FIJI

Country Pathway

Sustainable Tourism Enhancement in the Pacific (STEP)

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ACRONYMS

ADB	Asian Development Bank
APTC	Australia Pacific Training Coalition
BAU	Business as usual
CBTE	Community-Based Tourism Enterprise
CE	Circular Economy
CSR	Corporate social responsibility
FAO	Food and Agriculture Organization of the United Nations
FHTA	Fiji Hotel and Tourism Association
FNU	Fiji National University
FTSF	Fiji Tourism Standards Framework
GEF	Global Environment Facility
GSTC	Global Sustainable Tourism Council
IFC	International Finance Corporation
IMF	International Monetary Fund
MTCA	Fiji Ministry of Tourism and Civil Aviation
NDC	Nationally determined contribution
NDP	National Development Plan
NTO	National Tourism Organisation
NSTF	Fiji National Sustainable Tourism Framework
PALM	Pacific Australia Labour Mobility scheme
PICs	Pacific Island Countries
PPD	Public–private dialogue
PSDI	Pacific Private Sector Development Initiative
PSTI	Pacific Sustainable Tourism Indicators
PSTPF	Pacific Sustainable Tourism Policy Framework
PSTS	Pacific Sustainable Tourism Standards
PTSS	Pacific Tourism Statistics Strategy

RSE	Recognised seasonal employer
SCP	Sustainable Consumption and Production
SDGs	Sustainable Development Goals (United Nations)
SIDS	Small Island Developing State
SOPs	Standard operating procedures
SPC	Pacific Community
SPREP	Secretariat of the Pacific Regional Environment Programme
SPTO	Pacific Tourism Organisation
STEP	Sustainable Tourism Enhancement in the Pacific
SUP	Single-use plastics
UNEP	United Nations Environment Programme
UNDP	United Nations Development Programme
USP	University of the South Pacific
WB	World Bank
ygap	Youth Global Ambassadors Program (Pacific Islands)
yher	yher Pacific Women Entrepreneurs Accelerator

EXECUTIVE SUMMARY

Fiji has established a strong policy foundation for sustainable tourism, guided by the National Sustainable Tourism Framework (NSTF) 2024–2034 and its supporting Action Plan. These frameworks articulate an ambitious national vision for a prosperous, inclusive, and low-impact visitor economy, with priorities that place community empowerment, cultural protection, climate resilience, and sustainable investment at the centre of development.

Significant challenges remain, however. Inconsistent adoption of sustainable practices, limited access to tailored finance, infrastructure gaps in outer islands, fragmented supply chains, and weak policy coordination continue to constrain progress. Micro, small and medium-sized enterprises (MSMEs) and community-based tourism enterprises (CBTEs) are particularly affected by these barriers, which reduce their ability to participate fully in Fiji's tourism economy.

The Sustainable Tourism Enhancement in the Pacific (STEP) Project, implemented as part of the EU SWITCH-Asia Pacific Policy Support Component, offers a strategic framework to advance sustainable tourism practices tailored specifically for Pacific Island nations, including Fiji. Building on the Pacific Sustainable Tourism Policy Framework (PSTPF) and the Pacific Sustainable Tourism Standards (PSTS), the STEP initiative places a strong focus on Circular Economy (CE) and Sustainable Consumption and Production (SCP) approaches.

The STEP initiative seeks to examine and address how resource use – such as energy, water, and materials – affects and is affected by every stage of the tourism supply chain, from sourcing and procurement to service delivery and waste management. By focusing on these linkages, the project aims to reduce negative environmental impacts and promote more efficient, circular resource flows within the sector. The integration of 3R and CE principles is recognised as essential for achieving the Sustainable Development Goals (SDGs), advancing the 2050 Strategies for the Blue Pacific Continent, and contributing to the Antigua and Barbuda Agenda for Small-Island Developing States (SIDS; ABAS).

The Fiji Country Pathway seeks to accelerate the uptake of CE and SCP practices in the tourism sector by addressing two central questions:

- How are CE and SCP principles currently reflected in Fiji's NSTF and other policies, and what opportunities exist to mainstream and consolidate them across governance and implementation systems?
- How can national tourism standards for Fiji be developed and aligned with the PSTS to support effective adoption of CE and SCP practices at scale?

The analysis and consultations undertaken as part of this project revealed that, while Fiji has a strong policy foundation through the NSTF, the consistent application of CE and SCP principles across the sector remains limited. Critical gaps include weak adoption of sustainable procurement, fragmented local supply chains, limited access to sustainable finance, insufficient infrastructure in outer islands, and uneven uptake of renewable energy and waste management practices by operators. Addressing these systemic challenges will require enforceable sustainability standards, stronger value-chain linkages, access to customised green finance, practical toolkits for MSMEs and communities, and climate-resilient infrastructure.

To operationalise CE and SCP, embed sustainability in the tourism system, and accelerate progress towards a resilient, inclusive, and low-carbon visitor economy, seven priority interventions have been identified:

1. Embed CE and SCP principles in national tourism policy and other relevant policies to strengthen institutional capacity, regulatory reform, and policy coherence.
2. Develop national sustainable tourism standards aligned with the PSTS to improve compliance, service quality, and investment readiness.
3. Provide a Standards 'Starter Pack' and SCP Toolkit for CBTEs to simplify compliance and support grassroots adoption of sustainability practices.
4. Strengthen sustainable tourism supply chains and aggregator hubs by fostering green procurement systems and connecting producers with tourism markets.

5. Establish a sustainable finance mechanism for tourism enterprises to enable MSMEs and CBTEs to invest in resource-efficient, climate-smart operations.
6. Promote farm-to-table procurement and traceability schemes to reduce imports, enhance food security, and showcase traditional cuisine.
7. Develop sustainable and climate-resilient tourism accommodation guidelines to ensure new and existing facilities adopt low-impact, resource-efficient design.

These interventions are well aligned with the goals, priorities, and Action Plan of the NSTF, and work together to embed CE and SCP principles across the entire tourism system. At the policy level, the pathway strengthens institutional coherence and ensures that sustainability is reflected in strategies, regulations, and monitoring systems. At the enterprise level, toolkits and standards will help CBTEs and MSMEs adopt circular practices, while supply chain hubs and procurement schemes will connect local producers to markets and reduce import dependence. Finance mechanisms will unlock investment in renewable energy and climate-smart innovation, and new accommodation guidelines will ensure that resilience is built into the sector's infrastructure.

Collectively, these interventions translate Fiji's policy ambition into practical action. They operationalise the NSTF's vision of a prosperous, inclusive, low-carbon, and resilient visitor economy, strengthening governance, empowering communities, reducing reliance on imports, and positioning Fiji as a leader in sustainable, responsible tourism in the Pacific.

1. INTRODUCTION

1.1. Tourism Context

The Republic of Fiji is a Melanesian island nation comprising more than 330 islands and 500 islets in the South Pacific, of which approximately 110 are permanently inhabited. With a population of just under 900,000 people and a vast ocean territory of 1.3 million square kilometres, Fiji combines geographic dispersion with cultural and ecological diversity. Around 45% of the population resides in rural areas, where livelihoods are often sustained through subsistence agriculture, artisanal fishing, and informal economic activity. Urban centres such as Suva, Nadi, and Lautoka serve as key hubs for governance, commerce, and tourism infrastructure (Government of Fiji, 2024a).

Fiji's cultural landscape is shaped by a rich blend of Indigenous iTaukei, Indo-Fijian, Rotuman, and other Pacific Islander identities. Cultural practices, traditional ceremonies, handicrafts, and festivals are central to community life and integral to Fiji's tourism appeal. This diversity is reflected in the Fiji National Sustainable Tourism Framework 2024–2034 and Vision 2050, both of which place cultural integrity, community wellbeing, and equitable opportunity at the heart of the country's development ambitions (GoF, 2024a; Government of Fiji (GoF) 2024b).

As a Small Island Developing State (SIDS), Fiji faces heightened vulnerability to climate and geophysical risks, including cyclones, sea-level rise, flooding, and landslides. Its geographic remoteness and small domestic market create structural constraints on economic diversification and resilience. National responses are framed through instruments such as the Climate Change Act 2021 and the National Adaptation Plan 2018–2023, which collectively elevate resilience as a core development priority (GoF, 2024b).

The country's dispersed geography creates challenges for inclusive service delivery and market access. Outlying islands often face infrastructure and connectivity deficits that limit access to education, healthcare, finance, and economic opportunity. Addressing these disparities is a national priority, with emphasis on climate-resilient maritime and aviation investments to enhance inter-island linkages (GoF, 2024a).

Fiji's economy is open and service-driven, shaped by external dependencies and climatic risks. In 2024, GDP was estimated at FJD 13.2 billion (USD 5.8 billion), with per capita income at FJD 14,700 (USD 6,400). Services – including tourism, transport, public administration, and retail –account for over 70% of GDP. Tourism alone contributes close to 40% of GDP and more than one-third of formal employment, with over 970,000 visitors generating FJD 3.5 billion in earnings in 2024 (Tourism Fiji, 2024a). Beyond its direct impact, the sector drives employment and growth across agriculture, logistics, creative industries, and construction.

Tourism also plays a pivotal role in Fiji's green growth strategy. National frameworks prioritise sustainable tourism development as a pathway to inclusive, low-carbon prosperity. Strategic imperatives include MSME competitiveness, domestic supply chain development, and market diversification. However, tourism's growth trajectory remains exposed to external shocks, such as pandemics, geopolitical disruptions, and climate events, underscoring the need for investment in digital infrastructure, risk preparedness, and inclusive governance.

Fiji is progressively positioning itself as a model for community-led, climate-resilient tourism. The transition is supported by regional partnerships, public–private investment, and a strong policy foundation rooted in sustainability and circular economy principles (GoF, 2024a; 2024b; Pacific Private Sector Development Initiative (PSDI), 2025a; Pacific Private Sector Development Initiative (PSDI) 2025b).

1.2. Regional Tourism Policy Context

1.2.1. Pacific Sustainable Tourism Policy Framework

The Pacific Sustainable Tourism Policy Framework (PSTPF), developed by the Pacific Tourism Organisation (SPTO) and endorsed by Pacific Tourism Ministers in 2021, provides the strategic foundation for sustainable tourism across the region. The Framework guides tourism development in line with the Pacific's unique values, cultures, and ecosystems, and it emphasises reducing environmental impact, empowering local communities, and promoting regenerative practices. These goals directly support the Sustainable Development Goals including SDG 12 by promoting sustainable consumption and production. It advocates for circular economy models, resource efficiency, and waste reduction.

The PSTPF, endorsed by Pacific Tourism Ministers in 2021, explicitly aims to reduce environmental impact, empower local communities, and promote regenerative practices – objectives that directly support the United Nations Sustainable Development Goals (SDGs), particularly SDG 12 on responsible consumption and production.

By advocating for circular economy principles resource efficiency and waste reduction, the Framework provides a clear pathway for Pacific nations to transition from linear tourism models to regenerative systems that keep resources in use, minimise waste, and restore natural ecosystems (Pacific Tourism Organisation (SPTO), 2021).

1.2.2. Pacific Sustainable Tourism Standards

The Pacific Sustainable Tourism Standards (PSTS) operationalise these ambitions by setting practical, GSTC-aligned benchmarks that require tourism businesses and governments to integrate sustainability and resource efficiency into their operations. Key elements include fostering circular business models, promoting sustainable procurement, supporting community-led initiatives, and enhancing resource efficiency, all of which are central tenets of sustainable consumption and production (SCP) and the circular economy (CE). Through these standards, Pacific tourism is positioned not only to reduce its environmental footprint but also to strengthen climate resilience, protect biodiversity, and retain greater economic value within local communities. Together, the PSTPF and PSTS create a cohesive and actionable framework that transforms Pacific tourism into a driver of environmental stewardship, inclusive socio-economic development, and long-term sustainability (SPTO, 2023).

1.3. Barriers to Sector Transition

Fiji's transition to sustainable tourism is shaped by its geographic dispersion, reliance on external markets, and high exposure to climate, economic, and health-related shocks. While the policy ambition for a low-impact, high-value visitor economy is well-articulated in the NSTF, implementation is hindered by a range of persistent structural and institutional barriers. These challenges disproportionately affect MSMEs and community-based operators, especially in rural and outer island locations. A coordinated approach across levels of government, development partners, and the private sector is essential to address these barriers and accelerate the shift to a resilient, inclusive, and circular tourism economy.

Key structural barriers include:

- High vulnerability to external shocks, including climate-related events, pandemics, fuel price volatility, and global economic disruptions. MSMEs are often the hardest hit, lacking insurance, continuity plans, or emergency savings (GoF, 2024a).
- Persistent informality in the sector, especially among women- and youth-led enterprises in agritourism, cultural tourism, and marine-based activities. Informal businesses are excluded from national data systems and formal support structures, including finance, procurement, and training (GoF, 2023a; PSDI, 2025b).
- Infrastructure and service deficits in outer island and rural destinations, including unreliable transport, cold chains, internet connectivity, and water and waste systems. These gaps increase operational costs and limit the viability of sustainable tourism investments (Government of Fiji, 2023c; GoF, 2024a).

- Overreliance on imported goods and services, with high volumes of imported food, furnishings, and construction inputs leading to economic leakages and emissions from packaging and transport. Local value chains remain underdeveloped despite national branding efforts such as 'Fijian Made' and 'Fijian Grown' (GoF, 2024b)
- Slow uptake of sustainable procurement, with limited awareness, guidance, or market incentives to support local and low-impact sourcing. Few MSMEs are connected to buyers through verified sustainable supply chains or green directories (GoF, 2024a).
- Limited access to sustainable technologies, including solar energy, composting toilets, greywater reuse systems, and waste sorting infrastructure. Upfront costs, weak supplier networks, and low technical capacity are ongoing barriers (GoF, 2023b; SPREP, 2024).
- Energy dependence on fossil fuels, especially in off-grid locations. Diesel-powered generators remain the default energy source for many island resorts, contributing to emissions and energy insecurity (IFC, 2021; GoF, 2024a).
- Financial disincentives for green transition, including lack of concessional financing, limited financial literacy, and poor awareness of sustainability-linked investment opportunities. MSMEs report difficulty meeting collateral requirements and navigating grant schemes (ADB, 2024; PSDI, 2025b).
- Growing pressure on natural assets, including coral reefs, watersheds, and coastal ecosystems, with visible degradation in tourism hotspots such as the Coral Coast, Blue Lagoon, and the Great Sea Reef (Government of Fiji, 2023f).

Additional barriers at institutional and market levels include:

- Fragmented tourism governance, with no dedicated Tourism Act and overlapping mandates across ministries and provincial authorities. This reduces regulatory coherence and creates gaps in planning, enforcement, and policy delivery (GoF, 2023b; GoF, 2024a).
- Weak local government capacity, particularly in provincial councils and rural municipalities. Staff shortages, lack of tourism-specific expertise, and low budgets constrain decentralised implementation of sustainability initiatives (Government of Fiji, 2023d).
- Underdeveloped monitoring and data systems, with no unified platform for tourism performance tracking or sustainability indicators. Data fragmentation across the Fiji Bureau of Statistics, Tourism Fiji, and MTCA hinders evidence-based planning (Government of Fiji, 2023e; GoF, 2024b).
- Labour market pressures from migration, with growing participation in Pacific Australia Labour Mobility scheme (PALM) and Recognised Seasonal Employer (RSE) schemes reducing the availability of skilled tourism labour locally. Youth and women are often first to exit the sector due to lack of career pathways and low wages (GoF, 2024a; PSDI, 2025a).
- Skills gaps and training limitations, including misalignment between national curricula and emerging industry needs in sustainability, digital skills, and customer service. Training remains centralised and often inaccessible to informal operators (GoF, 2023d; GoF, 2024a).
- Lack of strong industry representation, particularly for small and informal tourism operators. Sector associations remain under-resourced, limiting collective advocacy, peer learning, and engagement in policy processes (PSDI, 2025b).
- Limited integration with agriculture and fisheries sectors, despite strong government interest in agritourism. Supply chain inefficiencies, inconsistent quality, and lack of aggregation mechanisms hinder uptake by hotels and resorts (GoF, 2024b).

Addressing these interlinked challenges requires a clear implementation pathway and committed coordination across government, the private sector, and community actors. Fiji's policy frameworks, including the National Sustainable Tourism Framework 2024-2034 and National Development Plan 2025-2029 articulate a shared vision for inclusive, low-impact tourism.

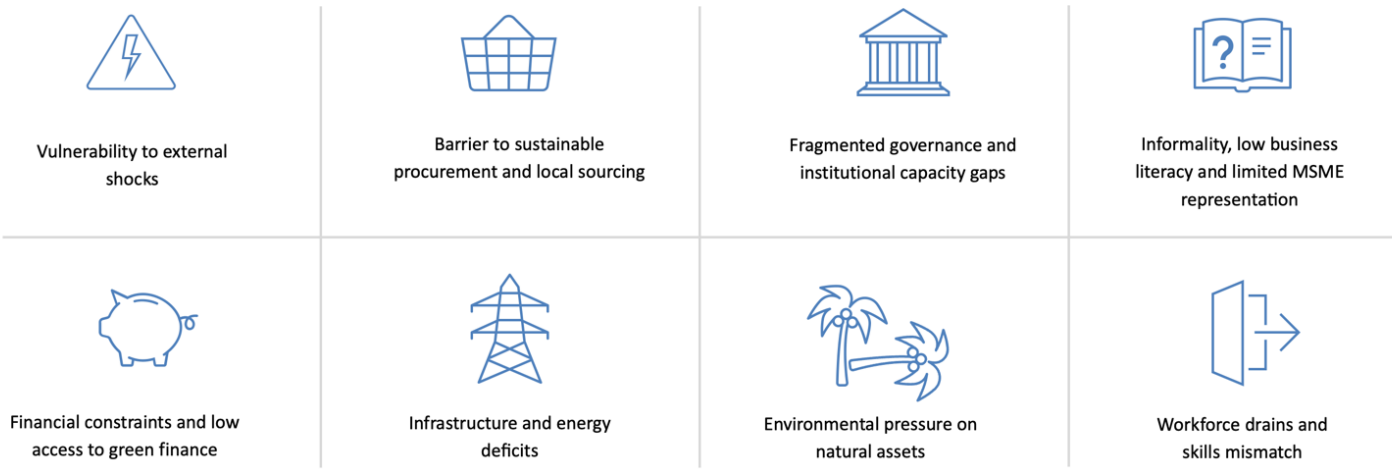

Figure 1. Fiji tourism sector barriers

1.4. STEP Project and Methodology

The Sustainable Tourism Enhancement in the Pacific (STEP) Project, implemented as part of the EU SWITCH-Asia Pacific Policy Support Component, offers a strategic framework to advance sustainable tourism practices tailored specifically for Pacific Island nations, including Fiji. Building on the Pacific Sustainable Tourism Policy Framework (PSTPF) and the Pacific Sustainable Tourism Standards (PSTS), the STEP initiative places a strong focus on Circular Economy (CE) and Sustainable Consumption and Production (SCP) approaches. Box 1 further explains the concepts of CE/SCP and their significance for the tourism sector in the Pacific.

The policy context for the STEP Project is shaped by the outcomes of the SIDS (Pacific Island Countries) Consultation Meeting on the Pre-Zero Draft of the New Declaration on 3R and Circular Economy in Asia-Pacific (2024–2034), held in Apia, Samoa in May 2024. This landmark regional consultation, co-organised by UNCRD-DSDG/UN DESA and SPREP, brought together representatives from 20 Pacific countries to address the unique challenges faced by SIDS in advancing sustainable material use, waste management, and circular economy practices. The meeting emphasised the urgent need for integrated 3R and CE strategies, aligned with SPREP's regional frameworks, to achieve resource-efficient, resilient, and low-carbon societies (United Nations Centre for Regional Development 2025).

The STEP project focuses on the following questions:

- How are Circular Economy (CE) and Sustainable Consumption and Production (SCP) principles currently reflected in national tourism policies, standards, and actions, and what opportunities exist to strengthen, mainstream, and consolidate them in both design and implementation mechanisms?
- How can national tourism standards be developed to complement, align with, and support effective implementation of CE and SCP practices where gaps or new needs arise?

The project consists of two main components a Pacific regional roadmap and country pathways for Fiji, Kiribati, Samoa and Vanuatu.

1. Pacific Sustainable Tourism Regional Roadmap

The regional roadmap contains 14 recommended interventions to help Pacific Island Countries (PICs) implement the PSTS and integrate CE/SCP principles into their tourism sectors. The roadmap reflects the collective ambition of Pacific nations to become global leaders in sustainable, inclusive, and resilient tourism. The SPTO serves as the central facilitator, fostering cross-sector collaboration, promoting research and innovation, and strengthening partnerships among Pacific nations, the tourism industry, and local communities.

2. Country Pathways for Demonstration Countries

The second component consists of tailored pathways for four demonstration countries – Fiji, Kiribati, Samoa, and Vanuatu. Each Country Pathway features a unique blend of regional and country-specific actions, shaped by the priorities identified during national consultations.

For Fiji, the main objective is to assess the status of PSTS implementation and to develop practical, targeted actions that support the transition of the existing tourism minimum standards programme to one that has greater focus on sustainable tourism and the adoption of CE/SCP practices at the national level.

The STEP Project methodology was adapted to Fiji's context through a five-phase process:

Phase 1: Scoping Assessment

- Desktop research, regional surveys, and direct consultation with Fiji's tourism stakeholders conducted
- National tourism strategies, policies, and sustainability frameworks relevant to Fiji reviewed
- Baseline data on the development of sustainable tourism standards in Fiji was collected
- Findings were validated and incorporated into Fiji's specific context into the assessment

Phase 2: In-Country Consultation

- Focused consultations were held in Fiji (alongside Kiribati, Samoa and Vanuatu) to:
- Assess the status of sustainable tourism practices in Fiji.
- Identify critical impact areas within Fiji's tourism system.
- Co-design a tailored national pathway that integrates CE/SCP principles and aligns with the PSTPF and PSTS.

Phase 3: Regional Validation Workshop

- Two representatives from Fiji Ministry of Tourism and Civil Aviation (MTCA), as well as representatives from the Fiji Hotel and Tourism Association (FHTA) and private sector joined over 50 participants from 10 Pacific Island countries at the Regional Validation Workshop (23-24 April 2025, Suva, Fiji).[1]
- The workshop validated proposed PSTS focus areas and regional priorities, assessed progress, identified common challenges, and began shaping the Regional Roadmap through stakeholder feedback.

Phase 4: Development of the Regional Roadmap

- Findings from scoping, consultations, and the validation workshop were synthesised to develop a Regional Roadmap that:
- Provides a staged, practical framework for PSTPF and PSTS implementation in Fiji
- Identifies institutional and industry capacity gaps to guide technical assistance for Fiji
- Establishes priority actions for SPTO and partners to systematically support sustainable tourism development in Fiji
- Highlights investment opportunities to support Fiji's transition to sustainable tourism

Phase 5: Development of National Pathways

Country-specific interventions and priorities identified during in-country consultations were refined through regional validation and detailed in the Fiji Country Pathway report.[2] This pathway outlines tailored actions for Fiji, aligning with national priorities and supporting the practical integration of PSTS, SCP, and CE principles into Fiji's tourism system. Further detail on the methodology, consultations, and the evolution of project design and thinking for Fiji is provided in a companion Background Report.[3]

1 Full Workshop Agenda and Report are available at: https://www.switch-asia.eu/event/regional-validation-workshop-sustainable-tourism-enhancement-in-the-pacific-step/

2 The four Country Pathway Reports (Fiji, Kiribati, Samoa and Vanuatu) are available at: https://www.switch-asia.eu/our-work/multi-country/supporting-sustainable-tourism-through-scp-policy-development-and-implementation-in-the-pacific/

3 The STEP Project Background Report is available at: https://www.switch-asia.eu/our-work/multi-country/supporting-sustainable-tourism-through-scp-policy-development-and-implementation-in-the-pacific/

Box 1: Sustainable Consumption and Production (SCP) and Circular Economy: A Foundation for Resilient Pacific Tourism

Sustainable Consumption and Production (SCP) is a cornerstone of the Pacific tourism sector's strategy to achieve long-term resilience, equity, and sustainability. Closely interlinked with Circular Economy (CE) principles, SCP promotes the efficient use of resources, reduction of waste, and regeneration of natural systems. Together, SCP and CE offer a practical framework to help Pacific tourism respond to climate, environmental, and economic challenges, while delivering meaningful benefits for communities, ecosystems, and local enterprises.

1. Enhancing Resource Efficiency and Reducing Environmental Impact

- **Resource Optimisation:** SCP and CE approaches support the efficient use of energy, water, and materials throughout the tourism value chain. They help reduce operational costs while lowering pressures on island ecosystems. Solar microgrids, rainwater harvesting, and eco-efficiency upgrades are gaining traction as viable solutions.
- **Waste Reduction and Material Circulation:** Circular strategies such as efficiencies in production and use (waste prevention), reuse, composting, recycling, and local remanufacturing help reduce solid waste and reliance on landfills, directly supporting climate adaptation and biodiversity conservation.
- **Climate Resilience:** Tourism systems that integrate renewable energy, local procurement, and low-carbon design contribute to greenhouse gas reductions and enhance adaptive capacity against climate shocks. Minimisation of materials use and waste prevention also result in minimisation of greenhouse gas emissions.

2. Supporting Economic Viability and Local Livelihoods

- **Economic Diversification:** SCP fosters circular business models that create new revenue streams, such as eco-tourism and local product development, making the sector less vulnerable to external shocks.
- **Local Sourcing and Value Retention:** Prioritising local supply chains strengthens domestic economies, increases resilience, and reduces dependency on imports. Circular procurement supports small producers, artisans, and service providers across the Pacific.
- **Operational Savings:** Reduced energy, water, and material inputs translate into cost savings, improving competitiveness and sustainability.

3. Empowering Communities and Promoting Inclusive Development

- **Community-Led Innovation:** SCP and CE encourage communities to design, manage, and benefit from tourism activities, ensuring inclusive participation and more equitable benefit-sharing.
- **Cultural Regeneration:** Circular tourism supports cultural resilience by strengthening traditional knowledge, crafts, and place-based storytelling that form the backbone of authentic Pacific tourism experiences.
- **Skills Development and Capacity Building:** Training programs linked to SCP and CE improve workforce skills in areas such as waste management, eco-design, energy systems, and digital tools, building long-term resilience in the tourism sector.

4. Strengthening Policy and Institutional Frameworks

- **Alignment with Regional and Global Commitments:** SCP and CE are embedded in the Pacific Sustainable Tourism Policy Framework and the Pacific Sustainable Tourism Standards; both aligned with the Sustainable Development Goals (SDGs) and global best practice.
- **Cross-Sectoral Integration:** Circular approaches link tourism with sectors such as agriculture, energy, waste management, and infrastructure, promoting joined-up governance and integrated planning.
- **Monitoring and Learning Systems:** SCP and CE frameworks incorporate indicators and performance tracking, enabling continuous improvement, evidence-based planning, and replication of successful models across the Pacific.

By embedding SCP and Circular Economy principles at all levels – from destination planning to enterprise operations – the Pacific tourism sector can accelerate its transition toward low-impact, high-value models that support resilient communities and protect the region's unique natural and cultural heritage. Terms and definitions used in this report are included in Appendix A.

2. STRATEGIC CONTEXT FOR SUSTAINABLE TOURISM

2.1. Strategy and Policy Context

Fiji's national policy framework offers a strong foundation for the development of a sustainable and resilient tourism sector. The clear alignment between national development priorities, environmental protection, and inclusive economic growth reflects a deliberate policy shift toward a low-emission, high-value, and people-centred tourism economy. Key instruments reinforce cross-sectoral coherence across climate policy, infrastructure, waste management, cultural heritage, and social inclusion, creating a favourable policy environment for harmonisation with PSTPF, the PSTS and related global frameworks.

2.1.1. Fiji National Sustainable Development Plan 2025–2029 and Vision 2050

The National Development Plan 2025–2029 and Vision 2050 (NDP) outlines an integrated development agenda centred on sustainable growth, social inclusion, and environmental protection, identifying tourism as a priority sector for generating employment, stimulating rural economies, and showcasing Fiji's natural and cultural assets (GoF, 2024a).

In alignment with the United Nations Sustainable Development Goals (SDGs), the Plan reinforces tourism's potential to advance multiple national priorities, from inclusive job creation (SDG 8) and sustainable resource use (SDG 12) to biodiversity protection (SDG 15) and gender empowerment (SDG 5). The Plan also lays the policy groundwork for the institutionalisation of sustainability standards and integrated monitoring systems across the tourism sector. (GoF, 2024a; GoF, 2021)

Structured around interconnected goals, the Plan highlights:

- Inclusive Economic Growth: targeting diversified, innovation-driven sectors with tourism as a leading contributor to GDP, employment, and rural development
- Climate Resilience and Environmental Sustainability: mandating integration of adaptation and emissions reduction across all sectors, supported by enabling legislation such as the Climate Change Act 2021 (GoF, 2021)
- Human and Social Development: focused on equitable access to education, skills, health services, and cultural vitality, particularly for youth, women, and rural populations

The NDP's key themes are closely tied to tourism policy goals. A clear emphasis is placed on green infrastructure, digital transformation, and investments in skills and education to boost workforce productivity. These goals are reinforced by the Climate Change Act 2021 (GoF, 2021) and Fiji's updated Nationally Determined Contribution (NDC), which commits to reducing emissions by 30% from BAU levels by 2030 through renewable energy, sustainable land use, and eco-tourism initiatives (GoF, 2020).

The Plan sets clear performance benchmarks, including targets for visitor arrivals, tourism earnings, accommodation capacity, and employment generation. It acknowledges tourism's multiplier effects and outlines measures to strengthen the sector's role in rural development, skills formation, and infrastructure upgrading. Additionally, Vision 2050 elevates tourism as a sector of strategic importance in Fiji's transition to a low-emission, knowledge-based economy.

2.1.2. Fiji National Sustainable Tourism Framework 2024–2034

The Fiji National Sustainable Tourism Framework 2024–2034 (NSTF) serves as the cornerstone of Fiji's commitment to sustainable tourism. Developed through extensive public–private consultation, the NSTF envisions a thriving sector that promotes community wellbeing, enhances cultural visibility, and ensures environmental responsibility (GoF, 2024b).

Fiji's legislative context for tourism is defined by a fragmented legal framework anchored in sectoral statutes and development mandates, rather than a single comprehensive Tourism Act. The Ministry of Tourism and Civil Aviation (MTCA) holds primary responsibility for sector governance, while Tourism Fiji operates under the Tourism Fiji Act 2004 as the statutory body responsible for destination marketing. However, the absence of a dedicated legal instrument to consolidate regulatory powers and institutional mandates has led to overlapping responsibilities, inconsistent enforcement, and weak alignment with sustainable development goals. Current tourism-related regulation spans multiple Ministries, agencies and authorities, without tourism-specific coherence, limiting the sector's ability to enforce sustainable tourism standards or implement integrated planning mechanisms. The NSTF and its accompanying Action Plan propose reforms to address these gaps. Among the priorities is establishing statutory backing for a sustainable tourism standards programme and integrating sustainable tourism benchmarks across the entire tourism ecosystem.

Central to the NSTF is the establishment of national tourism standards, accreditation mechanisms, and incentives for responsible business practices. The Framework promotes a transition to climate-smart infrastructure, improved tourism data systems, and stronger integration of tourism into land use and development planning. It recognises the critical role of MSMEs and community-based tourism in achieving equitable outcomes and calls for enhanced capacity-building and finance access.

The Framework's alignment with the PSTPF ensures regional coherence, while its Action Plan 2024–2027 operationalises short-term (three-year) priorities. The NSTF sets the stage for future legislation that will institutionalise sustainability obligations and performance tracking in Fiji's tourism sector.

The Framework and accompanying Action Plan 2024–2027 are structured around ten priorities, grouped under four goals, as follows.

GOAL 1: PROSPEROUS VISITOR 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

GOAL 2: THRIVING AND INCLUSIVE 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
- Priority 6: Make tourism a career pathway of choice via rewarding employment and entrepreneurship

GOAL 3: VISIBLE AND VALUED CULTURES

- Priority 7: Protect and promote our diverse cultures and traditions
- Priority 8: Enable prosperous and creative industries

GOAL 4: HEALTHY ISLANDS AND OCEANS

- 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

All the Goals include Actions aligned with this project, supporting the development of sustainable tourism standards and the adoption of circular economy and sustainable consumption and production practices, with the strongest alignment under Priorities 9 and 10. As the Action Plan includes over 140 Actions, a summary by Priority is provided below, highlighting only those Actions most relevant to STEP.

GOAL 1: PROSPEROUS VISITOR ECONOMY

Priority 1: Create an enabling policy environment and regulatory coherence

Priority 1 outlines foundational reforms to improve tourism governance, coordination, and regulatory coherence. Central to this is the creation of Fiji's first Tourism Act, supported by a sector-wide legislative audit and alignment of tourism policy with national and sectoral plans. Strengthening the capacity of the Ministry of Tourism and Civil Aviation, alongside the formation of a permanent public–private NSTF Implementation Committee, will enable more effective leadership, cross-government coordination, and sector engagement.

Regulatory streamlining includes modernising the Hotel and Guest Houses Act 1973, introducing a classification system for tourism services, and applying differentiated regulatory requirements. Practical reforms such as simplifying marriage licensing for non-residents are paired with efforts to shift agency culture from control to facilitation through standardised training. Additional actions aim to improve business support and investor readiness, including digitisation of information systems and stronger linkages with advisory and incubation service providers.

- 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**
- 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**
- Publish a **classification system for tourism services** in Fiji defining accommodation, tour operations, transportation, and associated service providers
- Audit and map all tourism-related legislation and regulation to inform the proposed Tourism Act, and the national **sustainable tourism standards criteria**
- Introduce **differentiated regulatory requirements** based on the tourism services classification system
- Resource the MTCA with **statistical/analyst capacity** to ensure relevant existing information is consolidated and made available to users in a timely way
- Resource the MTCA with **Monitoring and Evaluation** capacity to ensure compliance with the Monitoring Evaluation and Learning Plan
- Create a **Tourism Statistics NSTFIC Sub-committee** and ensure regular meetings to share information and harmonise key statistics on the visitor economy
- **Transform data into actionable insights** for tourism businesses to support improved decision-making

Priority 2: Nurture sustainable investments

Priority 2 focuses on strengthening the resilience of the tourism sector by embedding risk management practices and promoting sustainable investment. Proposed actions include supporting MSMEs to develop business continuity plans and contingency funds, expanding access to insurance products, and introducing tools and training for hazard and risk assessment. Coordination across ministries will be improved to streamline approvals and align with sustainability goals, while encouraging public–private partnerships that deliver shared value to communities and businesses.

To position Fiji as a champion of sustainable tourism investment, actions will incorporate sustainability requirements into incentive schemes and loan products, embed the Fiji sustainable tourism standards within the proposed Tourism Act, and review the effectiveness of past and current incentives. MTCA's role in investment decision-making will be formalised under the new Act, and national planning processes will be used to reflect tourism's demand for sustainability-aligned investment. Further actions include developing guidelines to support partnerships between community-led enterprises and investors, promoting multi-use leasing models, and strengthening cross-sector partnerships to ensure alignment between tourism, conservation, and cultural development objectives.

- Complete a Global Sustainable Tourism Council **(GSTC)-Recognised Destination certification**
- 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
- 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
- **Determine the institutional ownership and implementation model** for Fiji national sustainable tourism standards for Destination and Industry
- Incorporate **sustainability requirements into tourism investment incentives** and loan packages offered through Financial Institutions.
- Include Fiji sustainable tourism standards under the **proposed new Tourism Act** to provide a legal basis for future fiscal incentives
- Conduct review and analysis of **past and current incentives for the tourism sector** (Fiji and comparators) to determine effectiveness and inform future incentive policies
- Include information on NSTF and Fiji sustainable tourism standards in **investment promotion and facilitation activities/materials**

Priority 3: Create a competitive destination with diverse experiences

Priority 3 focuses on enhancing Fiji's competitiveness by supporting inclusive business development, diversifying tourism products, and attracting high-yield market segments. Actions include expanding training, mentoring, and advisory services tailored to MSMEs, women, youth, gender-diverse, *mataqali* and community-led enterprises. Guidance materials will be developed to promote equitable access to industry events and capacity-building opportunities. Small grants and technical support are proposed to catalyse the development of new products and experiences in areas of unmet market demand.

Targeted actions also aim to grow sustainable marine tourism, including stakeholder mapping, strengthened hydrographic coordination, infrastructure assessments, and partnerships to attract small expedition cruises and yachts. Marketing collaboration across Tourism Fiji, Fiji Airways and new airline partners is proposed to tap into emerging international markets. The aviation policy and associated agreements will be leveraged to support market diversification. Complementary initiatives will invest in sports, arts, and cultural events, while promoting niche segments such as wellness, MICE, medical, and educational tourism. Specific attention will be given to developing inclusive products and regional sub-brands that appeal to diverse and high-value traveller segments.

- Conduct **audit and gap analysis on financing products** for private renewable energy and sustainable/ green investment

GOAL 2: THRIVING AND INCLUSIVE COMMUNITIES

Priority 4: Place community empowerment and social inclusion at the centre of tourism planning

Priority 4 prioritises inclusive tourism planning by strengthening the role of MSMEs and underrepresented groups in shaping the sector. Proposed actions include supporting MSMEs to access available resources, improve market visibility, and engage in planning and advocacy processes. Enhanced outreach and provision of market intelligence will help these enterprises develop marketing content and promote their products more effectively within and beyond their communities.

To ensure broader community perspectives are incorporated into tourism planning, the role of traditional and provincial structures will be formalised. This includes recognising the Roko Tui Saravanua as a formal conduit between tourism stakeholders and local communities and embedding MTCA's participation in provincial decision-making processes. Complementing these actions, new mentoring programmes will be developed to foster leadership and representation among women, youth, gender-diverse people, and people with disabilities, thus supporting a more inclusive and participatory tourism sector.

- **Formalise the role of Roko Tui Saravanua** as a conduit between tourism and communities through inclusion in relevant decision-making processes

Priority 5: Grow experiential and culturally responsible tourism that supports tourism dispersal

Priority 5 promotes experiential and culturally responsible tourism as a means of supporting community engagement and tourism dispersal. Actions include documenting and sharing case studies on business models and partnerships that can guide communities, mataqali and MSMEs in entering or expanding within the tourism value chain. New partnerships with financial institutions and enterprise support organisations will improve MSMEs' access to finance, insurance, and mentoring. Incubation programmes targeting rural operators will provide long-term skills support, while linkages to government financing initiatives and market intermediaries will help connect communities to viable tourism markets without compromising local agency.

Further measures aim to expand agritourism and food-based experiences by advising farmers, adjusting lease conditions, and strengthening supply chains between agriculture, fisheries, and tourism. Initiatives include chef-supplier networks, seasonal crop planning tools, and farmer training on tourism market requirements. The development of a Fiji-specific food safety standard is proposed to support compliance and quality assurance across the sector. Cultural tourism will be enhanced through support for authentic village experiences, evaluation of past models, and improved leasing processes for ecotourism ventures. These actions are designed to embed cultural and environmental values into product development while creating income opportunities across diverse communities.

- Advise farmers on **agritourism opportunities**, providing guidance based on individual goals and circumstances and where market demand identified
- 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)
- 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
- **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
- Establish marketing linkages, such as databases of suppliers and regularly updated product information to ensure that hotels are aware of available local produce options
- 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
- 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
- Promote the Fijian Made, Fijian Grown, Fijian Crafted and Fijian Organic brands in the tourism industry
- 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

Priority 6: Make tourism a career pathway of choice via rewarding employment and entrepreneurship

Priority 6 focuses on positioning tourism as a rewarding career pathway by strengthening vocational training, fostering leadership, and embedding fair employment practices. Actions include supporting the institutionalisation of industry-led hospitality training, apprenticeships, and skills-based programmes, while aligning curricula with the Denarau Declaration and the Fiji National Education Policy Framework 2024–2033. Regular sector-wide skills surveys will be used to assess current gaps and inform future training needs for employers, educators, and job seekers.

Further measures will encourage stronger collaboration between industry and training institutions, expand professional development programmes, and explore financing models for vocational and entrepreneurial skills. The Fiji National University Training Levy will be reviewed to determine its relevance to tourism sector needs. Best-practice workplace policies, including guidance on managing cultural sensitivities, will be developed to support inclusive and legally compliant employment standards. Peer-to-peer mentoring between SMEs and larger operators will be promoted to build sector-wide capacity and create more visible, sustainable career pathways in tourism and related sectors such as the arts.

- Develop and publish best-practice workplace policies, customised to Fiji laws and tourism context, as **model policies in national sustainable tourism standards**

GOAL 3: VISIBLE AND VALUED CULTURES

Priority 7: Protect and promote our diverse cultures and traditions

Priority 7 focuses on safeguarding and celebrating Fiji's diverse cultures and traditions through more inclusive representation, education, and protection mechanisms within the tourism sector. Actions include working with cultural organisations and storytellers to train guides and operators in cultural storytelling and etiquette and embedding Fiji-specific cultural sustainability measures within the national sustainable tourism standards. The translation of the NSTF summary into vosa vakaviti, Fiji Hindi and Rotuman will support wider socialisation and reflect the sector's cultural significance.

A coordinated effort is proposed to protect tangible and intangible heritage through public–private partnerships, UNESCO site audits, and investment in heritage site restoration and promotion. Cultural authenticity will be strengthened by mapping and attributing cultural assets, maintaining a directory of creative service providers, and adopting inclusive media and marketing policies. Community-led engagement will be supported through initiatives such as a proposed Best Tourism Village reward system to encourage authentic village-level tourism experiences that reflect Fiji's cultural richness.

- Incorporate Fiji-specific cultural sustainability measures into the national sustainable tourism standards
- Create and maintain a directory of cultural and creative services providers to encourage **local and authentic procurement for events, performances and film productions**

Priority 8: Enable prosperous and creative industries

Priority 8 supports the growth of creative industries by strengthening connections between tourism operators, artisans, and cultural producers. Proposed actions include improving transparency across value chain - particularly pricing structures - to safeguard fair value for cultural products and services. Partnerships with retailers will be leveraged to enhance the authenticity and cultural representation of products sold, gradually phasing out inauthentic alternatives as quality local substitutes emerge. Additional efforts will position Fiji as a regional cultural hub through targeted promotion of theatre, music, visual arts and performance.

Linkages between tourism retail outlets and traditional producers - such as weavers, potters and artists - will be expanded to preserve and promote Fijian craftsmanship. The integration of cultural design into tourism infrastructure will be advanced through partnerships between hotels, tourism associations, and interior designers, supporting the use of both traditional and contemporary cultural expressions within built environments. These actions aim to increase visibility, market access, and economic opportunities for Fiji's creative industries.

- Improve **transparency across value chains**, particularly concerning benchmarking pricing for services to avoid a 'race to the bottom'
- 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**
- Facilitate partnerships between larger hotels and creative industries to integrate cultural elements (including modern interpretations of traditional designs) into architecture and interior design

GOAL 4: HEALTHY ISLANDS AND OCEANS

Priority 9: Strengthen protection of our islands, coastal and ocean ecosystems

Priority 9 promotes stronger protection of Fiji's island, coastal and ocean ecosystems through Embed environmental sustainability across tourism operations, policy, and investment. Actions include the development of Fiji-specific toolkits and templates to support voluntary sustainability reporting and compliance with the Climate Change Act 2021, alongside a tracking system to monitor uptake of the national sustainable tourism standards. Best-practice case studies and standardised metrics will help operators understand and replicate low-impact, community-supported practices.

Collaboration across sectors is central to this Priority. Proposed measures include expanding initiatives like 'Jobs for Nature', creating directories of nature-based solutions and suppliers, and fostering partnerships between tourism operators, conservation organisations, and civil society. Investment and planning guidelines will be revised to reflect climate and biodiversity commitments, incorporating voluntary green building codes, climate risk assessments, and nature-based solutions. Other actions target improved waste and sewage management systems, scaled food waste strategies, and stronger biodiversity monitoring. Visitors will be engaged through stewardship initiatives that highlight indigenous principles and make sustainability a core part of the tourism experience.

- 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)
- 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
- 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
- Create and maintain a **directory of suppliers for nature-based and environmental measures** that are applicable to the tourism industry
- Link private sector and civil society through association partnerships, knowledge sharing forums and communities of practice to **share best practices and seek synergies**
- Identify **in-country expertise and suppliers** relevant to accelerating sustainability measures (water conservation, green buildings, energy audits)
- **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 programme
- 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
- **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
- Develop and publish a voluntary green building code for hotels
- 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
- 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**
- Document and publish **examples of nature-positive tourism investments** to promote understanding and encourage replication
- 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
- Improve information available for operators to support best practice waste management, for example by developing supplier lists of green investment providers
- 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)
- Document and publish case studies on the business case for incorporating sustainability measures as core parts of the guests' experience, to encourage replication
- Develop and integrate standardised tools and templates into the national sustainable tourism standards, for businesses to measure and communicate the impact of sustainability initiatives that form core parts of guest experiences

Priority 10: Build resilience to climate change and transition to a low-carbon sector

Priority 10 focuses on strengthening tourism's resilience to climate change and accelerating the sector's transition to low-carbon operations. Key actions include feasibility studies for hybrid and electric vehicles, sustainable maritime transport, and service hubs to reduce supply chain emissions. MTCA will also contribute to broader efforts in sustainable aviation, while destination development and planning frameworks will integrate climate risk assessments, adaptation strategies, and mitigation measures. Carrying-capacity analyses and retrofit assessments in tourism hotspots will inform investment in energy efficiency, waste, and sewerage systems.

To drive system-level decarbonisation, targeted financing mechanisms will be promoted through reviews of past incentive schemes, advocacy for green-aligned fiscal support, and matchmaking between tourism operators, financiers, and technology providers. Guidance materials will be developed to support industry access to climate finance and insurance products. Institutional resilience will be further supported through the formalisation of the Tourism Response Team and the development of a Crisis Communication Toolkit, strengthening preparedness and response capacity across the sector.

- Conduct technical and financial feasibility studies for alternative transport services such as hybrid and/or electric vehicles and speedboats within the tourism context
- Provide inputs into ongoing efforts to transition to sustainable aviation fuels and more fuel-efficient aircraft
- 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
- 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
- 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
- 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
- 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

2.1.3. The Fiji Code of Conduct for Tourism Service Providers

The Fiji Code of Conduct for the Tourism Service Providers[4], endorsed by MTCA in 2023, establishes a set of core principles to guide the behaviour and practices of tourism operators across the country. Designed to reflect Fiji's national values, the Code emphasises respect for cultural heritage, protection of the natural environment, ethical business conduct, and inclusive community engagement. It encourages tourism operators to act as stewards of Fiji's unique ecosystems and cultural diversity, while upholding fair labour practices, customer safety, and responsible marketing. The Code also promotes the active participation of local communities in tourism development and calls on operators to support equitable benefit-sharing, environmental stewardship, and transparent communication. Although voluntary, the Code is seen as a foundational step toward a more formalised national tourism standards framework and is aligned with the vision and values of the NSTF. As such, it provides an ethical baseline and shared accountability platform for the industry as Fiji moves toward more inclusive and sustainable tourism practices. (Government of Fiji (GoF), 2023a)

2.1.4. Na Vualiku Project

As part of its broader efforts to advance sustainable and inclusive tourism, the Government of Fiji, working in partnership with the World Bank, is delivering Phase I of the *Na Vualiku* Tourism Development Program[5] to catalyse tourism growth in Fiji's largest island, Vanua Levu. Led by MTCA, with implementation support from the Fiji Roads Authority, Fiji Airports, and Savusavu Town Council, the programme focuses on strengthening essential infrastructure, enhancing service delivery, and increasing coordination and private sector engagement. Central to its design are investments in nature-based tourism, climate-resilient infrastructure, and key services such as waste and sewage management. The programme also places strong emphasis on gender equity, aiming to unlock the economic potential of women in the tourism sector.

The *Na Vualiku* Tourism Development Program presents valuable opportunities to integrate sustainable consumption and production (SCP) principles and national tourism standards into the design and delivery of tourism infrastructure and services. Its emphasis on environmental sustainability and climate resilience creates a strong platform for applying circular economy approaches such as low-carbon construction techniques, resource-efficient service delivery, and sustainable waste and water systems. In parallel, the programme's focus on tourism development in Vanua Levu offers scope for embedding capacity-building initiatives that support local operators to meet emerging national standards. Training in responsible business practices, culturally grounded product development, and inclusive service delivery are included, ensuring that new tourism offerings are both sustainable and competitive.

2.2. Governance and Industry Structure

2.2.1. Governance

Fiji's tourism sector is governed through a multi-agency framework led by the Ministry of Tourism and Civil Aviation (MTCA), supported by cross-cutting institutions such as the Ministry of Finance, Ministry of Environment and Climate Change, and the Ministry of Commerce, Trade, Tourism and Transport. Tourism Fiji serves as the national destination marketing organisation and contributes technical input to policy and planning processes. Coordination mechanisms include national development strategies, the Fiji National Sustainable Tourism Framework 2024-2034, and inter-agency platforms for climate action, MSME support, and resilience (GoF, 2024a; Tourism Fiji, 2024a).

The legislative foundation includes the Tourism Fiji Act 2004, which establishes Tourism Fiji's statutory role in marketing and branding. MTCA's authority is derived from broader mandates embedded in development policy and sectoral laws. However, Fiji does not yet have a comprehensive Tourism Act that consolidates regulatory powers or clarifies institutional mandates. The absence of a dedicated legal framework contributes to fragmented regulation and weak enforcement capacity. A proposed national tourism regulation - aligned with the NSTF - would help to formalise sustainability standards, introduce accreditation mechanisms, and enable regulatory coherence across agencies.

4 https://mtca.gov.fj/wp-content/uploads/2024/03/Code-of-Conduct-Final.pdf
5 https://navualiku.com

The COVID-19 pandemic revealed critical governance gaps, particularly in crisis preparedness and coordination. In response, the Government of Fiji implemented rapid-response initiatives such as the CareFIJI programme, financial relief for tourism businesses, and structured engagement with private and development partners. These adaptive responses now inform disaster and climate resilience planning for the sector (GoF, 2024a).

Public–private partnerships remain a cornerstone of governance. The Fiji Hotel and Tourism Association (FHTA) plays a prominent role in policy feedback and coordination. MTCA also engages in regional initiatives through the SPTO, including on implementation of the PSTPF and the PSTS. Despite this, overlapping mandates and institutional capacity gaps persist - particularly at the provincial level - undermining policy coherence and the consistent implementation of national priorities (GoF, 2024a).

Subnational governance presents additional challenges, particularly in outer island provinces where tourism oversight is led by municipal authorities or provincial councils. These bodies often lack the technical capacity and clear mandates to regulate planning, licensing, and compliance functions effectively. The absence of decentralised legislative authority limits implementation of sustainability measures in remote areas. Improving coordination and resourcing across all tiers of government is essential to ensure consistency and accountability in tourism governance, especially for community-based and eco-tourism initiatives (GoF, 2024a).

2.2.2. Industry Structure

Fiji's tourism industry is composed primarily of micro, small, and medium-sized enterprises (MSMEs), alongside a smaller number of large resorts and international operators concentrated in gateway destinations such as Nadi, Denarau, Coral Coast, and the Mamanuca and Yasawa islands. MSMEs form the economic backbone of the sector and include family-run guesthouses, dive shops, transport providers, handicraft producers, and tour guides. These businesses are embedded in local communities and play an essential role in distributing tourism benefits to rural and outer island areas (PSDI, 2025b).

Industry concentration in resort zones has led to uneven spatial development and over-reliance on a few core markets. The majority of formal jobs and infrastructure are clustered in well-established destinations, while remote regions face persistent investment gaps and limited tourism spillovers. Addressing this imbalance will require targeted support for tourism product development, infrastructure upgrades, and incentives to attract responsible investment beyond the main corridors (GoF, 2024a).

Fiji's tourism workforce is diverse, but structural inequities remain. Women are underrepresented in leadership and ownership roles, despite comprising a significant portion of the workforce. Youth face barriers to entry due to limited vocational training and skills mismatches. Informal enterprises often operate without access to finance, regulatory clarity, or formal market linkages. The NSTF prioritises actions to professionalise the industry through skills development, inclusive standards, and digital enablement (GoF, 2024a; PSDI, 2025b).

Tourism Associations

Fiji's tourism associations play a pivotal role in shaping the sector's development, advocacy, and sustainability. The Fiji Hotel and Tourism Association (FHTA), established in 1965, stands as the country's principal industry body, representing a broad membership that includes hotels, resorts, dive operators, and marine service providers. FHTA accounts for over 80% of the nation's room inventory and serves as a central platform for coordination and policy engagement with government. Its regional chapters - covering Suva, the Coral Coast, the West, Mamanuca/Yasawa, and the North - support decentralised engagement and ensure that national tourism strategies reflect regional diversity. FHTA also leads on sustainability awareness, capacity building, and industry data collection, working in alignment with national goals (FHTA, 2024).

Beyond FHTA, Fiji's tourism ecosystem includes a network of associations that contribute to the sector's inclusivity, resilience, and community alignment. These include the Society of Fiji Travel Associates, the Duavata Sustainable Tourism Collective, and regional networks such as the Savusavu Tourism Association and Tourism Suncoast. These entities promote community-based tourism, cultural integrity, and environmental responsibility while enhancing the voice of small operators in national planning. Many work in partnership with Tourism Fiji and the Ministry of Tourism and Civil Aviation to align local initiatives with the broader vision of sustainable, inclusive tourism development (MTCA, 2024; Tourism Fiji, 2024b).

2.2.3. Tourism Training and Business Support

Tourism Fiji

Tourism Fiji delivers a range of targeted training programmes to strengthen service quality, trade readiness, and business resilience across the tourism sector. Tourism Super Week is its flagship annual event, offering workshops, tour guide training, and networking for MSMEs and regional operators in collaboration with MTCA and domestic and international industry experts (Tourism Fiji, 2025a). Ongoing Destination Development support helps operators improve digital visibility, customer service, and market access through tailored coaching and partnerships with local councils (Tourism Fiji, 2024b). The 2024 AdventureEDU Program, was delivered in partnership with the Adventure Travel Trade Association, providing training in sustainable tourism, branding, and trade engagement, with mentoring from international experts (Tourism Fiji, 2024c). Tourism Fiji has also been closely involved with the ygap/yher programme (see below).

ygap/yher

Entrepreneurial development is supported through accelerator programmes such as ygap and yher, which offer business coaching, funding, and peer support to early-stage ventures. These programmes have supported tourism entrepreneurs, especially women and youth, to formalise and grow businesses in areas such as eco-accommodation, wellness retreats, food tourism, and cultural products. By embedding sustainability and inclusivity into business models, these programmes contribute to the diversification and resilience of Fiji's tourism economy and complement formal education and training pathways (ygap, 2024).

Australia Pacific Training Coalition (APTC) / Pacific Australia Skills Partnership

APTC previously delivered Australian-accredited vocational training across the Pacific. In Fiji, it offered the Certificate III in Commercial Cookery, Certificate III in Hospitality, and Certificate III in Tourism, tailored to build practical competencies aligned with domestic and international job market requirements. Courses were designed in collaboration with TAFE Queensland and supported employment pathways both in Fiji and overseas (Australia Pacific Training Coalition, 2024). At the time of consultation, APTC was transitioning into Phase Four of the Australian Government's support under a new Pacific Australia Skills Partnership. This next phase aims to build on APTC's foundations by delivering demand-driven qualifications through local partnerships.

Fiji National University (FNU)

FNU offers a comprehensive range of tourism and hospitality qualifications through its College of Business, Hospitality and Tourism Studies (CBHTS). These include certificates in Housekeeping, Cookery, Front Office Operations, and Restaurant Services; diplomas in Hospitality and Hotel Management, Culinary Arts, and Baking and Patisserie; and a Bachelor of Hospitality and Hotel Management. The National Training and Productivity Centre also delivers short courses and upskilling programmes in spa therapy, fashion, tourism sales, and guest service delivery, tailored for industry needs (Fiji National University, 2024a; Fiji National University, 2024b).

University of the South Pacific (USP)

USP delivers certificate, diploma, undergraduate, and postgraduate qualifications in tourism and hospitality management through its School of Business and Management. Core programmes include the Bachelor of Commerce in Hotel Management, Tourism Management, and Tourism and Hospitality Management. USP also offers a Postgraduate Diploma and a Master of Commerce in Tourism and Hospitality Management, along with a PhD. In 2024, USP's tourism programmes were ranked first globally in the SDG 8 category (decent work and economic growth) for hospitality and leisure management (University of the South Pacific, 2024a; University of the South Pacific, 2024b).

University of Fiji

The University of Fiji's School of Business and Economics offers a Bachelor of Commerce in Tourism Studies, preparing graduates for operational and strategic roles in tourism. Postgraduate options include a Postgraduate Certificate and Diploma in Business Administration with a major in Tourism and Hospitality Management, and a Master of Business Administration (MBA) in the same field. These programmes emphasise ethical tourism, sustainability, and destination management (University of Fiji, 2024a; University of Fiji, 2024b).

Industry-Based Training and Corporate Academies

In-house training programmes led by hotel groups such as Marriott and IHG play a significant role in workforce development. Programmes like the Marriott Voyage Leadership Development Program and IHG's Future Leader Aspire offer pathways into supervisory and executive roles. These initiatives provide on-the-job training, mentorship, and structured career progression, helping to retain talent within the industry. Support for scaling such programmes and formalising partnerships with national institutions is a recognised priority under the NSTF to strengthen Fiji's hospitality skill base (Government of Fiji, 2023b).

Specialist and Private Sector Providers

Fiji also benefits from niche training providers that address gaps not currently covered by formal institutions. Rosie Travel Academy offers training for travel agents and tourism operators, while spa and wellness providers such as the Spa Academy Fiji, Nama Academy, and Pure Fiji offer professional certification in massage, skincare, and beauty therapy. These providers are particularly important in building capabilities for wellness tourism, cultural immersion experiences, and boutique accommodation services, especially among micro and community-based operators (GoF, 2023b).

2.3. Proposed Fiji Tourism Standards Framework

Fiji is in the process of establishing a national sustainable tourism standards framework to embed sustainability principles across the sector. The Fiji Tourism Standards Framework (FTSF) initiative is a key mechanism within the NSTF and incorporated across all four Goals in the 2024-2027 Action Plan. The Plan outlines foundational tasks including legal reform, institutional mandate clarification, and system-wide capacity-building. Data systems will be developed to support performance measurement, with indicators drawn from NSTF and in line with regional data collection efforts of SPTO through the Pacific Sustainable Tourism Indicators (PSTI).

While sustainability principles are already embedded in national policy through the NSTF, the Climate Change Act 2021, and the National Development Plan 2025–2029, the absence of legal enforcement mechanisms has seen limited uptake by the tourism sector. The FTSF is designed to address this gap by embedding sustainability into the tourism ecosystem through certification – potentially regulation, investment screening, and performance monitoring systems. Participation in the program – and compliance in due course – will be linked to policy instruments such as concessional finance, investment facilitation, licensing, and marketing access.

Proposed Model for FTSF Standards Programmes

Stakeholder consultations have confirmed industry appetite for a transparent, consistent, and locally appropriate accreditation system. A tiered accreditation system is proposed, beginning with voluntary self-assessment and progressing towards third-party certification, and/or regulation through Fiji's first Tourism Act (currently in development). The proposed model supports wide-scale adoption across the sector, including micro, small and medium enterprises (MSMEs), community-based operators, and larger tourism businesses.

With Fiji accounting for half of all major brand hotels in the region – many clustered in Denarau – the country is uniquely positioned to demonstrate global sustainable tourism standards. IHG, Marriott, Hilton, and Wyndham hotel chains all pursue global sustainability certification with ambitious emissions reductions, energy and water efficiency, waste minimisation, ethical sourcing, and staff training. Each uses proprietary monitoring and reporting platforms, like IHG Green Engage, Marriott's Serve 360 Dashboard, Hilton's LightStay, and Wyndham Green Certification, to track sustainability progress and align with global frameworks such as ISO and the Science Based Targets initiative. Their efforts have resulted in substantial reductions in carbon emissions, water usage, and landfill waste, increased supplier and workforce diversity, and stronger social impact programmes, although challenges persist in adapting global policies to local contexts.

A tiered certification model will provide for these large, branded hotels and MSMEs through a structured pathway from voluntary commitment (self-certification) to third-party audit and certification. This allows operators of different sizes and capacities to participate and improve over time. The proposed system also recognises businesses who have already chosen a third-party sustainable tourism certification programmes, aiming to recognise these achievements and minimise duplication of effort. Once the programmes is

established, and if given legal foundation through the Tourism Act, certification may become directly linked to public and private incentives.

Alignment of Future FTSF with the PSTS

The FTSF is designed to align directly with the PSTS and related regional frameworks, with criteria and indicators adapted to Fiji's unique context and NSTF priorities. The FTSF will provide a valuable demonstration case for translating the PSTS to national standards and then putting these into practice at the enterprise level. Regional tools and templates developed by SPTO and its member nations will be adapted for national use and embedded in implementation and training programmes. Indicators will be embedded into monitoring systems to track adoption and performance, ensuring comparability with other countries in the region, and integration with aggregation and analysis efforts being undertaken by SPTO.

2.4. Sustainable Tourism – Transition Challenges

2.4.1. Institutional and Regulatory Limitations

Regulatory Fragmentation and Legal Gaps

Fiji does not yet have a dedicated Tourism Act to consolidate institutional mandates and establish regulatory coherence. Oversight responsibilities for tourism-related activities are distributed across multiple agencies, resulting in duplicated functions, unclear jurisdiction, and inconsistent application of laws. Environmental licensing, planning approvals, and investment regulation are governed by general statutes that are not tailored to the specific needs of the tourism sector. This fragmentation reduces policy effectiveness and impedes coordinated implementation (GoF, 2024a; GoF, 2023b).

Lack of Legal Authority for Standard Enforcement

Although national tourism standards are proposed to promote environmental and social sustainability, there is currently no legal obligation for operators to comply. The absence of statutory backing weakens the authority of regulators to enforce standards or link them to licensing and permitting systems. Without legal force, uptake of sustainable practices remains voluntary and uneven, especially among larger or foreign-owned developments (GoF, 2024b; Government of Fiji (GoF), 2023c).

Misalignment with Regional Standards and Sustainability Gaps

Although Fiji participates in regional frameworks such as the PSTS, national alignment remains uneven. Sustainability standards are not uniformly applied or enforced, and monitoring mechanisms are fragmented. This weakens Fiji's ability to meet regional sustainability benchmarks and reduces access to regional marketing, investment, and policy platforms (SPTO, 2022; GoF, 2024a).

Limited Enforcement Capacity and Provincial Constraints

Subnational authorities often lack the regulatory mandate, trained personnel, and operational tools to oversee tourism development or enforce compliance. Roles for planning and licensing are inconsistently defined across jurisdictions, and institutional turnover erodes continuity. In rural and outer island areas, these limitations result in poor oversight of tourism activities and growing risks to environmental and cultural assets. Building provincial capacity is a critical next step for decentralising governance and delivering sustainable outcomes in community and eco-tourism settings (GoF, 2023b; GoF, 2024a).

Institutional Turnover and Capacity Retention

High staff turnover and underinvestment in long-term institutional capacity impede continuity and policy delivery. These challenges are particularly acute in local and sector-linked agencies, where recruitment, training, and retention frameworks remain underdeveloped. Capacity gaps in sustainable tourism, digital transformation, and climate adaptation remain persistent. Strengthening institutional memory and technical capability is critical to enabling long-term policy implementation and sector resilience (Government of Fiji (GoF), 2023d; GoF, 2024a).

Insufficient Incentives for Sustainable Investment

Although Investment Fiji has prioritised sustainability in its investment project screening, the current policy and fiscal environment does not systematically support tourism enterprises that prioritise sustainability. There are no formalised incentives - such as tax relief or concessional financing - linked to green infrastructure investment. This deters innovation and limits uptake of climate-resilient or low-impact business models (GoF, 2023c; GoF, 2024b).

Weak Data Systems and Monitoring Mechanisms

Tourism data remains scattered across institutions including the Fiji Bureau of Statistics, Tourism Fiji, and the MTCA, with limited harmonisation. There is no centralised monitoring platform that disaggregates by gender, region, enterprise type, or sustainability metric. This weakens policy planning, delays impact assessment, and hinders reporting under regional frameworks and global indicators such as the SDGs. Inter-agency data sharing protocols are absent or poorly implemented (Government of Fiji (GoF), 2023e; GoF, 2024b).

2.4.2. Private Sector and MSME Constraints

Structural Barriers to Growth

Tourism MSMEs in Fiji continue to face fragmented regulatory frameworks, policy inconsistencies, and weak coordination between national and subnational authorities. These create friction in business operations and reduce investor confidence, particularly for small operators with limited administrative capacity. Outer island MSMEs are disproportionately affected by gaps in infrastructure, logistics, and access to market information. More inclusive growth will require streamlined approvals, regulatory clarity, and accessible support services at the local level (GoF, 2023b; GoF, 2024a; GoF, 2024b).

Informality and Access to Markets

Informal enterprises (many of which are women- or youth-led) make up a significant share of the tourism economy, particularly in community-based, cultural, and agritourism services. These businesses are not captured by formal systems such as the Fiji Revenue and Customs Service (FRCS) or Tourism Fiji's marketing platforms. Lack of registration limits their eligibility for grants, training, or participation in procurement schemes. Mobile outreach, bundled services, and simplified entry mechanisms are needed to bridge this divide (PSDI, 2025b).

Access to Finance and Financial Literacy

Access to finance remains one of the most significant barriers facing MSMEs in Fiji's tourism sector. Collateral requirements, high interest rates, and limited credit history often prevent small businesses from securing loans or investment. Financial literacy remains low among micro and informal operators, especially in areas such as cash flow management, record-keeping, and understanding loan terms. Financial institutions often lack tailored products for tourism MSMEs. Expanding financial products and embedding financial education into MSME support programmes are critical to building resilient tourism enterprises. Sector studies highlight the need for integrated support models that combine tailored finance mechanisms with targeted financial education, especially for women- and youth-led enterprises (PSDI, 2025b; GoF, 2024a).

Gaps in Business and Technical Capacity

Many tourism MSMEs in Fiji lack the technical and business skills required to operate competitively or meet emerging sustainability requirements. Common capability gaps include customer service, marketing, digital engagement, basic environmental management, and financial operations. Training programmes are frequently short-term, donor-driven, and concentrated in urban centres, limiting access for community-based and remote operators. Formal training courses are not always tailored to the needs of small tourism enterprises or are delivered in formats that are inaccessible to informal businesses. Fragmentation across public and private training providers further reduces impact and continuity. Addressing these gaps requires accredited, industry-aligned training, decentralised delivery, and stronger partnerships with tourism associations and community organisations (GoF, 2023d; GoF, 2024a).

Labour Mobility and Workforce Drain

Fiji's participation in the Pacific Australia Labour Mobility (PALM) and Recognised Seasonal Employer (RSE) schemes has exacerbated labour shortages in the tourism sector. Many PALM workers with key service skills are now engaged overseas, particularly in food service, housekeeping, and maintenance. While not directly focused on tourism, RSE participation reduces the pool of available workers for Fiji's tourism industry, particularly during peak seasons. This has created instability in local staffing, especially for outer island eco-resorts and family-run guesthouses. Conversely, stringent immigration requirements limiting recruitment of foreign expertise into key tourism roles is also creating workforce shortage at senior levels (GoF, 2024a; PSDI, 2025a).

Digital Divide and Technological Barriers

Digital exclusion remains a major constraint. MSMEs in remote areas often lack internet connectivity, digital literacy, and affordable access to hardware or software. This limits participation in online booking systems, digital marketing, training, and e-commerce. Bridging the divide will require infrastructure investment, targeted training, and support for digital adoption, particularly for women- and youth-led enterprises (GoF, 2024a; Tourism Fiji, 2024a).

Access to Sustainable Technologies

Uptake of sustainable technologies such as solar power, composting systems, or water-saving equipmentremains low among MSMEs due to high upfront costs, weak supply chains, and lack of information. Most small operators are unaware of available options or unable to finance them. Demonstration sites, advisory support, and targeted subsidies are needed to accelerate adoption (GoF, 2023b; GoF, 2024a; Tourism Fiji, 2024a).

Infrastructure and Logistics Constraints

MSMEs in outer islands face persistent challenges from poor road access, irregular shipping, high freight costs, and unreliable energy or water services. These constraints increase operational risks, reduce product quality, and inhibit investment in high-value segments like agritourism or eco-lodges. Public–private partnerships and decentralised infrastructure models are required to enable inclusive and resilient enterprise growth (GoF, 2023c; GoF, 2024a).

Gender and Youth Barriers to Participation

Persistent gender norms and structural inequalities restrict women and youth from participating fully in the tourism sector. Ownership of land and finance remains limited, and few women are represented in destination management or provincial tourism bodies. Youth often lack viable vocational pathways due to gaps in curriculum or geographic access (GoF, 2024a; PSDI, 2025b).

Vulnerability to External Shocks

Tourism MSMEs remain highly exposed to shocks such as climate events, pandemics, and supply chain disruptions. Most lack risk literacy, business continuity plans, or insurance. The COVID-19 pandemic revealed critical gaps in resilience, particularly for informal or rural enterprises. Future preparedness will require risk-sensitive planning tools, adaptive business models, and access to recovery support mechanisms (GoF, 2023e; GoF, 2024a).

Limited Representation in Policy and Planning

While national policy frameworks increasingly recognise the role of MSMEs, mechanisms for direct engagement and consultation remain weak. Informal and community-based enterprises are often excluded from planning processes. Associations that represent MSMEs lack consistent funding and support. Strengthening representative associations and embedding MSME perspectives into regulatory dialogue are key to more equitable and participatory governance. Creating advisory councils, peer learning networks, and institutionalising MSME inclusion in tourism policy are essential (GoF, 2024a).

2.4.3. Environmental Sustainability Challenges in Tourism

Fiji's tourism sector faces a range of sustainability challenges that threaten the long-term viability of the visitor economy and the ecosystems on which it depends. These issues are interconnected, spanning pollution, infrastructure deficits, and unsustainable production and consumption patterns.

Solid Waste Management

Solid waste management remains a critical issue in Fiji's tourism zones, particularly in outer islands and rural areas where operators lack access to formal collection and disposal services. The volume of plastic, packaging, and organic waste generated by the tourism sector often exceeds the capacity of local infrastructure, leading to illegal dumping and open burning (SPREP, 2020). These practices are detrimental to health and ecosystems and undermine the destination's clean and green brand image.

The Fiji National Waste Audit Analysis Report conducted by SPREP (Secretariat of the Pacific Regional Environment Programme (SPREP), 2024) confirms that tourism areas such as the Mamanuca and Yasawa islands produce high volumes of packaging and organic waste yet lack tailored waste strategies or investment in resource recovery (Government of Fiji (GoF), 2023f). Although the NSTF prioritises circular economy practices, implementation is inconsistent, with few operators separating waste at source or adopting reduction strategies (GoF, 2024b). Greater policy coherence and support for island-specific waste management plans are needed, alongside incentives for industry uptake of sustainable practices.

The national audit found only limited segregation at source and virtually no recovery of recyclables in tourism facilities surveyed (SPREP, 2024). Priority interventions include mandatory sorting infrastructure, tailored collection models for outer islands, and capacity-building for small operators.

Wastewater and Sewage

Tourism developments in coastal and marine areas place heavy pressure on wastewater infrastructure. Most off-grid tourism enterprises rely on septic systems or pit latrines, many of which are undersized or improperly maintained. This contributes to nutrient leaching and coastal pollution, degrading coral reef ecosystems and posing health risks to local communities (SPREP, 2024; GoF, 2024a). Wastewater impacts are poorly tracked, and permit systems under the Environmental Management Act 2005 are often weakly enforced (GoF, 2023f). Although biofiltration, wetlands, and low-impact treatment options are promoted in policy, uptake has been limited due to cost, technical knowledge gaps, and lack of alignment between planning and environmental agencies (GoF, 2024b).

Energy Use

Fiji's tourism sector remains heavily reliant on imported fossil fuels, particularly in off-grid and outer island locations. Diesel generators are the primary energy source for many resorts, contributing to high greenhouse gas emissions and exposing businesses to volatile fuel costs. Energy insecurity also affects business continuity, especially during cyclones or supply disruptions, which are becoming more frequent due to climate change. (International Finance Corporation (IFC), 2021).

Despite policy commitments, the transition to renewable energy has been slow and uneven. Solar PV systems and hybrid setups have been piloted at a limited number of resorts, but barriers persist. These include high capital costs, limited access to concessional financing, and a lack of technical support tailored to MSMEs (GoF, 2024a; Market Development Facility (MDF), 2024). Operators also report uncertainty around the return on investment for energy upgrades and limited awareness of available incentives.

Initiatives such as the Fiji Rural Electrification Fund, supported by both the Government of Fiji and the Australian Infrastructure Financing Facility for the Pacific (AIFFP), aim to expand clean energy access for off-grid communities and tourism sites. However, uptake by private tourism operators remains low, with unclear application pathways and limited targeting of tourism-specific needs (Government of Fiji (GoF), 2024d; Australian Infrastructure Financing Facility for the Pacific (AIFFP), 2024).

Water Scarcity and Quality

Tourism demand for water is rising, particularly in drought-prone areas such as the Mamanucas, Yasawas, and western Viti Levu. Many resorts rely on rainwater harvesting or trucked water, both of which are increasingly expensive and unsustainable. Competition over water resources is also growing in shared catchments between resorts and rural communities (GoF, 2024a). Poor enforcement of water use monitoring and lack of water-saving infrastructure as key risks (GoF, 2023f). Recommended responses include greywater reuse, dual plumbing, and stronger integration between tourism planning and watershed management. While such approaches are being piloted, they are not yet widely adopted or incentivised.

Ecosystem Degradation

Tourism activities continue to affect key ecosystems such as coral reefs, mangroves, and tropical forests. The construction of tourism infrastructure has displaced sensitive habitats, and cumulative impacts from overuse, pollution and climate stress are evident. Destinations such as the Coral Coast, the Blue Lagoon, and the Great Sea Reef are already showing signs of ecological decline (GoF, 2023f). Despite recognition of these risks, integration between conservation and tourism planning remains weak. Environmental Impact Assessments (EIAs) are not consistently enforced, and biodiversity safeguards are often not translated into development conditions. The NSTF calls for better identification of no-go zones and conservation partnerships, but institutional roles remain unclear and under-resourced (GoF, 2024a).

2.4.4. Unsustainable Consumption and Production

Limited Adoption of Sustainable Procurement and Local Sourcing

Fiji's tourism sector remains heavily dependent on imported goods - including food and beverages, cleaning products, construction materials, and guest amenities - leading to significant economic leakages and avoidable emissions from transport, refrigeration, and packaging. This dependency persists despite national initiatives such as Fijian Made and Fijian Grown, which aim to stimulate domestic value chains and improve brand recognition for local products (GoV, 2024b, STEP, 2025). Tourism operators, especially in outer islands, continue to cite difficulties accessing consistent, quality-controlled local products due to fragmented production and weak last-mile infrastructure (STEP, 2025). Although sustainable procurement is prioritised in policy, it is not widely adopted in practice. Many operators, particularly MSMEs, report difficulty in identifying suppliers that meet sustainability standards, and face limited guidance on how to evaluate environmental or social criteria during purchasing (SPTO, 2021).

Absence of Circular Economy Approaches in Tourism

The tourism industry in Fiji remains largely anchored in linear production models. Single-use plastics, imported packaging, construction offcuts, and food waste are typically discarded without separation or reuse. Few operators engage in composting, closed-loop systems, or design-for-repair approaches, despite growing interest in eco-certification and sustainable brand positioning (SPREP, 2020; SPREP, 2024).

National policies reference circularity as a long-term goal, but implementation remains nascent. Demonstration projects, such as waste recovery pilots in resort communities and local packaging innovation, suggest potential for replication. Regional evidence confirms that early-stage investment in reuse and recycling infrastructure, combined with behaviour change and community engagement, can significantly reduce tourism's material footprint (SPREP, 2024). Embedding circular economy principles in training curricula, business development services, and tourism standards will be key to scaling adoption.

2.5. Existing Initiatives and Opportunities

Fiji is actively advancing its commitment to sustainable tourism and circular economy principles through a combination of national strategies and collaborative development initiatives. The NSTF serves as a comprehensive roadmap, emphasising inclusive growth, environmental stewardship, and cultural preservation. This framework is bolstered by regional collaborations, such as the PSTPF, and national instruments like the Climate Change Act 2021 and the NDP.

A cornerstone initiative is the Fiji Tourism Development Program in Vanua Levu (Na Vualiku Project), a multi-phase programmes supported by the World Bank with an initial funding of USD 61.5 million (refer Section 2.1.4, World Bank (WB), 2023). In partnership with the United Nations Development Programme (UNDP), MTCA is also implementing the Governance for Resilient Development in the Pacific (Gov4Res) project. This collaboration emphasises risk-informed planning and resilience-building within the tourism sector, including the integration of dedicated positions within MTCA to support the implementation of the NSTF (United Nations Development Programme (UNDP), 2025).

Community-based tourism is gaining momentum through initiatives like the Duavata Sustainable Tourism Collective and the Tourism Fiji Destination Development program, which promote eco-friendly practices, cultural preservation, and community engagement. These programmes support and demonstrate coral reef restoration, mangrove conservation, and the development of sustainable tourism products.

Looking ahead, the development of the national tourism standards framework presents an opportunity to institutionalise sustainability benchmarks across the sector. Embedding performance thresholds for energy, water, waste, and procurement, aligned with regional frameworks, could enhance both destination quality and market credibility. Strengthening provincial government capacity and aligning local tourism planning with national sustainability objectives will also be essential. Enhanced support for tourism councils and outer island officers can improve policy delivery and foster more inclusive sector growth. Complementary reforms in financing, such as green grants, concessional loans, and public–private co-investment mechanisms, are needed to unlock investment in renewable energy, climate-smart infrastructure, and nature-based tourism.

3. GOVERNMENT AND INDUSTRY CONSULTATIONS

3.1. Summary of Consultation Outcomes

Consultation involved a two-tiered approach: first, through a structured survey of SPTO member countries; and second, through in-country, face-to-face discussions with national stakeholders (refer Appendix B). The consultation process focused on the following questions:

- How can Fiji's national tourism standards be developed to complement and align with the PSTS and support effective implementation of CE and SCP practices where gaps or new needs arise?
- What opportunities exist to strengthen, mainstream, and consolidate them in both design and implementation mechanisms?

The STEP Project Baseline Survey (2024/25), presented in Appendix C, found that while Fiji has a strong overarching policy foundation through the NSTF and Action Plan, formal national tourism standards are still at an early stage of development. Current compliance mechanisms emphasise licensing, health and safety, and some environmental requirements but do not systematically integrate CE or SCP principles. Survey results highlighted critical gaps, including the absence of structured guidance on green procurement, resource tracking and reporting, carbon reduction, waste minimisation beyond disposal, and mechanisms for reuse, repair, or recycling.

In-country consultations reinforced these findings while underlining the need for practical support to enable implementation. Government, industry, donor, and community stakeholders consistently emphasised that MSMEs and community-based tourism enterprises (CBTEs) face barriers in finance, technical knowledge, and infrastructure that prevent them from meeting sustainability requirements. They highlighted the need for standards implementation support and SCP toolkits, accessible training, and step-by-step guidance to help enterprises comply. Consultations also stressed the importance of inter-agency coordination, stronger linkages between tourism operators and local producers to create circular value chains, and the integration of cultural integrity, community participation, and resilience planning into future standards.

Taken together, the survey and consultation processes reveal a dual challenge: Fiji's national tourism standards need to be rapidly developed and aligned with the PSTS, while operators and communities need the tools, resources, and incentives to adopt them effectively. This requires both top-down policy and regulatory reform, and bottom-up capacity building, finance, and market support.

Opportunities identified through the Baseline Survey, in-country consultations, and validated in the table of priority actions shared with MTCA (Table 1 below) include:

- Accelerating the development of national sustainable tourism standards aligned with the PSTS to embed CE and SCP requirements
- Establishing inter-agency coordination mechanisms to oversee standard-setting, monitoring, and enforcement
- Creating shared monitoring and reporting tools to track CE/SCP adoption at enterprise and national levels
- Providing practical toolkits and training for MSMEs and CBTEs, with emphasis on procurement, waste minimisation, energy and water efficiency, and resilience planning
- Introducing incentives (such as certification-linked benefits, concessional finance, and preferential marketing) for businesses adopting CE/SCP practices
- Strengthening value chains by linking operators with local producers, artisans, and farmers to reduce import reliance and promote circularity
- Expanding training and resources for climate resilience, disaster preparedness, and sustainable tourism management

- Supporting responsible marketing and promotion of sustainable tourism products, highlighting Fijian-made and community-based offerings
- Facilitating partnerships between government, industry, and development partners to mobilise investment in green infrastructure and circular economy initiatives

These findings provide the foundation for Fiji's Country Pathway and directly inform the seven priority interventions detailed in Section 4. They underscore the need for a dual approach that simultaneously builds a robust standards framework and equips enterprises and communities with the capacity and incentives to implement CE and SCP in practice.

3.2. Priority Actions

Table 1 reflects the recommendations determined by the STEP project team following the in-country consultations.

Table 1. Fiji Priority Actions following consultations

Category	Action Items
Destination Governance and Management	Establish a steering committee to oversee the implementation of the National Sustainable Tourism Framework (NSTF) and the development of industry and destination standards.
Regulatory and Policy Frameworks	Develop industry standards systems and criteria for sustainable tourism, including a pathway that supports Community-Based Tourism enterprises. Develop and align destination standards with government policies and donor programmes, potentially using the Pacific Standard as a basis.
NTO Capacity Building	Develop education and training modules focusing on standards, Sustainable Consumption and Production (SCP), and Circular Economy (CE) for industry stakeholders.
Sector Awareness	Implement a communications strategy to support the development and adoption of tourism standards.
Monitoring and Evaluation	Conduct supply chain analyses to identify gaps and opportunities for SCP and establish a register of sustainable products for the tourism sector.
Agriculture (Agri-food and Tourism)	Scale up food supply through agriculture initiatives, including the development of an agritourism strategy.
Plastics / Waste	Investigate financial and non-financial incentives to increase the uptake of sustainable products, contributing to waste reduction.
Other	Convene forums for sustainable tourism product suppliers and vendors, leveraging existing events like HOTEC. Develop digital tools to connect suppliers and purchasers, enhancing visibility and aggregation of sustainable products.

4. FIJI COUNTRY PATHWAY

4.1. Priority Interventions

Fiji has established a strong policy foundation for sustainable tourism, anchored by the NSTF and its supporting Action Plan. The Framework articulates a national vision for a prosperous, inclusive, and low-impact visitor economy, with clear priorities for community empowerment, cultural protection, climate resilience, and sustainable investment. While significant progress has been made, key challenges remain. These include inconsistent sustainable practices adoption, limited access to sustainable finance, infrastructure gaps in outer islands, and a need for stronger alignment between tourism operators, local suppliers, and national development objectives. The interventions outlined in this section respond directly to these gaps and are designed to accelerate implementation of the NSTF across all levels of the tourism system.

Seven interventions have been prioritised for Fiji's Country Pathway: These interventions are described below and provide a pathway for advancing sustainable tourism (including CE and SCP) in Fiji, ensuring each action area is addressed with specific objectives, outcomes, and activities tailored to local needs and aligned with regional best practice

Embed CE and SCP Principles in National Tourism Policy and other relevant policies

Advance national policy coordination and legal reform to embed sustainable tourism and SCP principles across Fiji's tourism governance framework. The intervention will support MTCA to strengthen institutional capacity, align national policy instruments with the NSTF, and activate domestic monitoring systems that reflect Fiji's social, cultural, and environmental priorities.

National Sustainable Tourism Standards Development

Support the development and implementation of national minimum standards for tourism in Fiji. This intervention aims to improve compliance, service quality, and investment-readiness across the sector, embedding sustainability principles and enabling certification schemes aligned with the NSTF and PSTS.

Standards 'Starter Pack' and SCP Toolkit for Community Based Tourism Enterprises (CBTEs)

Develop and distribute a tailored Standards 'Starter Pack' and SCP Toolkit to support Community-Based Tourism Enterprises (CBTEs) in meeting Fiji's Sustainable Tourism Standards. The intervention will provide practical guidance, templates, and checklists to simplify compliance, encourage environmental and cultural stewardship, and support standards uptake by community-run tourism initiatives.

Sustainable Tourism Supply Chains and Aggregator Hubs

Facilitate the development of regional supply chain hubs and sustainable procurement systems to connect Fijian farmers, fishers, artisans, and MSMEs with tourism markets. This intervention targets waste reduction, local economic participation, and improved access to 'Made in Fiji' products, particularly in outer islands and rural areas.

Sustainable Finance Mechanism and Support for Tourism

Establish a sustainable tourism finance mechanism to provide tailored financial support, grants, and investment-readiness assistance for tourism MSMEs and CBTEs. The intervention will facilitate access to concessional finance for climate-smart infrastructure, resource-efficient operations, and sustainability-aligned innovation, while also building the capacity of financial institutions to assess sustainable tourism ventures.

Farm-to-Table Procurement and Traceability Schemes

Establish structured pathways linking local producers and tourism operators through coordinated food procurement, digital traceability systems, and targeted marketing campaigns. The intervention supports food security, import substitution, and inclusive local sourcing, with a focus on value-added agricultural products and traditional cuisine.

Sustainable and Climate Resilient Tourism Accommodation Guidelines

Develop national guidelines for sustainable and climate-resilient tourism accommodation, tailored to Fiji's diverse geographic and cultural settings. The intervention will promote low-impact design, renewable energy use, waste minimisation, and climate adaptation measures, providing practical standards for both new developments and retrofitting of existing facilities. It will support alignment with future Fiji sustainable tourism standards and national climate resilience targets.

The relevance of these Interventions to national context and priorities has been mapped, and linkages to the NSTF identified (detailed below in Appendix G). This is to ensure that the activities proposed in this Country Pathway are fully aligned with the priorities and direction of Fiji's overarching sustainable tourism strategic direction and policy.

The Interventions selected for Fiji and their alignment with Fiji Priority Actions are presented in Table 2.

Table 2. Alignment of Priority Actions and Interventions

Category	Action Items	Fiji Intervention
Destination Governance and Management	Establish a steering committee to oversee the implementation of the National	1. Embed CE and SCP Principles in National Tourism Policy
	Sustainable Tourism Framework (NSTF) and the development of industry and destination standards.	2. National Sustainable Tourism Standards Development 7. Sustainable and Climate Resilient Tourism Accommodation Guidelines
Regulatory and Policy Frameworks	Develop industry standards systems and criteria for sustainable tourism, including a pathway that supports Community-Based Tourism enterprises.	2. National Sustainable Tourism Standards Development 3. Standards 'Starter Pack' and SCP Toolkit for CBTEs 7. Sustainable and Climate Resilient Tourism Accommodation Guidelines
	Develop and align destination standards with government policies and donor programmes, potentially using the Pacific Standard as a basis.	1. Embed CE and SCP Principles in National Tourism Policy
NTO Capacity Building	Develop education and training modules focusing on standards, Sustainable Consumption and Production (SCP), and Circular Economy (CE) for industry stakeholders.	3. Standards 'Starter Pack' and SCP Toolkit for CBTEs
Sector Awareness	Implement a communications strategy to support the development and adoption of tourism standards.	2. National Sustainable Tourism Standards Development
Monitoring and Evaluation	Conduct supply chain analyses to identify gaps and opportunities for SCP and establish a register of sustainable products for the tourism sector.	4. Sustainable Tourism Supply Chains and Aggregator Hubs
Agriculture (Agri-food and Tourism)	Scale up food supply through agriculture initiatives, including the development of an agritourism strategy.	4. Sustainable Tourism Supply Chains and Aggregator Hubs 6. Farm-to-Table Procurement and Traceability Schemes

Plastics / Waste	Investigate financial and non-financial incentives to increase the uptake of sustainable products, contributing to waste reduction.	4. Sustainable Tourism Supply Chains and Aggregator Hubs 5. Sustainable Finance Mechanism and Support for Tourism Enterprises
Other	Convene forums for sustainable tourism product suppliers and vendors, leveraging existing events like HOTEC.	4. Sustainable Tourism Supply Chains and Aggregator Hubs
	Develop digital tools to connect suppliers and purchasers, enhancing visibility and aggregation of sustainable products.	4. Sustainable Tourism Supply Chains and Aggregator Hubs

Fiji 1: Embed CE and SCP Principles in National Tourism Policy and other relevant policies

STEP Priority Actions

- Establish a steering committee to oversee the implementation of the National Sustainable Tourism Framework (NSTF) and the development of industry and destination standards.
- Develop and align destination standards with government policies and donor programmes, potentially using the Pacific Standard as a basis

Alignment with NSTF

Intervention 1 directly supports NSTF Goal 1, Priority 1 by strengthening the policy and legislative foundations needed to mainstream sustainable tourism. It enables the creation of Fiji's first Tourism Act, supports regulatory reform, enhances MTCA's institutional capacity, and embeds sustainability into tourism governance through improved data systems and inter-agency coordination. Its cross-cutting relevance is reinforced by aligning nature-based solutions with national policy under Priority 10.

Table 3. Fiji 1 Alignment with NSTF Action Plan

Theme	Priority	Action
GOAL 1	**1**	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
		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
		Publish a classification system for tourism services in Fiji defining accommodation, tour operations, transportation, and associated service providers
		Audit and map all tourism-related legislation and regulation to inform the proposed Tourism Act, and the national sustainable tourism standards criteria
		Introduce differentiated regulatory requirements based on the tourism services classification system
		Resource the MTCA with statistical/analyst capacity to ensure relevant existing information is consolidated and made available to users in a timely way
		Resource the MTCA with Monitoring and Evaluation capacity to ensure compliance with the Monitoring Evaluation and Learning Plan
		Create a Tourism Statistics NSTFIC Sub-committee and ensure regular meetings to share information and harmonise key statistics on the visitor economy
		Transform data into actionable insights for tourism businesses to support improved decision-making

Theme	Priority	Action
GOAL 2	4	Formalise the role of Roko Tui Saravanua as a conduit between tourism and communities through inclusion in relevant decision-making processes
GOAL 4	9	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

Objective

To strengthen the national policy and regulatory environment for sustainable tourism in Fiji by supporting the development of a modern Tourism Act and aligned legislation. This includes improving whole-of-government coordination, integrating sustainable tourism standards and SCP principles, and ensuring institutional capacity to lead and implement NSTF priorities.

Outcome

Fiji's tourism sector benefits from a coherent and enabling policy framework that embeds sustainability, drives cross-sector alignment, and supports compliance with national tourism standards. Legal and institutional reforms provide a clear foundation for implementation, supported by practical tools, stakeholder engagement, and enhanced ministerial capacity.

Key Activities

1. Policy and Legal Diagnostics

- Conduct a comprehensive audit of existing tourism-related policies, legislation, and institutional frameworks, including but not limited to the Hotel and Guest Houses Act 1973, the proposed Tourism Act, and sector-specific instruments linked to environment, culture, infrastructure, and investment.
- Assess current alignment with national sustainable tourism priorities, sustainable consumption and production SCP principles, and regional frameworks such as PSTPF.
- Identify regulatory gaps, overlaps, and opportunities for reform to support implementation of the national tourism standards under development.

2. Stakeholder Co-Design Workshops

- Convene targeted stakeholder workshops with public, private, and community sector actors to validate findings and co-design future policy directions.
- Facilitate dialogue to ensure policy options are practical, inclusive, and locally grounded and supporting aspirations outlined in the NSTF

3. Development of a Legal and Policy Alignment Toolkit

- Include annotated checklists, regulatory design options, and benchmarking tools that reflect both national needs and regional priorities.

4. Technical Guidance and Model Clauses

- Deliver tailored technical briefs to support the integration of SCP and sustainable tourism standards into Fiji's tourism law reform processes.
- Provide ready-to-adapt policy language for areas such as licensing, sustainable investment incentives, circular economy practices, and enforcement mechanisms.
- Offer practical guidance for incorporating gender equity, accessibility, and cultural integrity into policy instruments, aligned with national goals for sustainable tourism.

Fiji 2: National Sustainable Tourism Standards Development

STEP Priority Actions

- Establish a steering committee to oversee the implementation of the NSTF and the development of industry and destination standards.
- Develop industry standards systems and criteria for sustainable tourism, including a pathway that supports Community-Based Tourism enterprises.
- Implement a communications strategy to support the development and adoption of tourism standards.

Alignment with the NSTF

Intervention 2 supports NSTF Goal 1, Priority 2 by guiding the development and institutionalisation of Fiji's national sustainable tourism standards, aligned with regional and global benchmarks. It ensures the standards are practical, inclusive, and grounded in local context - anchoring them in legislation, investment frameworks, and implementation systems. It also extends across social, cultural, and environmental priorities by embedding best practices, workplace policies, and certification tools into national guidance.

Alignment with NSTF Action Plan

Table 4. Fiji 2 Alignment with NSTF Action Plan

Theme	Priority	Action
GOAL 1	**2**	Complete a Global Sustainable Tourism Council (GSTC)-Recognised Destination certification
		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
		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
		Determine the institutional ownership and implementation model for Fiji national sustainable tourism standards for Destination and Industry
		Incorporate sustainability requirements into tourism investment incentives and loan packages offered through Financial Institutions.
		Include Fiji sustainable tourism standards under the proposed new Tourism Act to provide a legal basis for future fiscal incentives
	3	Conduct review and analysis of past and current incentives for the tourism sector (Fiji and comparators) to determine effectiveness and inform future incentive policies
GOAL 2	**6**	Develop and publish best-practice workplace policies, customised to Fiji laws and tourism context, as model policies in national sustainable tourism standards
GOAL 3	**7**	Incorporate Fiji-specific cultural sustainability measures into the national sustainable tourism standards

Theme	Priority	Action
GOAL 4	**9**	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
		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
		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 programmes
		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
		Publish best-practice waste management policies customised to tourism context as model policies in Fiji sustainable tourism standards for industry
		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
	10	Advocate for fiscal incentives and concessional finance tied to national sustainable tourism standards and/or green building standards compliance and/or green investments

Objective

To develop and institutionalise national tourism industry standards that are practical, inclusive, and aligned with the Pacific Sustainable Tourism Standards (PSTS), CE/SCP principles, and the NSTF. The process will centre the voices of SMEs and communities to ensure the standards are accessible, culturally grounded, and supportive of sustainable growth.

Outcome

Fiji's national tourism standards are established through a collaborative process that reflects local needs and international good practice. Widespread stakeholder engagement results in a usable framework that supports businesses to improve environmental, social, and cultural performance, while strengthening the enabling environment for sustainability across the sector.

Key Activities

1. Formation of National Working Group

- Formalise a cross-sectoral working group convened by the Ministry of Tourism and Civil Aviation, including representatives from the Fiji Hotel and Tourism Association (FHTA), Tourism Fiji, the Ministry of Environment and Climate Change, and SME operators from key tourism areas such as Vanua Levu and the Coral Coast.
- Define clear terms of reference and decision-making protocols to guide the standard-setting process and ensure balanced representation across tourism sub-sectors, genders, and locations.

2. Co-Design of Industry Standards

- Facilitate a structured co-design process that builds on existing draft frameworks and work by IFC, FHTA and others on the draft Fiji Tourism Standards Framework (FTSF), incorporating regional best practices from the PSTS.
- Ensure coverage of environmental, social, cultural, and business integrity dimensions, with appropriate flexibility for micro, small, and medium-sized enterprises.
- Cross-reference standards with relevant legislation and policy instruments, including the proposed Tourism Act.
- Conduct sector-wide consultations and thematic workshops to test, adapt, and refine sustainability criteria across environmental, social, and cultural dimensions.
- Use participatory methods to ensure standards are locally appropriate and responsive to MSME realities and capacity levels.

3. Drafting and Piloting

- Develop a consolidated draft of the national sustainable tourism standards and test through pilot implementation in selected locations (e.g. Western Division, Vanua Levu, Coral Coast, selected outer islands).
- Establish benchmarks and a phased rollout plan to support transition and encourage early adoption.
- Integrate gender, accessibility, and climate resilience considerations into the standard criteria.

4. Training and Incentive-Based Uptake

- Roll out national training programmes targeting MSMEs, supported by government agencies and industry associations, to build understanding and capacity to implement the new standards.
- Develop user guides and checklists to support operators with implementation.
- Promote uptake through a package of support measures, including grants, concessional finance, or preferential marketing via Tourism Fiji and industry platforms.

5. Regional Learning and Dissemination

- Document Fiji's standards development journey and share lessons with other Pacific Island countries through SPTO platforms.
- Contribute to regional guidance materials and tools to support harmonisation and replication.

Fiji 3: Standards 'Starter Pack' and SCP Toolkit CBTEs

STEP Priority Actions

- Develop industry standards systems and criteria for sustainable tourism, including a pathway that supports Community-Based Tourism enterprises.
- Develop education and training modules focusing on standards, Sustainable Consumption and Production (SCP), and Circular Economy (CE) for industry stakeholders.

Alignment with NSTF

Intervention 3 advances NSTF Goals 2 and 4 by equipping communities, MSMEs, and CBTEs with accessible tools and templates to implement sustainable tourism practices. It supports local participation in planning, unlocks agritourism potential on customary land, and builds practical pathways for operators to adopt and showcase sustainability measures aligned with national standards and the Climate Change Act.

Alignment with NSTF Action Plan

Table 5. Fiji 3 Alignment with NSTF Action Plan

Theme	Priority	Action
GOAL 2	4	Formalise the role of Roko Tui Saravanua as a conduit between tourism and communities through inclusion in relevant decision-making processes
	5	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)
GOAL 4	9	Conduct an audit of available toolkits/resources for 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)
		Link private sector and civil society through association partnerships, knowledge sharing forums and communities of practice to share best practices and seek synergies
		Document and publish examples of nature-positive tourism investments to promote understanding and encourage replication
		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

Objective

To develop and pilot a practical and culturally grounded 'Starter Pack' that supports MTCA, tourism MSMEs, and Community-Based Tourism Enterprises (CBTEs) in Fiji to implement national sustainable tourism standards aligned with PSTS and Sustainable Consumption and Production (SCP) principles. The project will also co-develop a toolkit tailored specifically for CBTEs in Fiji, enabling them to apply sustainable practices, improve service quality, and strengthen their resilience. This foundational support will align with the broader NSTF implementation efforts and provide transferable tools for national and regional replication.

Outcome

Tourism stakeholders in Fiji - including MTCA, MSMEs, and CBTEs - are equipped with accessible, context-appropriate tools to engage with Fiji's national sustainable tourism standards. The Starter Pack provides a structured platform for implementing these standards across diverse tourism enterprises, while the CBTE toolkit enhances locally led sustainability, operational capacity, and pathways to support. Together, these tools will help operationalise the NSTF and promote inclusive, scalable, and sustainable tourism development in Fiji and beyond.

1. Development of the Fiji Starter Pack

- Design a modular Starter Pack aligned with Fiji's NSTF and regulatory landscape, including templates, implementation checklists, and step-by-step guides.
- Cross-reference the Starter Pack with PSTS and SCP principles to ensure regional compatibility and national policy coherence.

2. Localisation and Accessibility

- Translate toolkit content into other languages and ensure formats are suitable for low-literacy, low-connectivity environments.
- Tailor resources for use by informal operators and CBTEs with limited technical capacity or formal training.

3. CBTE Toolkit Co-Design and Testing

- Select 3–5 pilot CBTEs from diverse settings (e.g. Vanua Levu, Lau, Yasawas) to test and refine a practical SCP toolkit.
- Co-develop operational tools and sustainability checklists with CBTE operators, drawing on local knowledge and lived experience.

4. Knowledge Capture and Case Study Documentation

- Document lessons from the CBTE pilots to generate case studies and implementation insights.
- Package findings to inform Fiji's national rollout and broader regional adaptation through SPTO.

5. Green Finance Access Pathways

- Integrate practical guidance on accessing finance mechanisms for CBTEs, including green micro-grants and technical assistance channels.
- Partner with relevant financial institutions to tailor support for small-scale operators.

6. Capacity Building and Training Delivery

- Deliver training for MTCA, CBTEs, and MSMEs through national workshops and targeted in-country sessions.
- Collaborate with provincial offices, industry associations, and community networks to broaden reach.
- Promote adoption through communications campaigns, peer learning, and regional exchange mechanisms.

Fiji 4: Sustainable Tourism Supply Chains and Aggregator Hubs

STEP Priority Actions

- Conduct supply chain analyses to identify gaps and opportunities for SCP and establish a register of sustainable products for the tourism sector.
- Scale up food supply through agriculture initiatives, including the development of an agritourism strategy.
- Investigate financial and non-financial incentives to increase the uptake of sustainable products, contributing to waste reduction.
- Convene forums for sustainable tourism product suppliers and vendors, leveraging existing events like HOTEC.
- Develop digital tools to connect suppliers and purchasers, enhancing visibility and aggregation of sustainable products.

Alignment with NSTF

Intervention 4 supports NSTF Goals 2, 3 and 4 by strengthening local supply chains and improving access to sustainable, authentic, and culturally grounded tourism products. It promotes visibility for Fijian-made goods, links creative industries to tourism markets, and enhances supplier directories that support green procurement and inclusive value chains.

Alignment with NSTF Action Plan

Table 6. Fiji 4 Alignment with NSTF Action Plan

Theme	Priority	Action
GOAL 2	5	Promote the Fijian Made, Fijian Grown, Fijian Crafted and Fijian Organic brands in the tourism industry
GOAL 3	7	Create and maintain a directory of cultural and creative services providers to encourage local and authentic procurement for events, performances and film productions
	8	Improve transparency across value chains, particularly concerning benchmarking pricing for services to avoid a 'race to the bottom'
		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
		Facilitate partnerships between larger hotels and creative industries to integrate cultural elements (including modern interpretations of traditional designs) into architecture and interior design
GOAL 4	9	Create and maintain a directory of suppliers for nature-based and environmental measures that are applicable to the tourism industry
		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
		Improve information available for operators to support best practice waste management, for example by developing supplier lists of green investment providers

Objective

To strengthen local supply chains and enable greater integration of Fijian-made, grown, and crafted products into the tourism sector. This includes supporting the development of aggregator hubs, improving product visibility, and fostering sustainable sourcing practices that benefit micro-enterprises, creative industries, and community producers.

Outcome

Tourism operators have improved access to locally produced, affordable, and sustainable goods, while small producers - especially in rural and outer island areas - gain reliable market access. Enhanced supply chain coordination and visibility contribute to more inclusive tourism value chains and reduced reliance on imports.

1. Supply Chain Mapping

- Identify high-use product categories within the tourism sector (e.g. organic produce, coconut-based cosmetics, woven packaging, and Fijian handicrafts).
- Conduct provincial audits of existing micro-enterprises and cooperatives in key tourism hubs, noting supply gaps and opportunities for import substitution.

2. Support for Sustainable Product Development

- Provide technical assistance to handicraft and agritourism cooperatives, and women's producer groups to develop eco-friendly tourism products (e.g. reusable textiles, biodegradable packaging, fibreglass tanks).
- Provide technical assistance and catalytic co-funding to support product development, branding, and compliance with 'Made in Fiji' and tourism standards

3. Supplier Portal and Product Register

- Establish and maintain a digital and printed national directory of verified local suppliers, linked to tourism quality and sustainability criteria.
- Promote adoption by hotels, tour operators, cruise providers, and government procurement units, and link into regional Pacific procurement platforms where feasible.

4. Market Access and Events

- Host a Fiji-based expo (in partnership with SPTO and/or FHTA and/or Tourism Fiji) showcasing sustainable tourism products and services.
- Facilitate connections between producers and hotel/resort buyers, tour operators, and procurement managers.

5. Demand and Aggregation Analysis:

- Map seasonal demand patterns across different tourism segments (e.g. accommodation, food services, retail).
- Identify strategic aggregation points based on logistics feasibility, proximity to producers, and buyer demand.
- Support community-based aggregator hubs in pilot sites with basic equipment such as storage bins, dry goods racks, and transport crates.
- Provide operational toolkits covering inventory control, hygiene standards, and basic procurement protocols.

6. Policy and Institutional Integration

- Engage investor-facing agencies to embed sustainable procurement into investment promotion, licensing, and infrastructure planning.
- Encourage policies that support fair pricing and promote authentic Fijian content in tourism value chains.

7. Cooperative Models and Scaling Support:

- Strengthen governance and fulfilment planning capacity of small producer groups, including those led by women and youth.
- Pilot cost-sharing and bundled logistics models to facilitate shared transport, reduce delivery costs, and improve reliability for tourism buyers.

Fiji 5: Sustainable Finance Mechanism and Support for Tourism Enterprises

STEP Priority Action

Investigate financial and non-financial incentives to increase the uptake of sustainable products, contributing to waste reduction.

Alignment with NSTF

Intervention 5 supports NSTF Goals 1 and 4 by building investment readiness across the tourism sector and expanding access to green finance, particularly for renewable energy, low-emission transport, and sustainable infrastructure. It identifies financing gaps, promotes nature-positive investment, and strengthens the business case for sustainability through feasibility studies, investment tools, and private sector engagement.

Alignment with NSTF Action Plan

Table 7. Fiji 5 Alignment with NSTF Action Plan

Theme	Priority	Action
GOAL 1	**2**	Include information on NSTF and Fiji sustainable tourism standards in investment promotion and facilitation activities/materials
	3	Conduct audit and gap analysis on financing products for private renewable energy and sustainable/green investment
GOAL 4	**9**	Document and publish examples of nature-positive tourism investments to promote understanding and encourage replication
		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)
		Document and publish case studies on the business case for incorporating sustainability measures as core parts of the guests' experience, to encourage replication
	10	Conduct technical and financial feasibility studies for alternative transport services such as hybrid and/or electric vehicles and speedboats within the tourism context
		Provide inputs into ongoing efforts to transition to sustainable aviation fuels and more fuel-efficient aircraft
		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
		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
		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
		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
		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

Objective

To establish financial mechanisms and support systems that enable tourism operators and community-based enterprises in Fiji to invest in sustainable practices, access green finance, and adopt circular economy approaches. The intervention aims to improve investment readiness, de-risk sustainability initiatives, and increase private and public sector engagement in financing the tourism transition.

Outcome

Tourism operators and CBTEs in Fiji gain improved access to tailored financial support that enables them to implement resource-efficient, low-carbon, and inclusive tourism practices. The mechanism builds the investment readiness of MSMEs, strengthens their business sustainability, and fosters greater participation from banks, microfinance providers, and concessional finance facilities in supporting the sector. The result is increased uptake of CE/SCP practices and scalable, locally driven financing pathways for green and resilient tourism.

Key Activities

1. Small Grant Mechanism and Financial Incentives

- Design and implement a grant scheme to support uptake of renewable energy, waste minimisation, low-impact infrastructure, and sustainable product development.
- Target women-led, youth-led, and rural-based enterprises for inclusive access.

2. Technical Assistance for Business Readiness

- Deliver coaching and training for tourism MSMEs and CBTEs on business planning, basic financial management, compliance with tourism standards, and proposal development.
- Link participants with broader technical services through MTCA, SPTO, and donor-supported programmes.

3. Financial Institution Engagement

- Conduct sensitisation workshops with commercial banks, credit unions, and microfinance entities to improve understanding of sustainable tourism business models and their financial viability.
- Support banks to integrate sustainability criteria into loan assessments or create green tourism loan products.

4. Aggregation of Sector Needs and Finance Mobilisation

- Gather and analyse financing data from tourism operators to build an evidence base for increased donor, development partner, and government funding for sustainable tourism.
- Package sector data to advocate for tourism-specific funding from climate finance facilities, donors, and national budgets.

5. Feasibility and Market Analysis

- Undertake technical and financial studies to assess viability of e-transport, hybrid vessels, sustainable aviation fuel, and clean infrastructure in tourism hotspots.
- Identify opportunities for bundling investment in solar, waste systems, and energy efficiency across multiple properties.

6. Partnerships and Matchmaking

- Facilitate connections between operators, investors, and intermediaries to catalyse scalable green investment.
- Promote nature-positive case studies and the business case for sustainable guest experiences to build confidence in returns.

7. Design of Long-Term Financing Solutions

- Co-design tailored financing pathways for small-scale tourism operators and CBTEs, including blended finance models, guarantee schemes, and results-based financing.
- Explore partnerships with Fiji Development Bank, Green Climate Fund implementers, and private investors for long-term uptake.

Fiji 6: Farm-to-Table Procurement and Traceability Schemes

STEP Priority Action

Scale up food supply through agriculture initiatives, including the development of an agritourism strategy.

Alignment with NSTF

Intervention 6 advances NSTF Goal 2, Priority 5 by strengthening agriculture–tourism linkages through structured procurement, improved information flows, and targeted support for smallholder farmers. It enables

agritourism by aligning land use processes, building supply chain transparency, and improving market access and product quality for locally grown and branded goods.

Alignment with NSTF Action Plan

Table 8. Fiji 6 Alignment with NSTF Action Plan

Theme	Priority	Action
GOAL 2	5	Advise farmers on agritourism opportunities, providing guidance based on individual goals and circumstances and where market demand identified
		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)
		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
		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
		Establish marketing linkages, such as databases of suppliers and regularly updated product information to ensure that hotels are aware of available local produce options
		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
		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
		Promote the Fijian Made, Fijian Grown, Fijian Crafted and Fijian Organic brands in the tourism industry
		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

Objective

To establish structured procurement and traceability systems that link smallholder farmers and local producers with hotels, resorts, and tourism operators. The intervention aims to strengthen agritourism linkages, support inclusive local sourcing, and reduce reliance on imported food and products in Fiji's tourism value chains.

Outcome

Local farmers, agribusinesses, and rural enterprises gain reliable access to the tourism market through coordinated supply, traceability, and quality assurance systems. Tourism operators benefit from consistent, seasonal, and high-quality Fijian produce, contributing to inclusive growth, import substitution, and food system resilience.

Key Activities

1. Pilot Farm-to-Hotel Procurement Platforms with Traceability Tools

- Establish pilot procurement platforms in key tourism hubs to directly connect farmer cooperatives and micro-enterprises with tourism businesses.
- Integrate simple/low-tech traceability systems - digital where feasible, or paper-based for remote areas - to track product origin, food safety compliance, and delivery scheduling.

- Partner with resorts, culinary tourism networks, and agribusiness intermediaries to test models in real-market settings.
- Create user-friendly product directories to support buyer visibility of available produce.

2. Training and Mentoring in Food Safety and Business Skills

- Deliver tailored training for smallholder producers on food hygiene, post-harvest handling, and packaging suitable for the hospitality industry.
- Provide mentoring in pricing, customer relationship management, and small business practices.
- Collaborate with the Department of Agriculture, Department of Fisheries and Forestry and key donor programmes to embed training within existing support structures.

3. Crop Planning and Procurement Agreements

- Facilitate crop planning workshops between producer groups and tourism buyers to align supply with seasonal tourism demand.
- Develop simple contracting templates or memoranda of understanding (MOUs) to formalise agreements and improve predictability for both sides.

4. Promotion of Value-Added and Seasonal Alternatives

- Identify local ingredients that can be dried, preserved, or substituted to overcome seasonal availability gaps.
- Support development of value-added products like dried bananas, taro chips, fruit preserves, and herbal teas suited to resort and café offerings.
- Collaborate with culinary schools, local chefs (and the Chef's Association), and food innovators to promote use in tourism settings.

Fiji 7: Sustainable and Climate Resilient Tourism Accommodation Guidelines

STEP Priority Actions

- Sustainable Tourism Framework (NSTF) and the development of industry and destination standards.
- Develop industry standards systems and criteria for sustainable tourism, including a pathway that supports Community-Based Tourism enterprises.

Alignment with NSTF

Intervention 7 supports NSTF Goal 4, Priority 10 by embedding sustainability and climate resilience into tourism accommodation design and infrastructure planning. It promotes low-carbon building practices, strengthens investment screening, and equips developers with tools to improve environmental performance and disaster preparedness, while also encouraging cultural integration in design through hotel and creative industry partnerships.

Alignment with NSTF Action Plan

Table 9. Fiji 7 Alignment with NSTF Action Plan

Goal	Priority	Action
GOAL 3	**8**	Facilitate partnerships between larger hotels and creative industries to integrate cultural elements (including modern interpretations of traditional designs) into architecture and interior design
GOAL 4	**9**	Identify in-country expertise and suppliers relevant to accelerating sustainability measures (water conservation, green buildings, energy audits)
		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 programmes
		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
		Develop and publish a voluntary green building code for hotels
		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
		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
		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

Objective

To develop and institutionalise practical guidelines for sustainable, climate-resilient tourism accommodation in Fiji, with a focus on low-carbon materials and energy-efficient approaches to construction, renovation, and refurbishment. The guidelines will support the implementation of the NSTF and contribute to Fiji's broader climate commitments under the Climate Change Act 2021 and NDC targets.

Outcome

Tourism accommodation providers adopt practical, evidence-based guidelines that improve building performance, reduce emissions, and strengthen resilience to climate risks. Public and private sector actors are equipped with tools to support compliance with sustainable building practices, creating greener infrastructure aligned with Fiji's national policy framework.

Key Activities

1. Development of Green and Resilient Building Guidelines

- Co-design a comprehensive building guide tailored to the tourism sector, covering new builds and retrofits for hotels and resorts.
- Include technical specifications on low-carbon materials, energy and water efficiency, passive cooling, and disaster-resilient design.
- Draw on regional and international best practice while ensuring alignment with Fiji's building codes and climate adaptation priorities.

2. Policy Engagement and Validation

- Convene policy consultations relevant Ministries, Departments, and Associations.
- Test the draft guidelines with local architects, engineers, and hospitality investors and operators to ensure technical viability and market readiness.

3. Institutional Support and Regulatory Uptake

- Provide model policy clauses and guidance materials to facilitate integration of the guidelines into relevant tourism, environment, and construction regulations.
- Offer technical assistance to agencies seeking to adopt the guidelines through incentive schemes, planning approvals, or licensing requirements.

A summary of Interventions for Fiji relative to the Regional Roadmap is shown in Table 10 below, with dark green as the country-led and light green representing piloting of activities for region-led Interventions. Alignment of the Fiji Interventions with the NSTF is detailed in Appendix F.

Table 10. Fiji Interventions: Focused and Pilot

Intervention Name	Regional / National	Key Activities	SPTO	FIJI
1. Embed Sustainable Tourism into National Policy and other relevant policies	Fiji, Kiribati, Samoa, Vanuatu	Diagnostic review of current tourism policies and laws.		
		Stakeholder workshops to co-design updated policy goals and provisions.		
		Development of a legal/policy alignment toolkit for broader regional use.		
		Delivery of technical guidance and model policy clauses for integration into national frameworks.		
2. National Sustainable Tourism Standards Development	Fiji, Kiribati, Samoa, Vanuatu	Convene national working group of government, industry, and SME reps.		
		Facilitate a structured co-design process for new and existing standards with the sector.		
		Develop (or revise) draft standards and pilot implementation roadmap.		
		Promote take up through national training and financial incentives.		
		Produce guidelines to support roll out of SCP and Sustainable tourism practices across the region.		

Intervention Name	Regional / National	Key Activities	SPTO	FIJI
3. Finalisation and implementation - Single Use Plastic Toolkit	Regional with Vanuatu pilot	Finalise and enhance toolkit content, including decision trees, supplier directories, and practical templates.		
		Integrate circular economy principles into toolkit training and materials.		
		Translate resources into national languages and adapt content for SMEs and CBTEs.		
		Distribute the toolkit through National Tourism Organisations (NTOs) and conduct training sessions on implementation.		
		Support national consultations and workshops to adapt the SUP Standard for country-specific contexts.		
		Develop country-level implementation guidelines and sector-specific toolkits.		
		Facilitate SME and supplier engagement through awareness events, training, and technical support.		
4. Self-Assessment Tools – Government and Industry	Regional	Co-design user-friendly digital and printable assessment tools aligned with PSTS Destination and Industry Criteria.		
		Test the tool with pilot destinations to refine content and usability.		
		Provide workshops and online guidance.		
		Enable destinations to generate performance reports and action plans.		
		Allow anonymised comparison across destinations.		
5. Standards 'Starter Pack' and SCP Toolkit for CBTEs	Regional, with Fiji pilot	Develop a modular 'Starter Pack'.		
		Align the Starter Pack with PSTS and SCP principles.		
		Translate and tailor materials for diverse contexts.		
		Identify and support 3–5 pilot CBTEs.		
		Create a user-friendly CBTE toolkit.		
		Document case studies and lessons learned.		
		Integrate pathways to access green finance.		
		Deliver training sessions.		
		Make resources available via SPTO's Knowledge Hub.		

Intervention Name	Regional / National	Key Activities	SPTO	FIJI
6. Pacific Sustainable Tourism Knowledge Exchange	Regional	Design and launch an interactive online platform.		
		Integrate peer-to-peer exchange features.		
		Develop training resources and guides.		
		Translate and adapt toolkits.		
		Deliver toolkits and training.		
		Maintain and update resources.		
7. Regional Dashboard for Measuring Tourism Sustainability	Regional, with Samoa pilot	Integrate destination-level SCP performance metrics.		
		Align metrics with PSTI and national systems.		
		Deliver training on data collection and interpretation.		
		Provide open-access elements.		
		Establish protocols for updates and enhancements.		
8. Public–private Dialogue and Communication Platforms	Regional	Establish a Regional PPD Platform.		
		Convene Sustainable Tourism Leadership Forums.		
		Develop PPD toolkits and templates.		
		Design national communication strategies.		
		Produce communication resources.		
		Support local customisation.		
		Run awareness campaigns.		
		Facilitate industry engagement.		
		Monitor and update materials.		
9. Sustainable Tourism Supply Chains and Aggregator Hubs	Regional with Fiji, Kiribati, Samoa, Vanuatu pilots	Identify key products and services.		
		Support sustainable product development.		
		Develop a supplier portal and product register.		
		Organise Pacific Sustainable Tourism Expo.		
		Analyse demand and logistics.		
		Establish aggregator hubs.		
		Co-design cooperative models.		
		Develop quality control systems.		

Intervention Name	Regional / National	Key Activities	SPTO	FIJI
10. Farm-to-Table Procurement and Traceability Schemes	Fiji, Samoa, Vanuatu	Pilot procurement platforms.		
		Provide training on standards and agri-business.		
		Introduce crop planning agreements.		
		Promote value-added products.		
11. Procurement and Purchasing Policy Development	Regional	Design model procurement policies.		
		Conduct stakeholder workshops.		
		Pilot procurement systems.		
		Develop Green Events Guideline.		
12. Sustainable Finance Mechanism and Support for Tourism Enterprises	Regional, with Fiji pilot	Establish a regional small grant scheme.		
		Provide technical assistance.		
		Build financial institution capacity.		
		Aggregate financing needs.		
		Co-design long-term financing models.		
13. Sustainable and Climate Resilient Tourism Accommodation Guidelines	Regional, with Fiji, Kiribati Vanuatu pilots	Develop a 'green and resilient' building guide.		
		Facilitate policy consultations.		
		Provide guidance for regulatory adoption.		
14. Traditional and Sustainable Building Construction Techniques	Kiribati, Samoa, Vanuatu	Develop demonstration projects and guides.		
		Advocate for traditional material testing.		
		Link practices to vocational training.		
		Deliver modular training programmes.		
		Facilitate traditional material use.		
		Develop mobile and digital learning tools.		
		Run peer mentoring programmes.		
		Share lessons regionally.		

4.2. STEP Regional Interventions that will support Fiji

4.2.1. Regional Interventions

Fiji will benefit from the nine regional interventions and as noted above, will be the pilot country for test implementation of three of these activities: the Standards Starter Pack (Fiji 3), the Sustainable Finance Mechanism and Support for Tourism Enterprises (Fiji 5) and Sustainable and Climate Resilient Tourism Accommodation Guidelines (Fiji 7).

The set of regional initiatives includes support to embed CE and SCP principles in national tourism policy, developing toolkits for single-use plastics, supporting community-based tourism, and advancing sustainable finance solutions. Although only the three to be piloted in Fiji are detailed within this Country Pathway, these regional initiatives will provide Fiji with essential resources and technical support.

Details and key activities for each intervention, and whether they are best implemented at national or regional levels, are summarised in Appendix E and F.

4.2.2. Relationship Between Regional Roadmap and Country Pathways

Regional Roadmap: Led by SPTO, regional interventions focus on building capacity, supplying toolkits, and strengthening knowledge platforms and finance mechanisms, ensuring all member countries, including Fiji, can access regional policy frameworks, sustainability dashboards, and peer training opportunities.

Country Pathways: In-country interventions respond directly to local context and needs, piloted with targeted support and technical assistance. Successes and lessons from these pilots will help adapt, replicate, and scale solutions across the region as capacity develops.

Lessons learned from Fiji and other demonstration countries will be shared through regular reporting and peer exchanges, enabling broader regional adoption and customisation of effective practices. This collaborative approach accelerates sustainable tourism and circular economy progress across the Pacific, as illustrated in Figure 2.

By combining tailored national actions with shared regional support, Fiji's Country Pathway presents a clear, practical roadmap for transforming its tourism sector.

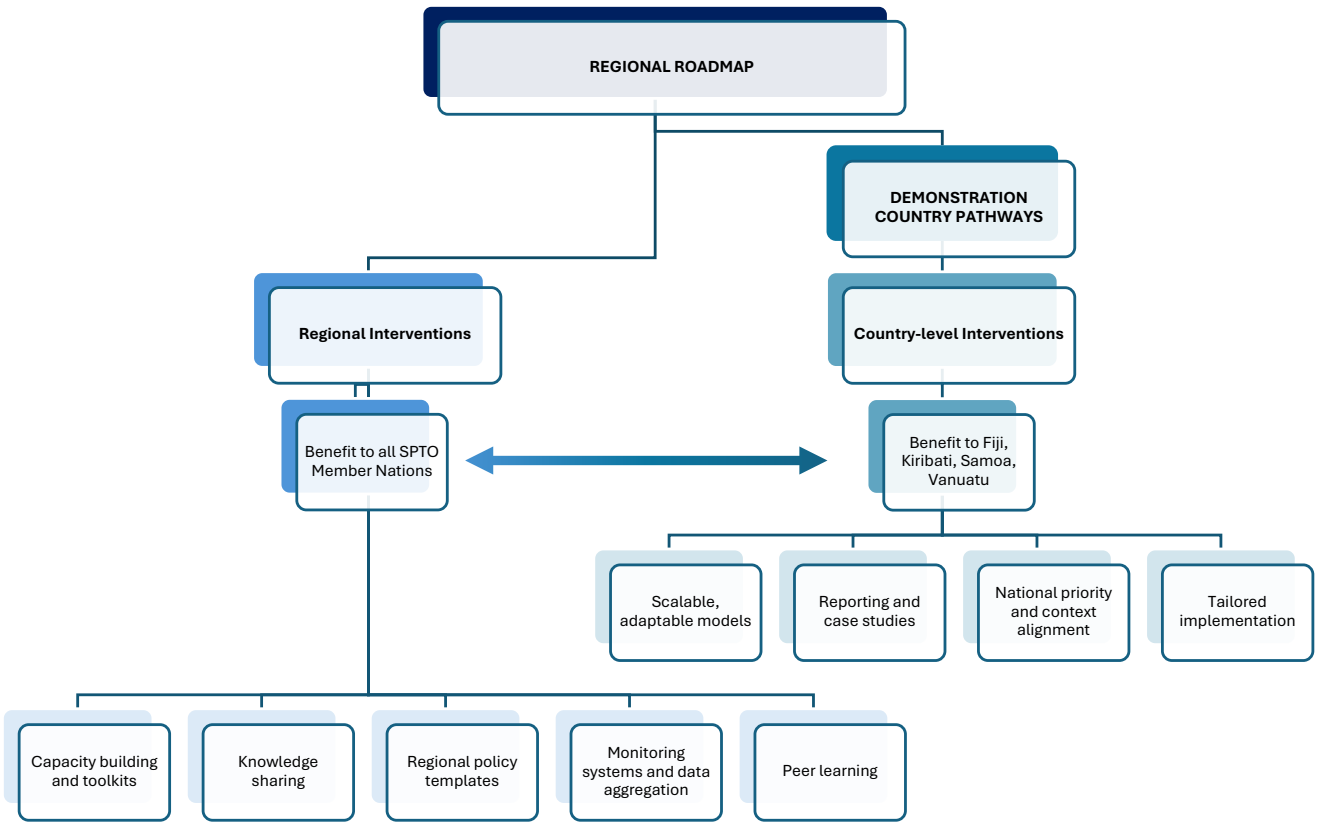

Figure 2. Framework of benefits to Regional Roadmap and Country Pathways

5. CONCLUSION

The Fiji Country Pathway provides a focused and practical mechanism to accelerate the transition towards sustainable, inclusive, and low-carbon tourism. Firmly grounded in the Fiji National Sustainable Tourism Framework and developed through close engagement with government, industry, and community stakeholders, the Pathway sets out a coherent roadmap to embed CE and SCP practices across the tourism system, in ways that reflect Fiji's unique context, challenges, and ambitions.

Delivering on this ambition requires confronting long-standing barriers that continue to constrain progress. These include fragmented supply chains that limit the flow of benefits to local producers, uneven adoption of sustainability standards across operators, persistent finance gaps for MSMEs and CBTEs, and infrastructure deficits that disadvantage outer islands. The seven nationally tailored interventions presented here respond directly to these challenges, while complementary regional actions under the STEP Project provide access to shared tools, technical expertise, and peer learning that address structural gaps common across Pacific destinations. Together, they form a comprehensive approach to strengthening Fiji's institutional and market systems, enhancing implementation of the NSTF, and building a more circular and resilient tourism economy.

Moving forward, success will hinge on a set of critical enablers. Policy coherence and institutional coordination must be strengthened, with the Ministry of Tourism and Civil Aviation (MTCA) continuing to provide strong leadership in aligning tourism development with national climate, economic, and community priorities. Financing instruments tailored to the needs of MSMEs, CBTEs, and green investment must be operationalised, enabling businesses to invest in renewable energy, climate-smart infrastructure, and innovative circular business models. Targeted training, toolkits, and technical assistance will be essential to ensure that standards are practical, accessible, and adopted not only by large resorts but also by small enterprises and community operators across Fiji's islands.

Partnerships will also be central to success. Tourism Fiji, the private sector, and community stakeholders all have vital roles to play in mainstreaming sustainability practices, shaping markets for Fijian-grown and Fijian-made products, and ensuring that tourism contributes to inclusive livelihoods. Development partners and regional institutions, particularly SPTO, can reinforce these efforts by providing technical support, promoting regional harmonisation, and facilitating shared learning.

Through this Country Pathway, Fiji has the opportunity not only to strengthen its own visitor economy but also to demonstrate regional leadership. By embedding CE and SCP principles at scale, strengthening linkages with local producers, promoting circular food systems, and introducing guidelines for climate-resilient accommodation, Fiji can show how national frameworks can be put into operation in ways that are practical, inclusive, and scalable. This leadership role has the potential to influence regional approaches, inspire peer countries, and position Fiji as a global exemplar of responsible, climate-smart tourism.

In the years ahead, the challenge will be to sustain momentum and translate commitments into measurable outcomes. With continued leadership from MTCA, effective partnerships with Tourism Fiji, industry actors, and communities, and targeted support from development partners, Fiji is well placed to deliver on its vision of a prosperous, inclusive, low-carbon, and resilient tourism economy. By embedding sustainability in the very fabric of tourism, Fiji can not only protect its natural and cultural assets but also secure long-term prosperity, strengthen national resilience, and enhance its reputation as a trusted destination for responsible travel.

6. APPENDICES

Appendix A. Key Terms and Concepts

Tourism, Circular Economy & Sustainable Consumption and Production

Circular Economy

Circular Economy (CE) in the context of tourism refers to an economic model that moves away from the traditional 'take-make-dispose' approach and instead promotes the continual use and regeneration of resources to minimise waste, pollution, and environmental impact.

Applied to tourism, the circular economy involves:

- Designing out waste from tourism infrastructure, products, and services (e.g. through reusable materials, modular construction, zero-waste accommodation)
- Keeping materials and products in use by extending their life cycles through repair, reuse, recycling, and sharing (e.g. refillable amenities, second-life furnishings, rental equipment)
- Regenerating natural systems by restoring biodiversity, enhancing ecosystem services, and supporting local food production and renewable energy initiatives
- Creating closed-loop systems across tourism supply chains (e.g. farm-to-table food systems, water reuse, composting, and circular procurement practices)

In tourism, adopting circular economy principles supports resource efficiency, climate resilience, and local economic empowerment, aligning with the Sustainable Development Goals (particularly SDG 12 and SDG 13). It contributes to building low-carbon, regenerative tourism destinations where growth enhances rather than depletes natural and cultural capital.

Sustainable Consumption and Production

Sustainable Consumption and Production (SCP) refers to the use of resources in a way that minimises environmental impacts, enhances social equity, and supports long-term economic viability across the tourism value chain.

In line with SDG 12: Responsible Consumption and Production, SCP in tourism involves designing and managing tourism products, services, and operations that:

- Reduce waste and pollution, including energy and water consumption, single-use plastics, and greenhouse gas emissions
- Promote resource efficiency, circular economy practices, and sustainable sourcing (e.g. local food systems, low-impact infrastructure)
- Support fair and inclusive economic opportunities for local communities, including women, youth, and Indigenous groups
- Encourage responsible visitor behaviour that respects cultural values, biodiversity, and heritage sites

SCP aims to decouple tourism growth from environmental degradation, ensuring that the benefits of tourism are shared equitably while preserving the natural and cultural assets that underpin the sector's long-term sustainability. It is foundational to building resilient, regenerative tourism systems in line with the SDGs.

Appendix B. In Country Consultations – Stakeholders Met

Table 11. Stakeholders consulted during STEP mission to Fiji, January 2025

Date	Organisation
27/1/25	European Union for the Pacific
	Ministry of Tourism and Civil Aviation
28/01/25	The Pacific Community (SPC)
	Energy Fiji Limited (EFL)
	Water Authority of Fiji
	International Finance Corporation
	Market Development Facility – Fiji
	Fiji Hotel and Tourism Association
29/01/25	Fiji Revenue and Customs Services
	Investment Fiji
	Ministry of Finance
	Ministry of I-Taukei Affairs
	Vanua Levu Project Team, Ministry of Tourism And Civil Aviation
	Duavata Collective
	Fiji Chef's Association
	Sheraton Fiji Marriot/Fiji Chef's Association
	Sun Coast Tourism Association
30/01/25	Pacific Regional Infrastructure Facility (PRIF)
	Ministry of Agriculture and Waterways
	Ministry of Public Works, Meteorology Services and Transport
	Sunnyville Bamboo Development
31/01/25	Tourism Fiji
	Fiji Chemicals Limited

Appendix C. STEP Baseline Survey Findings

The STEP Project Baseline Survey (2024/25) reviewed tourism standards in 14 of the 20 SPTO member countries, identifying key gaps and opportunities. Pacific nations were asked to assess the alignment of their current standards with PSTS and highlight priority areas for targeted support. The results for Fiji are presented below.

Destination Governance and Policy Priorities

This set of questions was designed to determine which nations had established tourism standards, the extent to which these aligned with the Pacific Sustainable Tourism Standards (PSTS), and the level of interagency collaboration supporting sustainable tourism efforts. Key findings included:

- National tourism standard planned with the intent to align with PSTS (partially or fully)
- Strong inter-agency collaboration with Ministries of Environment, iTaukei Affairs, and Women, Children and Social Protection
- Existing cooperation needs formalised mechanisms to support unified implementation
- Tourism governance is embedded in national policy processes
- No shared toolkit yet developed for monitoring or application of standards

Priorities for Support

1. Cross-ministerial coordination
2. National tourism standard alignment
3. Inter-agency collaboration
4. Development of shared implementation tools
5. Data-sharing and reporting frameworks across ministries

Insight: Fiji demonstrates strong political will and ministerial engagement but lacks practical coordination tools and cross-cutting enforcement mechanisms necessary to operationalise PSTS-aligned governance.

Economic Priorities

This set of questions was designed to test alignment with PSTS Goal 1 (Prosperous Economies). Key findings included:

- Economic sustainability elements are partly embedded in policy frameworks.
- Legal compliance and stakeholder communication are operational.
- Business resilience, marketing, and sustainable procurement remain underdeveloped.
- Limited capacity in data monitoring for indicators such as visitor satisfaction and procurement practices.
- Government supports MSMEs but lacks tailored incentives for sustainable business models.

Priorities for Support

1. Business resilience
2. Legal compliance integration
3. Sustainable procurement policy
4. Visitor satisfaction data collection
5. MSME capacity-building
6. Incentives for sustainable business practices
7. Marketing strategies aligned with sustainability

Insight: While a legal and strategic foundation exists, implementation gaps around sustainability-linked procurement, data, and MSME support inhibit progress on inclusive economic transformation.

Social Priorities

This set of questions was designed to test alignment with PSTS Goal 2 (Thriving and Inclusive Communities). Key findings included:

- Strong inclusion goals embedded in national strategies.
- Active efforts to promote women and youth participation.
- Decent work and employment practices are monitored in partnership with FBoS
- Community consultation and feedback mechanisms are inconsistent or informal.
- Accessibility remains a major weakness, especially in remote or outer island destinations.

Priorities for Support:

1. Accessibility infrastructure and policy
2. Structured community consultation mechanisms
3. Expanded decent work monitoring
4. Gender and youth-focused entrepreneurship programmes
5. Inclusive tourism product design

Insight: Fiji's tourism institutions are socially progressive, but systemic gaps in accessibility and two-way community engagement must be addressed to meet the PSTS goals on social equity.

Cultural Priorities

This set of questions was designed to test alignment with PSTS Goal 3 (Visible & Valued Cultures). Key findings included:

- Collaborations with Ministry of iTaukei Affairs address cultural priorities.
- Existing policies do not yet safeguard cultural IP or promote active participation in heritage protection.
- Cultural sites are underfunded or lack visitor infrastructure.
- Limited support for storytelling, authenticity, and cultural tourism products.

Priorities for Support:

1. Cultural heritage site protection
2. Intellectual property and traditional knowledge legislation
3. Community-led interpretation and storytelling
4. Investment in site infrastructure and access
5. Cultural tourism product development
6. Authentic representation in retail and events

Insight: Fiji's rich cultural assets are acknowledged in principle, but the policy and investment focus needed to safeguard, interpret, and leverage them for tourism is still emerging.

Environmental Priorities

This set of questions was designed to test alignment with PSTS Goal 4 (Healthy Islands & Oceans). Key findings included:

- Environmental standards are acknowledged but inconsistently applied.
- Conservation, risk planning, and protected area management are active but disjointed from tourism.
- Water and energy use, waste volumes, and climate indicators are not tracked within tourism operations.
- Awareness and incentives for green practices are low.

Priorities for Support:

1. Solid waste management systems in tourism areas
2. Water use monitoring and conservation strategies
3. Energy efficiency and renewable energy in accommodations
4. Climate risk integration into tourism planning
5. Visitor density and carrying capacity assessments
6. Green certification and eco-labelling uptake

Insight: Despite national commitments to climate resilience and biodiversity, tourism-sector-specific environmental management remains weak and is a key area for urgent reform and support.

Circular Economy and Sustainable Consumption and Production

This set of questions was designed to test countries' understanding of, and appetite for, CE and SCP interventions in the tourism sector. Key findings included:

- Broad interest in shifting toward circular models but implementation is limited.
- Few businesses practice reuse, waste reduction, or local sourcing at scale.
- No tourism-specific SCP framework or incentives exist.
- Tourists are not consistently educated on low-impact behaviours.

Priorities for Support:

1. Circular business incentives (reuse, repair, recycle)
2. Local supply chain development
3. Sustainable procurement regulations
4. National SCP guidelines tailored to tourism
5. Tourist education and outreach campaigns
6. Packaging and single-use item reduction
7. Eco-certification for products and services

Insight: Fiji's circular economy aspirations are well-matched to its sustainability vision, but lack formal tools, standards, and policy levers to bring them to scale within the tourism sector.

Conclusions from the Survey

The STEP baseline survey conducted with the Ministry of Tourism and Civil Aviation (MTCA) highlights both the enabling foundations and the implementation challenges facing Fiji's transition to sustainable tourism. While the policy environment is supportive and cross-government collaboration is well established, the mechanisms to translate these frameworks into consistent practice remain underdeveloped. Progress has been uneven in areas such as environmental monitoring, accessibility, and circular economy practices.

Across the five PSTS goal areas, responses reveal only partial alignment with sustainable tourism standards. Social and economic dimensions show greater integration, supported by formal partnerships and policy structures. In contrast, environmental sustainability and cultural heritage protection are acknowledged in principle but not yet mainstreamed across institutions or tourism businesses. Monitoring systems are weak, and data availability remains a barrier to evidence-based decision-making.

Appendix D. Regional Validation and Findings

In Country Consultations – Summary of Findings

Consultations conducted in Fiji, Samoa, Kiribati, and Vanuatu under the STEP Project identified a strong and unified commitment to advancing sustainable tourism SCP practices. Guided by the PSTPF and aligned national strategies, each country is working to embed sustainability in its tourism sector in ways that protect cultural heritage, support livelihoods, and build climate resilience.

While this intent is clear, all four countries face significant implementation constraints. Common challenges include limited institutional capacity, fragmented coordination across government agencies, and insufficient resources to translate sustainability goals into practice. NTOs are increasingly expected to shift from a promotional role to one focused on destination management and sustainability leadership, but many lack the staffing, funding, and technical skills required to fulfil this expanded mandate.

Key constraints also exist within the tourism industry. Many MSMEs have low awareness of CE/SCP practices and are not supported by incentives or guidance to make meaningful changes. Market access for sustainable products and services remains underdeveloped, with fragmented supply chains, limited verification systems, and low visibility for local producers.

Despite these barriers, each demonstration country has identified a set of priority actions to guide national progress. Common areas of focus include:

- Strengthening governance through inter-agency coordination and steering committees
- Expanding tourism standards to address the full scope of sustainability, particularly for community-based and agritourism initiatives
- Building institutional and industry capacity through training, data systems, and awareness strategies
- Supporting sustainable procurement and supply chains, especially in food systems and waste reduction
- Embedding sustainability considerations into planning, investment, and regulatory systems

These consultations highlight both the opportunity and the need for targeted support to enable these countries to move from intention to implementation. Investment in capacity building, incentives, infrastructure, and knowledge-sharing will be essential to realise their national visions and contribute to broader regional outcomes. The actions identified form a critical input into the Regional Roadmap and offer strong potential for replication across other Pacific Island Countries. Further details of the findings of the in-country consultation, supported by desk research, are provided in Background Report.

Overcoming Barriers to Sustainable Tourism

The STEP Baseline Survey and demonstration country consultations highlight a consistent set of structural, institutional, and industry-level barriers that are impeding progress on the transition to more sustainable tourism and the implementation of the PSTS.

Table 12. Key barriers to transition

Barrier	Representative Issues
Institutional Capacity and Governance Constraints	NTOs are under-resourced, with limited staff, skills, and funding to lead sustainable tourism efforts. Governance responsibilities are fragmented across multiple ministries, resulting in poor coordination and lack of leadership. Existing tourism standards are narrow in scope and weakly aligned with PSTS.
Limited Industry Awareness and Incentives	MSMEs lack awareness of SCP and CE principles. Few financial or non-financial incentives exist to drive adoption. Training and guidance are limited, especially in remote areas.
Weak Policy Integration and Monitoring Systems	Sustainability is often embedded in policy but lacks enforcement and monitoring tools. Data collection on key indicators is minimal. Licensing and regulations often do not mandate sustainability.
Market and Supply Chain Barriers	Fragmented supply chains, low local production, and limited importer willingness hinder access to sustainable goods. No clear authority defines sustainable products. Local supplier aggregation is limited.
Sectoral Fragmentation Across CE and SCP Initiatives	Multiple uncoordinated actors lead to duplication. CE and SCP initiatives are disconnected and difficult to scale.
Access to Finance	MSMEs face persistent challenges accessing grants, loans, and concessional finance for sustainable upgrades.
Knowledge and Skills Gaps	Limited training programmes, minimal access to best practices, and weak peer-learning systems.
Regional Coordination	Knowledge-sharing is weak. Innovation tends to be concentrated in a few countries like Fiji and Vanuatu.
Incentive Frameworks	Policy levers such as tax relief or import concessions are rarely used to promote sustainable practices.
Public–Private Collaboration	Low trust and fragmented engagement between governments, NGOs, and businesses limit coordinated action.
Recognition of Local Practices	Traditional knowledge and successful local sustainability models are underutilised.
Data and Monitoring	Insufficient systems to track and evaluate environmental, social, and economic performance.

Regional Validation Workshop – Outcomes

A key objective of the workshop was to validate the challenges and priority focus areas for advancing sustainable tourism, CE/SCP principles into national tourism strategies. Engaging stakeholders from government, the private sector, NGOs, and development partners, the workshop used interactive polling and breakout sessions to assess and refine six proposed focus areas. These included governance, capacity building, waste and resource efficiency, sustainable purchasing, agriculture-tourism linkages, and sustainable buildings. Cross-cutting issues such as supply chains and green finance were also discussed.

Participants ranked the focus areas at both the start and end of the workshop, revealing a strong preference for systemic and capacity-building approaches. Building on the validation exercise, and stakeholder insights gathered during the workshop, the thematic areas were further refined and analysed to capture the barriers, support needs, and opportunities identified. The six thematic areas were reframed and refined to five. Each represents a different aspect of systemic shift toward sustainable tourism in the Pacific and collectively they form the basis of both regional priorities and national implementation pathways.

1. Enabling Sector Transition

- Focuses on strengthening institutional systems, improving knowledge-sharing platforms, building SME and CBTE capacity, and embedding monitoring and evaluation
- Key initiatives support regional learning hubs, targeted grant schemes, and SCP communications strategies

2. National and Regional Policy Support

- Targets regulatory and governance reform to mainstream SCP and sustainable tourism into policy frameworks
- Supports policy dialogue, industry standards, self-assessment tools, and public–private dialogue platforms

3. Sustainable Consumption and Production (SCP) Practices

- Aims to reduce plastic use and promote circular economy practices through toolkits, supply chain development, and sustainable procurement models
- Empowers SMEs and governments to adopt SUP-free alternatives and eco-friendly supply systems

4. Sustainable Buildings and Infrastructure

- Advances climate-resilient and culturally grounded tourism infrastructure through traditional building methods and finance facilities
- Includes technical training, green infrastructure standards, and demonstration projects

5. Agriculture and Tourism Linkages

- Promotes agritourism through structured procurement platforms, aggregator hubs, and traceability tools
- Strengthens local livelihoods and food security through enhanced agriculture-tourism integration
- Further detail on the activities and outcomes of the Regional Validation Workshop is provided in Background Report and the Workshop Report

Appendix E. Interventions per Regional Roadmap

Foundational Elements

Intervention 1: Embed CE and SCP Principles in National Tourism Policy and other relevant policies

Objective: Facilitate and advance the national policy dialogue and policy formulation on Sustainable Tourism and SCP implementation. Support regional and national authorities to plan and implement policies that assist the development of sustainable tourism and SCP practices

Outcome: An improved policy enabling environment that favours the inclusion of standards and SCP in national policy formulation and implementation, aligned with the PSTPF (to the extent viable).

Recommended Implementation: Fiji, Kiribati, Samoa, Vanuatu

Key Activities:

- Diagnostic review of current tourism policies and laws
- Stakeholder workshops to co-design updated policy goals and provisions
- Development of a legal/policy alignment toolkit for broader regional use
- Delivery of technical guidance and model policy clauses for integration into national frameworks

Intervention 2: National Sustainable Tourism Standards Development

Objective: Establish national tourism industry standards aligned with the PSTS and SCP principles, through participatory processes involving SME operators.

Outcome: National tourism industry standards are developed or strengthened through inclusive, participatory processes that actively engage small and medium-sized enterprises (SMEs), ensuring the framework is practical, culturally relevant, and promotes improved environmental, social, and economic outcomes across the sector. The project also generates transferable insights, with key learnings captured in a toolkit to support replication and adaptation by other Pacific nations.

Recommended Implementation: Fiji, Kiribati, Samoa, Vanuatu

Key Activities:

- Convene national working group of government, industry, and SME reps
- Facilitate a structured co-design process for new and existing standards with the sector
- Develop (or revise) draft standards and pilot implementation roadmap
- Promote take up through national training and financial incentives
- Produce guidelines to support roll out of SCP and Sustainable tourism practices across the region

Intervention 3: Finalisation and Implementation of Single Use Plastic Toolkit

Objective: To finalise, adapt, and facilitate the regional roll-out of the SPTO/SPREP Single-Use Plastics (SUP) Toolkit and Standard, enabling widespread adoption by tourism operators across the Pacific. The project supports the integration of broader sustainability practices such as water reuse, energy efficiency, composting, and local food systems, particularly among SMEs and Community-Based Tourism Enterprises (CBTEs).

Outcome: Tourism SMEs and destination stakeholders across the Pacific are equipped with practical, locally relevant tools to reduce single-use plastics and implement sustainable operating practices. The initiative leads to improved waste management, reduced environmental impact, and stronger alignment with regional sustainability standards and the PSTS).

Recommended Implementation: Vanuatu and recommended inclusion of Samoa

Key Activities:

- Finalise and enhance toolkit content, including decision trees, supplier directories, and practical templates
- Integrate circular economy principles into toolkit training and materials
- Translate resources into national languages and adapt content for SMEs and CBTEs
- Distribute the toolkit through National Tourism Organisations (NTOs) and conduct training sessions on implementation
- Support national consultations and workshops to adapt the SUP Standard for country-specific contexts
- Develop country-level implementation guidelines and sector-specific toolkits
- Facilitate SME and supplier engagement through awareness events, training, and technical support

Intervention 4: Self-Assessment Tools for Government and Industry

Objective: To develop a practical self-assessment tool tailored to National Tourism Organisations (NTOs), enabling them to evaluate and strengthen their alignment with the Pacific Sustainable Tourism Standards (PSTS) for Destinations across the four key sustainability pillars.

Outcome Statement: NTOs across the Pacific are equipped with a user-friendly, standards-based self-assessment tool that enhances their capacity to identify gaps, track progress, and implement improvements in line with PSTS for Destinations, fostering more accountable, strategic, and sustainable tourism governance.

Recommended Implementation: Regional

Key Activities:

- Tool Design: Co-design user-friendly digital and printable assessment tools aligned with a) PSTS Destination Criteria and SCP principles and b) PSTS Industry Criteria and SCP principles (the latter sitting within, or as a complementary starting point to, any national programmes)
- Piloting and Feedback: Test the tool with pilot destinations to refine content and usability
- Integration and Training: Provide workshops and online guidance to support NTOs and local government in using the tool as part of planning and review processes
- Scorecards and Reports: Enable destinations to generate performance reports and action plans from self-assessment results
- Regional Benchmarking: Allow anonymised comparison across destinations to identify strengths, gaps, and good practices

Intervention 5: Standards 'Starter Pack' and SCP Toolkit for Community-Based Tourism Enterprises (CBTEs)

Objective: To develop and roll out a practical and culturally relevant 'Starter Pack' that supports National Tourism Organisations (NTOs), tourism SMEs, and Community-Based Tourism Enterprises (CBTEs) in initiating and implementing national tourism standards aligned with the Pacific Sustainable Tourism Standards (PSTS). The project also includes a co-developed SCP toolkit tailored specifically to CBTEs, enabling them to apply sustainable practices, enhance service quality, and build local capacity for long-term resilience.

Outcome: Tourism stakeholders – including NTOs, SMEs, and CBTEs – are equipped with accessible tools and guidance to begin or strengthen their engagement with sustainability standards and practices. The Starter Pack provides a structured approach for standard development and alignment with PSTS, while the CBTE-focused toolkit enhances local-level sustainability, operational capacity, and access to support. Together, these tools contribute to inclusive, scalable, and locally driven pathways for sustainable tourism across the Pacific.

Recommended Implementation: Fiji, and recommended inclusion of Vanuatu and Samoa

Key Activities:

- Develop a modular 'Starter Pack' including templates, step-by-step guides, checklists, and case studies to support countries in initiating or advancing national tourism standards
- Align the Starter Pack with PSTS and SCP principles and adapt for accessibility by both public agencies and tourism operators, especially SMEs and CBTEs
- Translate materials into local languages and tailor content for low-resource settings and diverse cultural contexts
- Identify and support 3–5 pilot CBTEs in different Pacific settings to co-design and test a practical SCP toolkit
- Create a user-friendly CBTE toolkit featuring operational checklists, examples of good practice, and basic training modules
- Document case studies and lessons learned through the pilot process to inform regional adaptation
- Integrate pathways to access green finance mechanisms tailored to CBTEs, including micro-grants and technical assistance (linked to broader finance support initiatives)
- Deliver regional and in-country training sessions for NTOs, CBTEs, and SMEs to facilitate adoption and use of both toolkits
- Make both resources available via SPTO's Pacific Sustainable Tourism Knowledge Hub to support regional learning and long-term uptake

Intervention 6: Pacific Sustainable Tourism Knowledge Exchange

Objective: To rationalise, enhance and expand existing SPTO resource platforms to support knowledge sharing on Sustainable Consumption and Production (SCP) practices, enabling regional progress tracking, capacity building, and stakeholder collaboration across the Pacific. Existing platforms include a Knowledge Hub (managed by the Research and Statistics Team), the SPTO Training Portal (managed by the SPTO Marketing Team) which has online training modules from all SPTO divisions, and the (nascent) Pacific Sustainable Tourism Portal (managed by the Sustainable Tourism Team) which is intended to be a platform for sharing best practices, case studies, stories, etc.

Outcome: National Authorities and Small and medium-sized enterprises (SMEs) in the tourism sector demonstrate increased awareness and understanding of sustainable tourism and Sustainable Consumption and Production (SCP) practices, leading to greater engagement in responsible business operations and sustainability initiatives.

Recommended Implementation: Regional

Key Activities:

- Knowledge Exchange: Design and launch an interactive exchange for toolkits, templates, training materials, and data dashboards
- Peer-to-Peer Exchange: Integrate discussion boards, webinars, and regional case study libraries to promote peer learning and exchange
- Training Resources: series of step-by-step guides and templates for priority implementation areas, including:
  - Tourism policy and legislative reform development
  - Tourism policy implementation and project management
  - MEAL toolkit
  - Guidance on designing tax incentives, import duty waivers, and enabling policies.
  - Industry standard development and revision
  - Public–private dialogue (PPD) structures
  - Community-Based Tourism Enterprise (CBTE) standards

    - Incentive programmes
    - Enforcement and compliance frameworks
    - Standard Operating Procedures (SOPs) for cross-agency coordination
    - 'Quick wins' and case study compendium
- Training Modules: Package toolkits with adaptable training materials and peer learning resources for use in national and regional capacity-building programmes
- Localisation: Translate toolkits and other selected resources into local languages and adapt content to national contexts for accessibility and relevance
- Dissemination and Uptake: Deliver toolkits and training through regional workshops, online platforms, and targeted in-country sessions
- Resources to maintain and update

Intervention 7: Regional Dashboard for Measuring Tourism Sustainability

Objective: Integrating with *Project 1 Pacific Sustainable Tourism Knowledge Platform and Skill Development,* develop an interactive dashboard that visualises and tracks Pacific Island countries' progress on sustainable tourism and Sustainable Consumption and Production (SCP) practices. Project should support data collection systems at national level and be consistent with the Pacific Tourism Statistics Strategy (PTSS) and Pacific Sustainable Tourism Indicators (PSTI).

Outcome: Policymakers, tourism stakeholders, and development partners gain timely, accessible insights into national and regional progress on sustainable tourism and SCP, enabling data-driven decision-making, accountability, and targeted support. Tracking metrics and over time/where applicable progressing against targets, become criteria to unlock other benefits (e.g. preferential marketing, financing, grants, technical assistance).

Recommended Implementation: Regional with Samoa pilot

Key Activities:

- Dashboard Development: Integrate destination-level metrics for SCP performance, sustainability standards, and MEL indicators at national and regional level
- Data Integration: Align metrics with PSTI; integrate with existing national data systems
- Capacity Building: Deliver training to NTOs and relevant ministries on data collection, input, and interpretation
- Industry Access and Advocacy: Provide open-access elements to enhance transparency and raise stakeholder awareness of regional progress
- Continuous Improvement: Establish protocols for annual data updates and dashboard enhancement based on user feedback and policy changes

Intervention 8: Public–private Dialogue and Communication Platforms

Objective: To strengthen regional and national dialogue, collaboration, and communication between public agencies, tourism operators, SMEs, and communities in support of sustainable tourism practices. The project aims to promote the adoption of Sustainable Consumption and Production (SCP) and alignment with the Pacific Sustainable Tourism Standards (PSTS) through structured engagement mechanisms and tailored communication tools.

Outcome: Improved coordination and capacity across the tourism sector to communicate, advocate for, and implement sustainable tourism practices. National Tourism Organisations (NTOs), private sector leaders, and community-based operators are supported with clear messaging, tools, and platforms that build awareness, increase participation, and align actions with SCP and PSTS objectives.

Recommended Implementation: Regional

Key Activities:

- Establish a Regional Public–private Dialogue (PPD) Platform: Facilitate open, merit-based industry representation to ensure SMEs and private sector leaders are actively involved in regional tourism policy discussions
- Convene Sustainable Tourism Leadership Forums: Host regional and national events to bring together governments, industry, development partners, and community representatives to share lessons and showcase leadership in SCP implementation
- Develop PPD Toolkits and Templates: Provide practical guidance for countries to establish national-level dialogue structures, including terms of reference and facilitation tools
- Design National Communication Strategies: Develop adaptable strategies and advocacy approaches tailored to tourism and non-tourism audiences
- Produce Communication Resources: Create media toolkits, infographics, posters, and social media content on priority topics such as waste reduction, energy efficiency, and local sourcing
- Support Local Customisation: Assist countries in adapting messages and materials to local contexts, including translation into national languages
- Run Awareness Campaigns: Launch regional and country-level campaigns featuring case studies, practical tips, and industry showcases to promote SCP and PSTS uptake
- Facilitate Industry Engagement: Organise webinars and workshops to improve tourism business capacity in sustainability communication and PSTS alignment
- Feedback and Monitoring: Track the effectiveness of campaigns and platforms, and update materials based on industry and community input
- Integration into Knowledge Exchange House all tools, case studies, and resources on the Pacific Sustainable Tourism Knowledge Exchange for ongoing access and learning

Enabling Mechanisms

Intervention 9: Sustainable Tourism Supply Chains and Aggregator Hubs

Objective: To strengthen local and regional supply chains by supporting the development of sustainable tourism products and establishing local aggregator hubs that connect small-scale producers with tourism markets. This project aims to reduce reliance on imports, enhance product accessibility and quality, and foster stronger linkages between agriculture, manufacturing, and tourism in line with Circular Economy (CE) principles.

Outcome: Tourism operators across the Pacific – particularly in Fiji, Kiribati, Samoa, and Vanuatu – gain improved access to locally produced, affordable, and sustainable products. Smallholder producers benefit from reliable market access through coordinated aggregation and logistics support, resulting in reduced supply gaps, increased incomes, and stronger integration of local businesses into tourism value chains.

Recommended Implementation: Fiji, Kiribati, Samoa, Vanuatu

Key Activities:

- Supply Chain Mapping: Identify key products, materials, and services required by the tourism sector at the national level
- Support for Sustainable Product Development: Identify local and regional producers of sustainable, biodegradable, or reusable alternatives to high-impact materials; provide technical assistance and co-funding to support innovation and market access
- Supplier Portal and Product Register: Develop and maintain a national register and online portal showcasing verified sustainable suppliers, with regional aggregation to support cross-border procurement
- Pacific Sustainable Tourism Expo: Organise a regional platform for micro and small tourism operators to showcase sustainable products, build visibility, and connect with potential buyers and partners

- Demand and Aggregation Analysis: Analyse seasonal demand from tourism businesses to identify suitable locations and logistics for aggregation
- Establishment of Aggregator Hubs: Set up community-based hubs to coordinate supply, manage logistics, and consolidate production among smallholder groups
- Cooperative Models and Scaling Support: Co-design cooperative business models to scale smallholder engagement in tourism supply chains
- Quality Assurance: Develop and implement quality control systems to meet tourism buyer expectations in terms of consistency, standards, and volume

Intervention 10: Farm-to-Table Procurement and Traceability Schemes

Objective: Establish structured procurement systems and traceability tools to connect local producers with hotels, resorts, and tourism operators.

Outcome: Local producers secure consistent tourism market access through transparent, traceable procurement systems, leading to stronger local supply chains, reduced reliance on imports, and increased demand for sustainably sourced products.

Recommended Implementation: Fiji and Vanuatu

Key Activities:

- Pilot farm-to-hotel/resort procurement platforms with traceability tools (digital or manual).
- Provide training and mentoring on safety and hygiene standards, quality control, and agri-business development (e.g. food supply for the tourism sector).
- Introduce crop planning agreements between farmer cooperatives and large-scale buyers.
- Identify and promote value-added products and alternatives to reduce seasonal supply constraints.

Intervention 11: Procurement and Purchasing Policy Development

Objective: Support the development and piloting of sustainable procurement policies for National Tourism Organisations (NTOs) and the tourism sector, demonstrating how to phase out single-use plastics and other unsustainable materials through guidelines and actionable standards.

Outcome: Pilot countries establish and test practical, transparent procurement policies that reduce harmful material use in tourism operations, providing a replicable model and trusted guidance to inform broader national policy and industry adoption.

Recommended Implementation: Regional

Key Activities:

- Design model procurement policies and templates for public and private sector adoption
- Conduct stakeholder consultation workshops with ministries and business associations
- Pilot procurement systems in select destinations and monitor impact
- Develop a Green Events Guideline: providing guidance for sustainable events for industry and Government

Intervention 12: Sustainable Finance Mechanism and Support for Tourism Enterprises

Objective: To establish a comprehensive financial support mechanism that enables private sector tourism operators and Community-Based Tourism Enterprises (CBTEs) to adopt and scale Circular Economy (CE) and Sustainable Consumption and Production (SCP) practices. The project also aims to strengthen the investment-readiness of businesses and foster greater engagement from financial institutions and development partners in supporting sustainable tourism.

Outcome: Tourism enterprises across the Pacific - regardless of scale - have improved access to tailored financial support, enabling the implementation of CE and SCP-aligned practices. The mechanism supports enhanced resource efficiency, low-impact infrastructure development, and long-term business sustainability. It also builds the financial literacy and investment readiness of tourism operators while engaging financial institutions in creating scalable, ongoing financing solutions.

Recommended Implementation: Regional, with Fiji pilot

Key Activities:

- Establish a regional small grant scheme offering competitive grants (e.g. USD 5,000–USD 20,000) to support MSME and NGOs undertake projects such as waste minimisation, renewable energy adoption, sustainable product development, and eco-efficient infrastructure
- Provide technical assistance to businesses on business planning, compliance, and proposal development
- Engage and build the capacity of financial institutions to understand sustainable tourism models and assess investment viability
- Aggregate sector financing needs to make the case for broader institutional support through grants, loans, or concessional financing mechanisms
- Explore and co-design long-term financing models tailored to the needs of SMEs, entrepreneurs, and CBTEs across the Pacific

Applied and Scalable Initiatives

Intervention 13: Sustainable and Climate Resilient Tourism Accommodation Guidelines

Objective: Develop and institutionalise practical guidelines for sustainable, climate-resilient tourism accommodation, with a focus on low-carbon materials and energy-efficient construction, renovation, and refurbishment.

Outcome: Tourism accommodation providers adopt sustainability guidelines that improve building performance, reduce carbon emissions, and enhance climate resilience -contributing to greener infrastructure across the Pacific region.

Recommended Implementation: Regional, with Fiji, Kiribati and Vanuatu pilots

Key Activities:

- Develop a 'green and resilient' building guide for hotels and other accommodation in consultation with developers and other experts
- Facilitate policy consultations with ministries, developers, and other experts
- Provide guidance materials for regulatory adoption and implementation

Intervention 14: Traditional and Sustainable Building Construction Techniques

Objective: To promote the integration of sustainable, traditional, and climate-resilient building practices in tourism infrastructure by showcasing culturally rooted construction techniques and strengthening local capacity through hands-on training and skills development.

Outcome: Traditional building knowledge is revitalised and integrated into tourism development, supporting cultural preservation and environmental sustainability. Local builders, tourism operators, and community members gain practical skills in traditional, ecological, and low-impact construction methods, resulting in safer, climate-resilient, and culturally relevant tourism infrastructure across the Pacific.

Recommended Implementation: Vanuatu

Key Activities:

- Develop demonstration projects showcasing traditional and sustainable construction techniques and document best practices through technical guides
- Advocate for the testing and assessment of traditional materials for future inclusion in national building codes
- Link construction practices to vocational training and circular economy initiatives (e.g. bamboo supply chains, waste-to-resource innovations)
- Deliver modular training programmes for communities, builders, and officials on sustainable and climate-smart design, including solar orientation, off-grid systems, and energy storage
- Facilitate training in the safe and approved use of traditional materials aligned with building standards
- Develop mobile-accessible and digital learning platforms to expand training access
- Co-deliver sessions with experts in traditional and ecological design and establish peer mentoring and skills exchange networks
- Capture and share lessons learned across Pacific nations to support regional scaling

Appendix F. Intervention Activities at Regional Level and in Demonstration Countries

Table 13. Intervention Activities at Regional Level and in Demonstration Countries

Intervention	Regional or National led	SPTO	Fiji	Kiribati	Samoa	Vanuatu
1. Embed CE and SCP Principles in National Tourism Policy and other relevant policies	National					
2. National Sustainable Tourism Standards Development	National					
3. Finalisation and implementation - Single Use Plastic Toolkit	Regional					
4. Self-Assessment Tools – Government and Industry	Regional					
5. Standards 'Starter Pack' and SCP Toolkit for CBTEs	Regional					
6. Pacific Sustainable Tourism Knowledge Exchange	Regional					
7. Regional Dashboard for Measuring Tourism Sustainability	Regional					
8. Public–private Dialogue and Communication Platforms	Regional					
9. Sustainable Tourism Supply Chains and Aggregator Hubs	National					
10. Farm-to-Table Procurement and Traceability Schemes	National					
11. Procurement and Purchasing Policy Development	Regional					
12. Sustainable Finance Mechanism and Support for Tourism Enterprises	Regional					
13. Sustainable and Climate Resilient Tourism Accommodation Guidelines	Regional					
14. Traditional and Sustainable Building Construction Techniques	National					

Appendix G. Alignment of Interventions with Fiji NSTF

Table 14. Intervention alignment with NSTF (selected actions)

PRIORITY	ACTION ITEM	STEP THEME	INTERVENTION
GOAL 1			
Priority 1	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	National and Regional Policy Support	1. Embed CE and SCP Principles in National Tourism Policy other relevant policies
Priority 1	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	National and Regional Policy Support	1. Embed CE and SCP Principles in National Tourism Policy other relevant policies
Priority 1	Publish a classification system for tourism services in Fiji defining accommodation, tour operations, transportation, and associated service providers	National and Regional Policy Support	1. Embed CE and SCP Principles in National Tourism Policy other relevant policies
Priority 1	Audit and map all tourism-related legislation and regulation to inform the proposed Tourism Act, and the national sustainable tourism standards criteria	National and Regional Policy Support	1. Embed CE and SCP Principles in National Tourism Policy other relevant policies
Priority 1	Introduce differentiated regulatory requirements based on the tourism services classification system	National and Regional Policy Support	1. Embed CE and SCP Principles in National Tourism Policy other relevant policies
Priority 1	Resource the MTCA with statistical/analyst capacity to ensure relevant existing information is consolidated and made available to users in a timely way	National and Regional Policy Support	1. Embed CE and SCP Principles in National Tourism Policy other relevant policies
Priority 1	Resource the MTCA with Monitoring and Evaluation capacity to ensure compliance with the Monitoring Evaluation and Learning Plan	National and Regional Policy Support	1. Embed CE and SCP Principles in National Tourism Policy other relevant policies

PRIORITY	ACTION ITEM	STEP THEME	INTERVENTION
Priority 1	Create a Tourism Statistics NSTFIC Sub-committee and ensure regular meetings to share information and harmonise key statistics on the visitor economy	National and Regional Policy Support	1. Embed CE and SCP Principles in National Tourism Policy other relevant policies
Priority 1	Transform data into actionable insights for tourism businesses to support improved decision-making	National and Regional Policy Support	1. Embed CE and SCP Principles in National Tourism Policy other relevant policies
Priority 2	Complete a Global Sustainable Tourism Council (GSTC)-Recognised Destination certification	National and Regional Policy Support	2. National Sustainable Tourism Standards Development
Priority 2	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	National and Regional Policy Support	2. National Sustainable Tourism Standards Development
Priority 2	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	National and Regional Policy Support	2. National Sustainable Tourism Standards Development
Priority 2	Determine the institutional ownership and implementation model for Fiji national sustainable tourism standards for Destination and Industry	National and Regional Policy Support	2. National Sustainable Tourism Standards Development
Priority 2	Incorporate sustainability requirements into tourism investment incentives and loan packages offered through Financial Institutions.	Enabling Sector Transition	2. National Sustainable Tourism Standards Development
Priority 2	Include Fiji sustainable tourism standards under the proposed new Tourism Act to provide a legal basis for future fiscal incentives	Enabling Sector Transition	2. National Sustainable Tourism Standards Development 5. Sustainable Finance Mechanism and Support for Tourism Enterprises
Priority 2	Conduct review and analysis of past and current incentives for the tourism sector (Fiji and comparators) to determine effectiveness and inform future incentive policies	Enabling Sector Transition	2. National Sustainable Tourism Standards Development 5. Sustainable Finance Mechanism and Support for Tourism Enterprises

PRIORITY	ACTION ITEM	STEP THEME	INTERVENTION
Priority 2	Include information on NSTF and Fiji sustainable tourism standards in investment promotion and facilitation activities/materials	Sustainable Buildings and Infrastructure	2. National Sustainable Tourism Standards Development 5. Sustainable Finance Mechanism and Support for Tourism Enterprises
Priority 3	Conduct audit and gap analysis on financing products for private renewable energy and sustainable/green investment	Sustainable Buildings and Infrastructure	2. National Sustainable Tourism Standards Development 5. Sustainable Finance Mechanism and Support for Tourism Enterprises
GOAL 2			
Priority 4	Formalise the role of Roko Tui Saravanua as a conduit between tourism and communities through inclusion in relevant decision-making processes	National and Regional Policy Support	3. Standards 'Starter Pack' and SCP Toolkit CBTEs
Priority 5	Advise farmers on agritourism opportunities, providing guidance based on individual goals and circumstances and where market demand identified	Agriculture and Tourism Linkages	6. Farm-to-Table Procurement and Traceability Schemes
Priority 5	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)	Agriculture and Tourism Linkages; Enabling Sector Transition	3. Standards 'Starter Pack' and SCP Toolkit CBTEs 6. Farm-to-Table Procurement and Traceability Schemes
Priority 5	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	Agriculture and Tourism Linkages	6. Farm-to-Table Procurement and Traceability Schemes
Priority 5	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	Agriculture and Tourism Linkages	6. Farm-to-Table Procurement and Traceability Schemes

PRIORITY	ACTION ITEM	STEP THEME	INTERVENTION
Priority 5	Establish marketing linkages, such as databases of suppliers and regularly updated product information to ensure that hotels are aware of available local produce options	Agriculture and Tourism Linkages	6. Farm-to-Table Procurement and Traceability Schemes
Priority 5	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	Agriculture and Tourism Linkages	6. Farm-to-Table Procurement and Traceability Schemes
Priority 5	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	Agriculture and Tourism Linkages	6. Farm-to-Table Procurement and Traceability Schemes
Priority 5	Promote the Fijian Made, Fijian Grown, Fijian Crafted and Fijian Organic brands in the tourism industry	Agriculture and Tourism Linkages; Sustainable Consumption and Production (SCP) Practices	6. Farm-to-Table Procurement and Traceability Schemes 4. Sustainable Tourism Supply Chains and Aggregator Hubs
Priority 5	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	Agriculture and Tourism Linkages	6. Farm-to-Table Procurement and Traceability Schemes
Priority 6	Develop and publish best-practice workplace policies, customised to Fiji laws and tourism context, as model policies in national sustainable tourism standards	Enabling Sector Transition	2. National Sustainable Tourism Standards Development
GOAL 3			
Priority 7	Incorporate Fiji-specific cultural sustainability measures into the national sustainable tourism standards	Enabling Sector Transition	2. National Sustainable Tourism Standards Development
Priority 7	Create and maintain a directory of cultural and creative services providers to encourage local and authentic procurement for events, performances and film productions	Sustainable Consumption and Production (SCP) Practices	4. Sustainable Tourism Supply Chains and Aggregator Hubs

PRIORITY	ACTION ITEM	STEP THEME	INTERVENTION
Priority 8	Improve transparency across value chains, particularly concerning benchmarking pricing for services to avoid a 'race to the bottom'	Sustainable Consumption and Production (SCP) Practices	4. Sustainable Tourism Supply Chains and Aggregator Hubs
Priority 8	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	Sustainable Consumption and Production (SCP) Practices	4. Sustainable Tourism Supply Chains and Aggregator Hubs
Priority 8	Facilitate partnerships between larger hotels and creative industries to integrate cultural elements (including modern interpretations of traditional designs) into architecture and interior design	Sustainable Consumption and Production (SCP) Practices; Sustainable Buildings and Infrastructure	4. Sustainable Tourism Supply Chains and Aggregator Hubs 7. Green and Resilient Building Guidelines
GOAL 4			
Priority 9	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)	Sustainable Consumption and Production (SCP) Practices; Enabling Sector Transition	3. Standards 'Starter Pack' and SCP Toolkit CBTEs
Priority 9	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	Enabling Sector Transition	2. National Sustainable Tourism Standards Development
Priority 9	Implement a tracking system to capture, track and monitor Standards adoption by industry, including periodic reporting of key metrics	National and Regional Policy Support	2. National Sustainable Tourism Standards Development
Priority 9	Document and publish case studies of replicable sustainability initiatives that demonstrate best practice and community engagement	Sustainable Consumption and Production (SCP) Practices; Enabling Sector Transition	2. National Sustainable Tourism Standards Development 3. Standards 'Starter Pack' and SCP Toolkit CBTEs

PRIORITY	ACTION ITEM	STEP THEME	INTERVENTION
Priority 9	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	Enabling Sector Transition	2. National Sustainable Tourism Standards Development 3. Standards 'Starter Pack' and SCP Toolkit CBTEs
Priority 9	Create and maintain a directory of suppliers for nature-based and environmental measures that are applicable to the tourism industry	Sustainable Consumption and Production (SCP) Practices	4. Sustainable Tourism Supply Chains and Aggregator Hubs
Priority 9	Link private sector and civil society through association partnerships, knowledge sharing forums and communities of practice to share best practices and seek synergies	Enabling Sector Transition	3. Standards 'Starter Pack' and SCP Toolkit CBTEs
Priority 9	Identify in-country expertise and suppliers relevant to accelerating sustainability measures (water conservation, green buildings, energy audits)	Sustainable Buildings and Infrastructure	7. Green and Resilient Building Guidelines
Priority 9	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 programmes	Sustainable Buildings and Infrastructure	2. National Sustainable Tourism Standards Development 7. Green and Resilient Building Guidelines
Priority 9	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	Sustainable Consumption and Production (SCP) Practices; Sustainable Buildings and Infrastructure	4. Sustainable Tourism Supply Chains and Aggregator Hubs 7. Green and Resilient Building Guidelines
Priority 9	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	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	1. Embed CE and SCP Principles in National Tourism Policy other relevant policies
Priority 9	Develop and publish a voluntary green building code for hotels	Develop and publish a voluntary green building code for hotels	7. Green and Resilient Building Guidelines

PRIORITY	ACTION ITEM	STEP THEME	INTERVENTION
Priority 9	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	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	7. Green and Resilient Building Guidelines
Priority 9	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	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	7. Green and Resilient Building Guidelines
Priority 9	Document and publish examples of nature-positive tourism investments to promote understanding and encourage replication	Document and publish examples of nature-positive tourism investments to promote understanding and encourage replication	3. Standards 'Starter Pack' and SCP Toolkit CBTEs
Priority 9	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	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	2. National Sustainable Tourism Standards Development
Priority 9	Improve information available for operators to support best practice waste management, for example by developing supplier lists of green investment providers	Sustainable Consumption and Production (SCP) Practices; Sustainable Buildings and Infrastructure	4. Sustainable Tourism Supply Chains and Aggregator Hubs
Priority 9	Publish best-practice waste management policies customised to tourism context as model policies in Fiji sustainable tourism standards for industry	Sustainable Consumption and Production (SCP) Practices	2. National Sustainable Tourism Standards Development
Priority 9	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	Sustainable Buildings and Infrastructure	7. Green and Resilient Building Guidelines

PRIORITY	ACTION ITEM	STEP THEME	INTERVENTION
Priority 9	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)	Enabling Sector Transition	5. Sustainable Finance Mechanism and Support for Tourism Enterprises
Priority 9	Document and publish case studies on the business case for incorporating sustainability measures as core parts of the guests' experience, to encourage replication	Enabling Sector Transition	5. Sustainable Finance Mechanism and Support for Tourism Enterprises
Priority 9	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	Sustainable Consumption and Production (SCP) Practices; Enabling Sector Transition	2. National Sustainable Tourism Standards Development 3. Standards 'Starter Pack' and SCP Toolkit CBTEs
Priority 10	Conduct technical and financial feasibility studies for alternative transport services such as hybrid and/or electric vehicles and speedboats within the tourism context	Enabling Sector Transition	5. Sustainable Finance Mechanism and Support for Tourism Enterprises
Priority 10	Provide inputs into ongoing efforts to transition to sustainable aviation fuels and more fuel-efficient aircraft	Enabling Sector Transition	5. Sustainable Finance Mechanism and Support for Tourism Enterprises
Priority 10	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	Enabling Sector Transition	5. Sustainable Finance Mechanism and Support for Tourism Enterprises
Priority 10	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	Enabling Sector Transition	5. Sustainable Finance Mechanism and Support for Tourism Enterprises

PRIORITY	ACTION ITEM	STEP THEME	INTERVENTION
Priority 10	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	Enabling Sector Transition	5. Sustainable Finance Mechanism and Support for Tourism Enterprises
Priority 10	Advocate for fiscal incentives and concessional finance tied to national sustainable tourism standards and/or green building standards compliance and/or green investments	Sustainable Buildings and Infrastructure	2. National Sustainable Tourism Standards Development 5. Sustainable Finance Mechanism and Support for Tourism Enterprises
Priority 10	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	Enabling Sector Transition	5. Sustainable Finance Mechanism and Support for Tourism Enterprises
Priority 10	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	Enabling Sector Transition	5. Sustainable Finance Mechanism and Support for Tourism Enterprises

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