.3.2 Support the development of Cultural and Information Centre Hubs in each Province	Cultural and Information Centre Hubs have been developed in each province  The Centres provide tourists with access to ATM, clean drinking water, toilets, booking information facilities, local food and refreshments and handicrafts	DoT VKS	
				2.3.3 Develop a cultural verification program with the Vanuatu Kaljoral Senta, the Vanuatu Intellectual Property Office and the Department of Tourism to support communities to protect traditional knowledge in tourism products and services	A cultural verification program is developed and implemented in each Province	DoT VKS VanIPO	

## THEME 2 RESILIENCE: through Niche Tourism Product Development

## PROGRAM OF WORK 2.4 Music Tourism

Goal 1: No Poverty  Goal 8: Decent Work and Economic Growth  Goal 10: Reduced Inequalities	A2 Destination Management Strategy and Action Plan  B2 Decent work and career opportunities  B3 Supporting local entrepreneurs and fair trade	SOC 1, 2, 4  ENV 2  ECO 1, 3, 4	Goal 2: Visitors connect with Vanuatu's environment, culture and its people  Goal 3: Sustainable and responsible tourism products and services developed, supported, and marketed to attract responsible high-value tourists  Goal 5: Sustainable and responsible tourism brings improved income and well-being for Vanuatu and its people	2.4.1 Develop music performance spaces for local artists	Designated spaces for musical performers are established in all 6 provinces	DoT DoI DoY&S	
				2.4.2 Develop a mentoring support program for youth music performers in tourism	Mentoring support program for youth performing music for tourism is operational (standards and guidelines are incorporated into the program)	DoT DoI DoY&S	
				2.4.3 Develop a music exchange program for Ni Vanuatu tourism music artists	10 Ni Vanuatu music tourism performers are selected each year to participate in a cultural exchange program	DoT DoI Wan Smol Bag	

Sustainable Development Goals	Global Sustainable Tourism Council Criteria for Sustainable Destinations	National Sustainable Development Plan (2016-2030)	Vanuatu Sustainable Tourism Policy (2019-2030)	Vanuatu Sustainable Tourism Strategy Actions	Outputs	Implementing Agencies	Priority Timeframe
THEME 2 RESILIENCE: through Niche Tourism Product Development				PROGRAM OF WORK 2.5 Sports Tourism			
Goal 1: No Poverty  Goal 8: Decent Work and Economic Growth  Goal 10: Reduced Inequalities	A2 Destination Management Strategy and Action Plan  B2 Decent work and career opportunities	SOC 2, 4  ENV 2  ECO 1, 3, 4	Goal 3: Sustainable and responsible tourism products and services developed, supported, and marketed to attract responsible high-value tourists	2.5.1 Develop a regional sports tourism exchange program	MoU signed with DoY&S to develop a regional sports tourism exchange program  Countries have been selected for exchange program; an annual event is developed for exchange students	DoT DoY&S	
				2.5.2 Develop a sports tourism and events guide for Vanuatu	A sports tourism and events guide is marketed by VTO in collaboration with DoY&S	DoT DoY&S VTO	
				2.5.3 Develop a sports tourism event program	A grants program is developed in collaboration with DoY&S and operational  Grant provides funding and/or in-kind assistance to support eligible organisations to develop and deliver successful sports tourism events	DoT DoY&S	
THEME 3 DIVERSIFICATION: through Agritourism				PROGRAM OF WORK 3.1 Slow Food Educational			
Goal 1: No Poverty  Goal 2: Zero Hunger  Goal 3: Good Health and Wellbeing  Goal 4: Quality Education  Goal 5: Gender Equality	A2 Destination Management Strategy and Action Plan  B2 Decent work and career opportunities  B3 Supporting local entrepreneurs and fair trade	SOC 1, 2, 4  ENV 1, 2, 3, 4  ECO 1, 3, 4	Goal 5: Sustainable and responsible tourism brings improved income and well-being for Vanuatu and its people	3.1.1 Develop a Slow food educational program for schools	A slow food educational program for schools has been developed in collaboration with DoPH and rolled out in all schools	DoT DoPH DoE	
				3.1.2 Undertake educational campaigns and community awareness to encourage eating local food and healthy eating habits	A slow food educational campaign has been developed in collaboration with DoPH and communicated through social media and provincial representatives	DoT DoPH DoE	

Sustainable Development Goals	Global Sustainable Tourism Council Criteria for Sustainable Destinations	National Sustainable Development Plan (2016-2030)	Vanuatu Sustainable Tourism Policy (2019-2030)	Vanuatu Sustainable Tourism Strategy Actions	Outputs	Implementing Agencies	Priority Timeframe
Goal 8: Decent Work and Economic Growth  Goal 10: Reduced Inequalities  Goal 15 Life on Land				3.1.3 Develop training to ensure quality assurance of food served to tourists  3.1.4 Develop a train the trainers slow food program	Training is implemented in collaboration with APTC with all food vendors in Port Vila and Santo on food hygiene and presentation for tourists  A slow food training program and recipe book is developed in collaboration with the private sector and APTC and available for all accommodations and restaurants	DoT APTC VBS  DoT APTC	<div></div> <div></div> <div></div>
THEME 3 DIVERSIFICATION: through Agritourism				PROGRAM OF WORK 3.2 Traditional Cuisine Revival			
Goal 1: No Poverty  Goal 2: Zero Hunger  Goal 3: Good Health and Wellbeing  Goal 4: Quality Education  Goal 5: Gender Equality  Goal 8: Decent Work and Economic Growth  Goal 10: Reduced Inequalities  Goal 15 Life on Land	A2 Destination Management Strategy and Action Plan  A7 Promotion and information  B2 Decent work and career opportunities  B3 Supporting local entrepreneurs and fair trade	SOC 1, 2, 4  ENV 1, 2, 3, 4, 5  ECO 1, 3, 4	Goal 2: Visitors connect with Vanuatu's environment, culture and its people  Goal 3: Sustainable and responsible tourism products and services developed, supported, and marketed to attract responsible high-value tourists	3.2.1 Undertake anthropological research and cultural verification of traditional gardening and traditional cuisine in each province  3.2.2 Identify traditional agricultural systems in each Province that can be recognised as Globally Important Agricultural Heritage Systems (GIAHS)  3.2.3 Develop a traditional cuisine cooking classes product development and support program	A research report is published detailing cultural verification of traditional gardening practices and traditional cuisine recipes in each province  The published research informs the applications for GIAHS  A traditional cuisine cooking class is developed informed by the published research on traditional cuisine  80% of businesses are receiving business/ marketing support, mentoring and skill development by 2025	DoT VKS VANIPO VSP  DoT VKS MCC DoA  DoT APTC VSP HTLTC VCFHA	<div></div> <div></div> <div></div>



Sustainable Development Goals	Global Sustainable Tourism Council Criteria for Sustainable Destinations	National Sustainable Development Plan (2016-2030)	Vanuatu Sustainable Tourism Policy (2019-2030)	Vanuatu Sustainable Tourism Strategy Actions	Outputs	Implementing Agencies	Priority Timeframe
				3.2.4 Develop an educational traditional cuisine guidebook and T.V grade series	Traditional cuisine book is developed and ready for publishing  T.V grade series is developed and on air in Vanuatu and marketed to other countries detailing traditional farming systems, local produce, traditional cuisine, and value-added products for each province	DoT	
<b>THEME 3 DIVERSIFICATION: through Agritourism</b>				<b>PROGRAM OF WORK 3.3 Agritourism Market Research and Support</b>			
Goal 1: No Poverty  Goal 2: Zero Hunger  Goal 3: Good Health and Wellbeing  Goal 4: Quality Education  Goal 5: Gender Equality  Goal 8: Decent Work and Economic Growth  Goal 10: Reduced Inequalities  Goal 15 Life on Land	A2 Destination Management Strategy and Action Plan  A6 Visitor engagement and feedback  B2 Decent work and career opportunities	SOC 1, 2, 4  ENV 1, 2  ECO 1, 3, 4	Goal 2: Visitors connect with Vanuatu's environment, culture and its people  Goal 3: Sustainable and responsible tourism products and services developed, supported, and marketed to attract responsible high-value tourists	3.3.1 Review the Agritourism plan of Action in line with the VSTP	Amendments are approved by the Agritourism Committee	DoT DoI DoA	
				3.3.2 Undertake consumer research on demand for agritourism experiences and opportunities for more local produce and value-added products in the tourism offering	A report is developed summarising the demand for agritourism experiences in key market countries  Feedback from the 5 case studies measured and selected for funding	DoT DoI DoA	
				3.3.3 Incorporate questions into the Vanuatu International Visitor Survey to provide baseline expenditure data on value added agritourism products	Recommended questions are integrated into the IVS	DoT IVS	
				3.3.4 Undertake an Agritourism Value Chain Analysis	An Agritourism Value Chain Analysis report is completed and recommendations implemented	DoT DoA DoI	

Sustainable Development Goals	Global Sustainable Tourism Council Criteria for Sustainable Destinations	National Sustainable Development Plan (2016-2030)	Vanuatu Sustainable Tourism Policy (2019-2030)	Vanuatu Sustainable Tourism Strategy Actions	Outputs	Implementing Agencies	Priority Timeframe
				3.3.5 Include agritourism products and services as part of the Vanuatu Discovery Trails Program (VDTP) and assist with business development finance, skills training and include in the National Tourism Awards	6 Agritourism businesses (1 from each Province) are listed in the database are included in the VDTP	DoT VTO	
<b>THEME 3 DIVERSIFICATION: through Agritourism</b>				<b>PROGRAM OF WORK 3.4 Agritourism Marketing</b>			
Goal 1: No Poverty  Goal 2: Zero Hunger  Goal 3: Good Health and Wellbeing  Goal 4: Quality Education  Goal 5: Gender Equality  Goal 8: Decent Work and Economic Growth  Goal 10: Reduced Inequalities  Goal 15 Life on Land	A2 Destination Management Strategy and Action Plan  A7 Promotion and information  B2 Decent work and career opportunities  B3 Supporting local entrepreneurs and fair trade	SOC 1, 4  ENV 1, 2  ECO 1, 3, 4	Goal 3: Sustainable and responsible tourism products and services developed, supported, and marketed to attract responsible high-value tourists	3.4.1 Develop an agritours wellness marketing program	Agritours wellness promotional campaign developed and implemented	DoT VTO	
				3.4.2 Develop an agritourism success stories campaign	VTO provide media coverage of success stories in agritourism and highlight operator best practice use of local food content through VTO marketing activities	DoT VTO	
				3.4.3 Generate editorial content for consumers on agritourism products and services (in-flight, cuisine, cruise and travel magazines, social media, websites)	Monthly editorial content is developed and promoted in collaboration with DoI, DoA and VTO, (Vanuatu chocolate, coffee, oils, lotions, coconut, handicrafts and other products and services)	DoT DoI DoA VTO	
				3.4.4 Deliver promotional events that showcase natural products made in Vanuatu	A monthly Sustainable Food and Lifestyle Festival incorporated into VTO calendar of events  Annual Local food week is developed and marketed for each Province as a key attraction	DoT DoI DoA VTO	

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				3.4.5 Promote the benefits of Made in Vanuatu branding, organic produce and traditional cuisine within destination marketing	The Made in Vanuatu branding is integrated into VTO marketing, as well as increased signage at airports, ports and key tourism areas	DoT DoI VTO	
				3.4.6 Increase sales of Made in Vanuatu handicrafts to the tourism sector. Strengthen and support the HBDP through the Provincial Handicraft Associations	Made in Vanuatu handicrafts make up 70% of the market	DoT DoI DoCIR	
THEME 3 DIVERSIFICATION: through Agritourism				PROGRAM OF WORK 3.5 Wellness Agritours & Agritourism Events Product Development			
Goal 1: No Poverty  Goal 2: Zero Hunger  Goal 3: Good Health and Wellbeing  Goal 4: Quality Education  Goal 5: Gender Equality  Goal 8: Decent Work and Economic Growth  Goal 10: Reduced Inequalities  Goal 15: Life	A2 Destination Management Strategy and Action Plan  A7 Promotion and information  B2 Decent work and career opportunities  B3 Supporting local entrepreneurs and fair trade	SOC 1, 2, 4  ENV 1, 2, 3, 4, 5  ECO 1, 2, 3, 4	Goal 2: Visitors connect with Vanuatu's environment, culture and its people  Goal 3: Sustainable and responsible tourism products and services developed, supported, and marketed to attract responsible high-value tourists	3.5.1 Develop a support program for Wellness Agritourism home stays and tours product development (wellness: traditional medicine, traditional sustainable farming, organic traditional cuisine cooking classes, farming supporting conservation, living in a community, custom ceremonies)	Support program for wellness agritourism home stays and tours is developed and operational in all 6 provinces  80% of Agritourism businesses are receiving business/marketing support, mentoring and skills development by 2025	DoT VSP V-Lab	

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				3.5.2 Develop a support program for primary and secondary producers of food to increase the representation of local food consumed in communities and the tourism industry through festivals, farmers markets demonstrations etc.	Support program is developed for all 6 Provinces	DoT DoI DoA VTO VCFHA	
				3.5.3 Expand the Agritourism week and increase promotion	The Annual Agritourism week is expanded to operate in each province  VTO has increased promotion	DoT DoI DoA VTO	
				3.5.4 Develop an Agribusiness tours support program to increase the number and quality of local agribusinesses.	A support program has been developed and implemented in collaboration with DoI  6 local businesses identified as best practice case studies as part of Tourism Business Support Program  80% of registered agribusiness tours are receiving business incubation support by 2025	DoT DoI DoA VSP V-Lab	
				3.5.5 Develop Slow Food monthly night market centres in Port Vila, Luganville and Lenakel	Market centres are developed in Port Vila, Santo and Tanna to host weekly night markets showcasing high quality Slow Food  Market Centres are strictly no plastic or imported food	DoT DoA DoI Municipal Councils	
THEME 3 DIVERSIFICATION: through Agritourism				PROGRAM OF WORK 3.6 Agritourism Value Added Product Development			
Goal 1: No Poverty  Goal 2: Zero Hunger	A2 Destination Management Strategy and Action Plan  A7 Promotion and information	SOC 1, 2, 4 ENV 1, 2, 4 ECO 1, 2, 3, 4	Goal 3: Sustainable and responsible tourism products and services developed, supported, and marketed to attract	3.6.1 Undertake a Agritourism targeted market research and support program for local agribusiness entrepreneurs	Marketing research and support program report has been developed	DoT DoI DoA VTO	

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Goal 3: Good Health and Wellbeing Goal 4: Quality Education Goal 5: Gender Equality Goal 8: Decent Work and Economic Growth Goal 10: Reduced Inequalities Goal 15: Life on Land	A10 Climate change adaptation B2 Decent work and career opportunities B3 Supporting local entrepreneurs and fair trade D5 Energy conservation		responsible high-value tourists  Goal 5: Sustainable and responsible tourism brings improved income and well-being for Vanuatu and its people	3.6.2 Develop a Handicraft Support program	A handicraft support program is developed and implemented  Measure annually the increased diversity and representation of high-quality products in the marketplaces	DoT DoI	
				3.6.3 Develop standards with VBS to ensure agritourism value added products are high quality and competitive	VBS have developed clear standards for value added products  Report on number of stakeholders/businesses meeting standards throughout the value chain	DoT VBS DoI	
				3.6.4 Develop an import replacement program for tourism	Import replacement program for tourism is developed  Measures are implemented to minimise the amount of inferior low-quality cheap products being imported into Vanuatu  Percentage of local organic products fully replacing imported products	DoT DoCIR VBS DoI VNSO	
				3.6.5 Develop a Sustainable Infrastructure Scheme for Agritourism financing value adding manufacturing facilities: renewable energy, climate adaptation, fibreglass tanks, composting toilets, cyclone proofing infrastructure	Sustainable infrastructure scheme is developed and implemented with an effective governance structure  A minimum of 6 businesses (1 from each Province) have received financing	DoT DoI DoA VBS DoCC DoE	

Sustainable Development Goals	Global Sustainable Tourism Council Criteria for Sustainable Destinations	National Sustainable Development Plan (2016-2030)	Vanuatu Sustainable Tourism Policy (2019-2030)	Vanuatu Sustainable Tourism Strategy Actions	Outputs	Implementing Agencies	Priority Timeframe
<b>THEME 3 DIVERSIFICATION: through Agritourism</b>				<b>PROGRAM OF WORK 3.7 Strengthening linkages between primary producers and the tourism industry</b>			
Goal 1: No Poverty  Goal 2: Zero Hunger  Goal 3: Good Health and Wellbeing  Goal 4: Quality Education  Goal 5: Gender Equality  Goal 8: Decent Work and Economic Growth  Goal 10: Reduced Inequalities  Goal 15: Life on Land	A2 Destination Management Strategy and Action Plan  B2 Decent work and career opportunities  D6 Water stewardship	SOC 2, 4  ENV 1, 2, 4  ECO 1, 2, 3, 4	Goal 3: Sustainable and responsible tourism products and services developed, supported, and marketed to attract responsible high-value tourists	3.7.1 Identify hotels/resorts interested in partnering with local farmer/communities/agribusiness	Stakeholder engagement report and database is developed outlining interested hotels/resorts looking to partner with local farmers	DoT DoA VAC	
				3.7.2 Develop mechanisms to ensure reliable supply of produce to the tourism industry	Mechanisms developed in collaboration with DoA to strengthen supply chain between farmers and the tourism industry	DoT DoA DoI	
				3.7.3 Initiate clustering using lead farmer model or grouping of commercial farmers and design and implement a managed small grants scheme to support investment in production (i.e., equipment, irrigation and technology)	DoA has developed a clustering model for farmers to group together to meet supply needs in key tourism centres  4 x model projects are selected for pilot funding	DoT DoA DoI ORCBDS	
				3.7.4 Address inefficiencies of inter-island shipping with associated costs and postproduction food mishandling	DoA has developed measures to improve the supply chain to ensure cost effective shipping, safe food handling and HACCP protocols	DoT DoA DoI VBS VMA	
				3.7.5 Conduct feasibility analysis of transport (air, sea, road) subsidies to support agritourism based primary production based on support for the lead producer model	A feasibility report detailing opportunities for subsidies in transport of produce and value-added products is presented to DoA and DoI	DoT DoA DoI	



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				3.7.6 Conduct feasibility studies to identify and install storage and handling infrastructure at key production/transportation hubs/locations to support commercial farmer crop distribution	A feasibility report detailing storage and handling infrastructure in all key production hubs for produce and value-added products is presented to DoA and DoI	DoT DoA DoI	
				3.7.7 Develop and implement Agritourism Financing Scheme to support investment through technical assistance inputs. Identify commercial farmers and processors with co-funding for crop production equipment, hydroponics, technology investments, crop storage and water supply and cold storage	An Agritourism Financing Scheme has been developed to support sustainable financing of farm equipment and storage  80% of registered farmers are receiving business incubation support by 2025	DoT DoA DoI V-Lab	
				3.7.8 Provide training for farmers and buyers to better understand PGS organic certification requirements	PGS Organics training for farmers is developed and implemented throughout all 6 provinces  Annual increase of farmers certified organic	DoT DoA DoI ORCBDS	
				3.7.9 Enhance opportunities for agricultural communities (with a focus on women's cooperatives) to meet the challenges within the agritourism value chain	Consultation report is developed with recommendations to address challenges for the integration of women in the agritourism value chain  Recommendations are implemented into DoA, DoI and DoT AWP's	DoT DoA DoI ORCBDS	

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				3.7.10 Explore potential for improved crop varieties and year-round production for key commodities in local Pacific cuisine	Research report has been developed and presented to DoA and DoT providing recommendations for improved crop varieties and year-round production of produce to meet needs of the tourism industry and improve food security	DoT DoA DoI	
				3.7.11 Undertake capacity building on husbandry practices, crop planning, market linkages and farm budgeting	Farmer to farmer training program has been developed and implemented by DoA for both male and female farmers to improve husbandry practices, crop planning, market linkages and farm budgeting	DoT DoA DoI	
<b>THEME 4 SUSTAINABILITY: through Sustainable Tourism Certification, Investment and Ni Vanuatu Entrepreneurship</b>				<b>PROGRAM OF WORK 4.1 Vanuatu Tourism Certification</b>			
Goal 1: No Poverty	A2 Destination Management Strategy and Action Plan	SOC 1, 2, 4, 6	Goal 1: To develop and manage a sustainable and responsible tourism industry	4.1.1 Undertake a Tourism Certification Feasibility Analysis: (Carbon labelling, Fairtrade, Organics, GSTC Sustainable Tourism)	A feasibility report for the implementation of Certification programs in tourism has been developed and recommendations presented to DoT	DoT	
Goal 2: Zero Hunger	A4 Enterprise engagement and sustainability standards	ENV 1, 2, 3, 4, 5		4.1.2 Develop standards for the VSTC and apply for GSTC Recognition of the standards and Accreditation of the process	A certification program for tourism has been developed that meets GSTC standards  60% of all tourism businesses are certified by the VSTC by 2025  100% of all tourism businesses operating in ECSA's or CCA's are certified by the VSTC by 2025	DoT VSTC	
Goal 3: Good Health and Wellbeing	A6 Visitor engagement and feedback	ECO 1, 2, 3, 4		4.1.3 Undertake GSTC Sustainable Tourism Destination assessments in a key model destination	GSTC destination assessment case study has been carried out in Shefa Province  Findings from the case study guide future destination assessments in key destinations in all 6 provinces	DoT GSTC Trainers	
Goal 4: Quality Education	A9 Planning regulations and development control						
Goal 5: Gender Equality	B2 Decent work and career opportunities						
Goal 6: Clean Water and Sanitation	B6 Property and user rights						
Goal 8: Decent Work and Economic Growth	C1 Protection of cultural assets C2 Cultural artefacts C3 Intangible heritage						

Sustainable Development Goals	Global Sustainable Tourism Council Criteria for Sustainable Destinations	National Sustainable Development Plan (2016-2030)	Vanuatu Sustainable Tourism Policy (2019-2030)	Vanuatu Sustainable Tourism Strategy Actions	Outputs	Implementing Agencies	Priority Timeframe
Goal 10: Reduced Inequalities  Goal 13: Climate Action  Goal 14: Life Below Water  Goal 15 Life on Land	C4 Traditional access  C6 Visitor management at cultural sites  D6 Water stewardship  D7 Water quality  D8 Wastewater  D9 Solid waste				Measures have been developed to support Provincial Governments to meet GSTC standards		
				4.1.4 Develop and pilot the Code of Conduct for Tourism in the ECSA's and CCA's	All registered tourism businesses operating in ECSA's and CCA's have signed the Code of Conduct	DoT DoEPC	
				4.1.5 Review & modify Tourism Standards for tours and accommodation to incorporate more of the GSTC Criteria	Sustainable waste management requirements have been incorporated into the minimum standards  All audited businesses are meeting the standards by 2025  Revise "tourism standards" for tours and accommodation has GSTC criteria incorporated	DoT DoEPC Municipal Council DoI	
				4.1.6 Develop and implement waste education programs for all tourism businesses and attractions	New introduced waste management standards have been communicated to all tourism businesses	DoT DoEPC Municipal Council	
				4.1.7 Conduct GSTC sustainable tourism training for all tourism stakeholders throughout the 6 Provinces	All audited tourism businesses have attended GSTC training  All registered tourism businesses in the Tourism Business Support Program have passed the Sustainable Tourism assessment	DoT	
				4.1.8 Measure visitor perception of sustainability at the destination and business level	Questions around sustainability have been incorporated into the IVS	DoT VTO VNSO	

Sustainable Development Goals	Global Sustainable Tourism Council Criteria for Sustainable Destinations	National Sustainable Development Plan (2016-2030)	Vanuatu Sustainable Tourism Policy (2019-2030)	Vanuatu Sustainable Tourism Strategy Actions	Outputs	Implementing Agencies	Priority Timeframe
				4.1.9 Establish contract for a 3rd party Certification body to undertake tourism business auditing and assessments for Tourism Permits	A 3rd party organisation has been contracted with trained auditors that meet DoT criteria and are registered with VBS	DoT VBS	
				4.1.10 Formalise Tourism Standards Program with VBS	Tourism Standards are registered with the VBS	DoT VBS	
				4.1.11 Develop a guide to ensure all holiday rentals formalize their businesses	All holiday rental establishment have been formalized by 2022  New category has been developed specifically for holiday rentals in the Tourism Standards	DoT VIPA DoCIR DoLNR DLA VCCI	
THEME 4 SUSTAINABILITY: through Sustainable Tourism Certification, Investment and Ni Vanuatu Entrepreneurship				PROGRAM OF WORK 4.2 Agritourism Certification			
Goal 1: No Poverty Goal 2: Zero Hunger  Goal 3: Good Health and Wellbeing  Goal 8: Decent Work and Economic Growth  Goal 10: Reduced Inequalities  Goal 15: Life on Land	A2 Destination Management Strategy and Action Plan  B2 Decent work and career opportunities	SOC 1, 4, 6  ENV 1, 2, 3, 4, 5  ECO 1, 2, 4	Goal 1: To develop and manage a sustainable and responsible tourism industry	4.2.1 Identify potential certification programs for local agritourism products such as: fair trade, organics, sustainability and generation of verified carbon offsets	A report has been developed outlining the applicability of certification programs for use in Agritourism	DoT DoA DoI	
				4.2.3 Establish contract for a 3rd party Certification body to undertake Agritourism products auditing and assessments	A 3rd party organisation has been contracted with trained auditors that meet GSTC criteria, Organics, HACCP, Fair trade, Carbon offsetting and are registered under the VBS	DoT DoA DoI VBS	

Sustainable Development Goals	Global Sustainable Tourism Council Criteria for Sustainable Destinations	National Sustainable Development Plan (2016-2030)	Vanuatu Sustainable Tourism Policy (2019-2030)	Vanuatu Sustainable Tourism Strategy Actions	Outputs	Implementing Agencies	Priority Timeframe
<b>THEME 4 SUSTAINABILITY: through Sustainable Tourism Certification, Investment and Ni Vanuatu Entrepreneurship</b>				<b>PROGRAM OF WORK 4.3 Sustainable Tourism Investment</b>			
Goal 1: No Poverty Goal 7: Affordable and Clean Energy Goal 9: Industry, Innovation and Infrastructure Goal 10: Reduced Inequalities Goal 12: Responsible Consumption and Production Goal 16: Peace, Justice and Strong Institutions Goal 17: Partnerships for the Goals	A2 Destination Management Strategy and Action Plan A9 Planning regulations and development control A10 Climate change adaptation B2 Decent work and career opportunities D5 Energy conservation	SOC 4, 5, 6 ENV 1, 2, 3, 4, 5 ECO 1, 2, 3, 4	Goal 4: Tourism that enhances, conserves and protects the environmental and cultural resources of Vanuatu	4.3.1 Support tourism businesses to access sustainable infrastructure to finance a transition to renewable energy and climate adaptation	70% of accommodation providers have accessed financial support through the Tourism Business Support Program to finance a transition to renewable energy and climate adaptation  Solar Freezer proposal launched as part of Tourism Business Support Program  Review MoU between DoT and DoE for RE funding  Handbook with RE and EE Guidelines for Hotels distributed to encourage energy audits	DoT DoCC DoE	
				4.3.2 Develop a Sustainable Tourism Investment Guide that's linked to the VSTP in collaboration with DoEPC and VIPA	A Sustainable Tourism Investment Guide has been distributed to tourism businesses	DoT DoEPC VIPA	
				4.3.3 Establish a Model Lease agreement with DoLNR	National Investment Promotion Bill has been amended to clearly specify the percentage of partnership and requirements to protect both parties'	DoT DoLNR VIPA	
				4.3.4 Undertake Legislation review on the Tourism Councils Act, VTO Act	All recommendations for amendments to the relevant Acts are presented through Policy paper to DCO & COM	DoT DoLNR VIPA DCO	
				4.3.5 Review and Improve DoT's involvement in the FDI application processes	New improved processes rolled out for the reviewing and approving of FDI's in Tourism	DoT VIPA	

Sustainable Development Goals	Global Sustainable Tourism Council Criteria for Sustainable Destinations	National Sustainable Development Plan (2016-2030)	Vanuatu Sustainable Tourism Policy (2019-2030)	Vanuatu Sustainable Tourism Strategy Actions	Outputs	Implementing Agencies	Priority Timeframe
				4.3.6 Develop a local accommodation guide for each province in collaboration with the Vanuatu cultural centre.	A local accommodation guide has been developed and distributed  The guide has intellectual property rights	DoT VKS	
<b>THEME 4 SUSTAINABILITY: through Sustainable Tourism Certification, Investment and Ni Vanuatu Entrepreneurship</b>				<b>PROGRAM OF WORK 4.4 Sustainable Tourism Support Fund</b>			
Goal 1: No Poverty  Goal 7: Affordable and Clean Energy  Goal 9: Industry, Innovation and Infrastructure  Goal 10: Reduced Inequalities  Goal 16: Peace, Justice and Strong Institutions  Goal 17: Partnerships for the Goals	A2 Destination Management Strategy and Action Plan  B2 Decent work and career opportunities  B3 Supporting local entrepreneurs and fair trade	SOC 1, 2, 4  ENV 1, 2  ECO 1, 2, 3, 4	Goal 3: Sustainable and responsible tourism products and services developed, supported, and marketed to attract responsible high-value tourists	4.4.1 Establish the Sustainable Tourism Support Fund	Sustainable Tourism Support Fund established and functional and managed by a formalised Committee	DoT STSF	
				4.4.2 Implement the Tourism Business Support Program	Tourism Business Support Program completed, piloted and rolled out in all Provinces	DoT STSF	
				4.4.3 Develop an insurance mechanism for local Ni Vanuatu tourism businesses to meet Tourism Standards	An affordable insurance mechanism has been developed for all registered tourism businesses to meet insurance requirements	DoT STSF	
				4.4.4 Finalise and implement priority actions for the Sustainable Tourism HRD Plan	Sustainable Tourism HRD Plan completed, piloted and rolled out in all Provinces	DoT APTC VNSO VQA	





**SUSTAINABLE ISLANDS TOURISM  
CONFERENCE**



## MINISTER APPOINTING THE NATIONAL CRUISE TOURISM COMMITTEE



## HRD WORKSHOP

## SOLAR FIBREGLASS FREEZERS FOR RURAL OPERATORS



## TCRRP TECHNICAL WORKING GROUP



# VANUATU SUSTAINABLE CRUISE TOURISM PLAN

## KEY: PRIORITY TIMEFRAME

Immediate Priority Actions 2021-2025

Commence planning 2022-2025

Commence after all immediate Priority Actions have been addressed

Sustainable Development Goals	Global Sustainable Tourism Council Criteria for Sustainable Destinations	National Sustainable Development Plan (2016-2030)	Vanuatu Sustainable Tourism Policy (2019-2030)	Outputs	Lead Implementing Agency	Priority Timeframe
<b>ACTION 1.</b> To re-establish, reform the TOR and membership and fully resource the National Cruise Tourism Management Committee (NCTMC) as the peak National body to manage, coordinate and supervise all aspects of cruise tourism development						
Goal 6: Clean Water and Sanitation  Goal 8: Decent Work and Economic Growth  Goal 10: Reduced Inequalities  Goal 13: Climate Action  Goal 14: Life Below Water	A2 Destination Management Strategy and Action Plan  A9 Planning regulations and development control	ECO 1, 2, 4	Goal 1: To develop and manage a sustainable and responsible tourism industry	NCTMC was established in June 2020. Members have been officially appointed by the Minister  NCTMC meets monthly	DoT	
<b>ACTION 2.</b> The GoV, through the NCTMC to realign its expectations about cruise tourism development and negotiate to enter into a formal commercial agreement with each of the two main cruise companies						
Goal 6: Clean Water and Sanitation  Goal 8: Decent Work and Economic Growth  Goal 10: Reduced Inequalities  Goal 13: Climate Action  Goal 14: Life Below Water	A2 Destination Management Strategy and Action Plan  A9 Planning regulations and development control	ECO 1, 2, 4	Goal 1: To develop and manage a sustainable and responsible tourism industry	NCTMC to discuss, agree and ratify the MoA  NCTMC delegation to negotiate the signing of the MoA with each of the two main cruise ship operator companies – Carnival and RCCL  Draft Memorandum of Agreement has been submitted as part of the TIS project	DoT  NCTMC	

Sustainable Development Goals	Global Sustainable Tourism Council Criteria for Sustainable Destinations	National Sustainable Development Plan (2016-2030)	Vanuatu Sustainable Tourism Policy (2019-2030)	Outputs	Lead Implementing Agency	Priority Timeframe
<b>ACTION 3.</b> The GoV through the NCTMC to discuss with the Pacific Island Forum Secretariat the idea of a regional coordination approach to the development and management of cruise tourism						
Goal 14: Life Below Water Goal 16: Peace, Justice and Strong Institutions Goal 17: Partnerships for the Goals	A2 Destination Management Strategy and Action Plan A9 Planning regulations and development control	ECO 1, 2, 4	Goal 1: To develop and manage a sustainable and responsible tourism industry	NCTMC to activate this option if the MoA is not agreed upon	DoT NCTMC MSG DoFA	
<b>ACTION 4.</b> To monitor and evaluate each of the cruise tourism segments under guidelines and criteria provided by the Vanuatu Sustainable Tourism Policy (2019-2030), the National Oceans Policy 2016 and the Global Sustainable Tourism Council						
Goal 1: No Poverty Goal 2: Zero Hunger Goal 3: Good Health and Wellbeing Goal 4: Quality Education Goal 5: Gender Equality Goal 6: Clean Water and Sanitation Goal 8: Decent Work and Economic Growth Goal 10: Reduced Inequalities Goal 13: Climate Action Goal 14: Life Below Water Goal 15 Life on Land	A4 Enterprise engagement and sustainability standards A6 Visitor engagement and feedback A9 Planning regulations and development control B2 Decent work and career opportunities B6 Property and user rights C1 Protection of cultural assets C2 Cultural artefacts C3 Intangible heritage C4 Traditional access C6 Visitor management at cultural sites D6 Water stewardship D7 Water quality D8 Wastewater D9 Solid waste	SOC 1, 2, 4, 6 ENV 1, 2, 3, 4, 5 ECO 1, 2, 3, 4	Goal 1: To develop and manage a sustainable and responsible tourism industry  Goal 2: Visitors connect with Vanuatu's environment, culture and its people	Impact analysis is carried out as part of the monitoring and evaluation of each of the cruise tourism segments – cruise ships, expedition ships and yachting	DoT DoEPC Oceans DoF DoT PVMC Water Unit VKS	



Sustainable Development Goals	Global Sustainable Tourism Council Criteria for Sustainable Destinations	National Sustainable Development Plan (2016-2030)	Vanuatu Sustainable Tourism Policy (2019-2030)	Outputs	Lead Implementing Agency	Priority Timeframe
<b>ACTION 5. Undertake a Value Chain Analysis of each of the 3 cruise tourism segments to ascertain their current and potential net economic benefits and to identify infrastructure and capacity development needs</b>						
Goal 1: No Poverty Goal 8: Decent Work and Economic Growth Goal 10: Reduced Inequalities	B2 Decent work and career opportunities B3 Supporting local entrepreneurs and fair trade	ECO 1, 2, 4	Goal 2: Visitors connect with Vanuatu's environment, culture and its people  Goal 5: Sustainable and responsible tourism brings improved income and well-being for Vanuatu and its people	Feasibility study for basing an Expedition ship in Vanuatu to be completed  Yacht Survey 2020 to be completed	DoT DoEPC	
<b>ACTION 6. Appoint an independent consultant to undertake a more objective feasibility study in the net economic social and environmental impacts of the proposed Lelepa Island project</b>						
Goal 1: No Poverty Goal 2: Zero Hunger Goal 3: Good Health and Wellbeing Goal 4: Quality Education Goal 5: Gender Equality Goal 6: Clean Water and Sanitation Goal 8: Decent Work and Economic Growth Goal 10: Reduced Inequalities Goal 13: Climate Action Goal 14: Life Below Water Goal 15 Life on Land	B2 Decent work and career opportunities  B3 Supporting local entrepreneurs and fair trade	SOC 1, 2, 4, 6  ENV 1, 2, 3, 4, 5  ECO 1, 2, 3, 4	Goal 1: To develop and manage a sustainable and responsible tourism industry  Goal 2: Visitors connect with Vanuatu's environment, culture and its people  Goal 3: Sustainable and responsible tourism products and services developed, supported, and marketed to attract responsible high-value tourists  Goal 4: Tourism that enhances, conserves and protects the environmental and cultural resources of Vanuatu  Goal 5: Sustainable and responsible tourism brings improved income and well-being for Vanuatu and its people	Feasibility Study on Lelepa Island Cruise Project, or similar projects, to be completed	DoT NCTMC	

Sustainable Development Goals	Global Sustainable Tourism Council Criteria for Sustainable Destinations	National Sustainable Development Plan (2016-2030)	Vanuatu Sustainable Tourism Policy (2019-2030)	Outputs	Lead Implementing Agency	Priority Timeframe
<b>ACTION 7. Undertake an audit of the landing and berthing fees being paid by each of the cruise ships. Assess their direct economic impact and identify any waivers applied to any fees</b>						
Goal 1: No Poverty Goal 8: Decent Work and Economic Growth	A9 Planning regulations and development control	ECO 1, 2, 4	Goal 1: To develop and manage a sustainable and responsible tourism industry	Assessment undertaken as part of the TIS project. Need more complete datasets from DP&M, DoT and MFEM.	DoT NCTMC MFEM	
<b>ACTION 8. Revise the terms of reference for the Port Vila Wharf Management tender and re-advertise it internationally to attract an independent professional port management company</b>						
Goal 1: No Poverty Goal 8: Decent Work and Economic Growth Goal 10: Reduced Inequalities	A9 Planning regulations and development control	ECO 1, 2, 4	Goal 1: To develop and manage a sustainable and responsible tourism industry	DoT to discuss with PVMC, MIPU and Ports and Marine before presenting a proposal to NCTMC  Assessment undertaken as part of the TIS project	DoT NCTMC PVMC P&M MIPU	
<b>ACTION 9. Arrange a meeting with the Mystery Island Holdings Ltd (MITHL) company to ascertain the exact nature of the company structure the shareholding agreement, the system for the collection and dispersal of cruise ship fees</b>						
Goal 1: No Poverty Goal 8: Decent Work and Economic Growth	A9 Planning regulations and development control  B2 Decent work and career opportunities  B3 Supporting local entrepreneurs and fair trade	SOC 1, 2, 4, 6  ECO 1, 2, 4	Goal 1: To develop and manage a sustainable and responsible tourism industry	MITHL representatives to be invited to a NCTMC meeting to discuss any issues	DoT NCTMC DoT Tafea	

Sustainable Development Goals	Global Sustainable Tourism Council Criteria for Sustainable Destinations	National Sustainable Development Plan (2016-2030)	Vanuatu Sustainable Tourism Policy (2019-2030)	Outputs	Lead Implementing Agency	Priority Timeframe
<b>ACTION 10. Develop Provincial Port of Call Management Plans that review and assess the management, resources, infrastructure, product development and marketing opportunities for each of the cruise tourism segments</b>						
Goal 1: No Poverty Goal 8: Decent Work and Economic Growth Goal 10: Reduced Inequalities	A2 Destination Management Strategy and Action Plan  A9 Planning regulations and development control	ECO 1, 2, 4	Goal 1: To develop and manage a sustainable and responsible tourism industry	DoT Cruise Division to liaise with POC Management Committees  Include as part of the Provincial Tourism Plans	DoT POC Committees	
<b>ACTION 11. Develop a marketing strategy and plan for the cruise tourism sub-sector focusing on product development, businesses development and promotional activities</b>						
Goal 1: No Poverty  Goal 8: Decent Work and Economic Growth	A7 Promotion and information	ECO 1, 2, 4	Goal 3: Sustainable and responsible tourism products and services developed, supported, and marketed to attract responsible high-value tourists	Marketing strategy and Action Plan developed for each cruise segment  Needs to be informed by Actions 2,4,5,8 and 10 above	DoT VTO	
<b>ACTION 12. Develop a boutique inter-island shipping strategy to enable more access for tourists to outer provinces</b>						
Goal 1: No Poverty  Goal 8: Decent Work and Economic Growth  Goal 10: Reduced Inequalities	B2 Decent work and career opportunities	ECO 1, 2, 4	Goal 3: Sustainable and responsible tourism products and services developed, supported, and marketed to attract responsible high-value tourists	Marketing strategy and action plan developed for boutique interisland cruise	DoT VTO NCTMC DoI	



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