



# Tuvalu Sustainable Tourism Policy

## 2022–2032

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By 2032, Tuvaluans will benefit from tourism that is environmentally sustainable, economically viable and socially acceptable to enhance *te olaga filemu* and wellbeing of Tuvaluans and Visitors

## Disclaimer

The Tuvalu Sustainable Tourism Policy was prepared by Professor Stephen Pratt and Mr. Tomu Hauma for the Tuvalu Department of Tourism in collaboration with the Pacific Tourism Organisation (SPTO). The Policy was funded by the United Nations Development Program with support from the Enhanced Integrated Framework (EIF) for Trade Related Technical Assistance to Least Developed Countries.

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The Policy reflects the collective vision, goals and objectives of our people and communities, national, regional and international stakeholders and partners. We would like to thank all our valued stakeholders who contributed to the development of the TSTP including but not limited to representatives from the local communities throughout Tuvalu, the private sector, government Ministries and agencies, civil society organisations, regional and international partners. Your constructive feedback has been valuable in developing the Policy that will guide the sustainable development of tourism for the benefit of Tuvalu and her people.







# Acronyms

<b>APTC</b>	Australia Pacific Training Coalition	<b>MLGA</b>	Ministry of Local Government and Agriculture
<b>ATM</b>	Automated Telling Machine	<b>MMPWIELD</b>	Ministry of Meteorology, Public Works, Infrastructure, Environment, Labour and Disaster
<b>COVID-19</b>	Coronavirus Disease of 2019	<b>MoF</b>	Ministry of Finance
<b>CROP</b>	Council of Regional Organisations of the Pacific	<b>MTET</b>	Ministry of Transport, Energy and Tourism
<b>DFAT</b>	Australia's Department of Foreign Affairs and Trade	<b>NGO</b>	Non-Governmental Organisation
<b>DOT</b>	Department of Tourism	<b>NTO</b>	National Tourism Organisation
<b>EIF</b>	Enhanced Integrated Framework for Trade-Related Technical Assistance to Least Developed Countries	<b>PATA</b>	Pacific Asia Travel Association
<b>EMP</b>	Environmental Management and Monitoring Plan	<b>PICT</b>	Pacific Island Country and Territory
<b>ESIA</b>	Environment and Social Impact Assessment	<b>PTSS</b>	Pacific Tourism Statistics Strategy
<b>GDP</b>	Gross Domestic Product	<b>SPTO</b>	Pacific Tourism Organisation
<b>IUCN</b>	International Union for Conservation of Nature	<b>SUP</b>	Stand-Up Paddleboarding
<b>IVS</b>	International Visitors' Survey	<b>SWOT</b>	Strengths, Weaknesses, Opportunities, Threats
<b>LMMA</b>	Locally Managed Marine Areas	<b>TSTP</b>	Tuvalu Sustainable Tourism Policy
<b>MBA</b>	Masters of Business Administration	<b>UNDP</b>	United National Development Programme
<b>MELF</b>	Monitoring, Evaluation, and Learning Framework	<b>UNESCO</b>	United Nations Educational Scientific and Cultural Organisation
<b>MEYS</b>	Ministry of Education, Youth and Sports	<b>UNWTO</b>	United Nations World Tourism Organisation
<b>MFAT</b>	New Zealand Ministry of Foreign Affairs and Trade	<b>USP</b>	University of the South Pacific
<b>MFT</b>	Ministry of Fisheries and Trade	<b>WCS</b>	Wildlife Conservation Society
<b>MJCFA</b>	Ministry of Justice, Communications and Foreign Affairs	<b>WWF</b>	World Wide Fund for Nature







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# Foreword



## Talofa & Greetings Tuvalu Tourism Stakeholders and Partners!

I am pleased to present the first Tuvalu Sustainable Tourism Policy 2022–2032 which will guide the planning and development of tourism for our country in the next 10 years. Despite it being a small economic sector for the country, the importance of managing tourism growth sustainably is more crucial than ever. The COVID-19 pandemic has challenged tourism globally however it has given much needed time to rethink the future of this important industry in the Pacific and likewise in our country.

Opportunities exist for growth in tourism if planned, developed and managed well. Acknowledging the vulnerable situation of our country to the imminent threats posed by climate change and natural disasters in addition to the numerous challenges we face as a young tourism destination, it is vital that we develop tourism the right way, learning from the experiences of our Pacific neighbours and beyond.

As a nation, we have agreed that our shared vision is that by 2032, *"Tuvaluans will benefit from tourism that is environmentally sustainable, economically viable and socially acceptable to enhance te olaga filemu and wellbeing of Tuvaluans and Visitors"*. This policy is therefore, a step towards realising our desire of becoming a special destination that is unique from the rest. Reopening will not be easy, however through public-private-community collaboration, our decisions and policies will be informed and ensure that our people, environment and future prosperity will be at the centre.

The journey ahead is exciting and the TSTP will become our compass. However, we recognise that it will not give us all the answers considering the uncertainties and external shocks that will affect the tourism industry. I remain positive, that we will stand united in taking the guidance from the Policy to inform actions and partnerships along the way. We are assured that aligning our efforts with the Pacific Sustainable Tourism Policy Framework 2021-2030

and the Sustainable Development Goals we will be able to garner support from our global community during the implementation phase.

I would like to thank the people of Tuvalu, the island communities, industry, government Ministries and agencies and all partners who have supported the efforts of the Department of Tourism and the National Working Group in making this possible. Tuvalu is indebted to the United Nations Development Programme Inclusive Growth Programme as well as the Pacific Tourism Organisation and partners for the financial and technical assistance provided.

As a nation, there is much to be done and Together We Can. I invite our valued development partners to join us in our sustainable tourism journey towards 2032.

Fakafetai lasi,



**Honourable Nielu Meisake**  
Minister of Transport, Trade and Tourism



Goals

1

## Environment Sustainability & Resilience

Tourism protects and sustains the natural environment while recognizing the imminent threat of climate change.

## Sustainable Experiences & Products



Sustainable tourism experiences and products are created, developed, and promoted to attract responsible visitors.

6



## Health, Safety & Security

The health, safety and security of residents, operators and visitors is safeguarded as tourism builds resilience in Tuvalu.

5

Goals

By 2032, Tuvalu  
tourism that is  
sustainable, econ  
socially accept  
*olaga filemu*  
Tuvaluans



2

## Inclusive Economic Prosperity

Tourism provides economic benefits and inclusive opportunities for the local community.



Goals

3

## Unique Culture

Visitors will be able to experience and appreciate the unique culture of Tuvalu in the spirit of *olaga fakatau soasoani* (reciprocity).



## Respectful Relationships

Tourism is managed in a sustainable way that enhances *te olaga filemu* (peace and wellbeing) of all sectors of the community.

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# Tuvalu Sustainable Tourism Policy

2022–2032







# Goals

Our Sustainable Tourism Goals are:

- **Goal 1: Environment Sustainability and Resilience**

Tourism protects and sustains the natural environment while recognizing the imminent threat of climate change

- **Goal 2: Inclusive Economic Prosperity**

Tourism provides economic benefits and inclusive opportunities for the local community

- **Goal 3: Unique Culture**

Visitors will be able to experience and appreciate the unique culture of Tuvalu in the spirit of *olaga fakatau fesoasoani* (reciprocity)

- **Goal 4: Respectful Relationships**

Tourism is managed in a sustainable way that enhances *te olaga filemu* (peace and wellbeing) of all sectors of the community

- **Goal 5: Health, Safety, and Security**

The health, safety and security of residents, operators and visitors is safeguarded as tourism builds resilience in Tuvalu

- **Goal 6: Sustainable Experiences and Products**

Sustainable tourism experiences and products are created, developed, and promoted to attract responsible visitors



# Key Priorities

Our Key Priorities are:

- **Priority 1: Development of tourism products and experiences**

To ultimately achieve the Vision of the Tuvalu Sustainable Tourism Policy through the six Goals, Tuvalu needs to develop both existing and new tourism products and experiences. Tuvalu is rich in cultural and environmental resources. Many of these resources can be cultivated and adapted into experiences and products that visitors can enjoy. This will enable visitors to better appreciate and understand Tuvalu's culture. It will enable visitors to actively participate in protecting and sustaining Tuvalu's pristine environment. It will encourage visitors to explore more aspects of Tuvalu, thus giving visitors more opportunities to spend on experiences as well as on tourism and hospitality products and services.

- **Priority 2: Training and upskilling of the tourism sector's entrepreneurs and employees**

In conjunction with developing a wider variety of tourism products and experiences, tourism and hospitality human resources need to be developed and nurtured. A friendly, efficient and skilled tourism and hospitality workforce is an essential component of delivering high quality tourism experiences. This is an attraction to visitors and has the benefit of developing both hard skills and soft skills among those working in the tourism and hospitality sector, which will have a multiplier effect throughout the wider community. Entrepreneurship, innovation, initiative, business management skills and communication skills, and numerous other attributes can be fostered across many groups in the community through engagement in the tourism and hospitality sector.

- **Priority 3: Promotion and awareness of tourism products and experiences**

Whilst having tourism products and experiences being delivered by trained and skilled individuals is valuable, it is also important to make visitors aware of the activities to participate in, things to do, see and buy while in Tuvalu. Therefore, promotion and awareness of what Tuvalu has to offer is a key priority. This includes raising awareness and stimulating motivation to visit Tuvalu for those considering a trip as well as providing clear, accurate and up-to-date information for visitors when they are in Tuvalu so they can experience all that Tuvalu has to offer.

# Principles

The twelve aims of sustainability in tourism have been defined by the UNWTO as economic viability, local prosperity, employment quality, social equity, visitor fulfilment, local control, community wellbeing, cultural richness, physical integrity, biological diversity, resource efficiency, and environmental purity.

The term Sustainable Tourism is very broad and can mean many things to different people. While it might not be easy to define Sustainable Tourism, there is a set of principles that should underpin any approach to sustainable tourism management. These principles are concerned largely with processes rather than outcomes. They say little about what sustainable tourism might look like in practice but they relate to how sustainable tourism might be achieved and what the implication of sustainable tourism could be.

## 1. Manage resources both efficiently and environmentally friendly.

Natural, social, and cultural resource conservation and sustainable use are critical and profitable in the long run.

## 2. Keep biodiversity alive.

Maintain and encourage ecological, social, and cultural variety is critical for long-term tourist sustainability and ensures the industry's resilience.

## 3. Plan for tourists.

Tourism development that is incorporated into the national strategic planning framework and includes environmental impact assessments to improve tourism's long-term viability and includes tourism in many national key development plans.

## 4. Support local economies.

Tourism that supports a diverse variety of local economic activities while also considering environmental costs and values sustains these economies while also avoiding environmental damage.

## 5. Involve local communities.

Local communities' full participation in the tourist sector benefits not only them and the environment, but it also increases the quality of the tourism experience.

**6. Respect traditions, lifestyle and religions of the people of Tuvalu.**

Tourism can allow visitors to immerse themselves in the Tuvaluan way of life to encourage respect for the Tuvaluan way of life and religious beliefs, while at the same time not imposing beliefs on visitors.

**7. Consult stakeholders and the public.**

If the tourism sector, local communities, organizations, and institutions are to work together and overcome any conflicts of interest, they must consult with one another.

**8. Develop and upskill staff.**

The quality of the tourism experience is dependent on the host-guest relationship. Staff training and development that integrates sustainable tourism into daily work life, as well as appropriate recruitment of staff at all levels, contributes in this area.

**9. Tourism should be promoted appropriately.**

Marketing that offers tourists complete and accurate information fosters respect for the destinations' ecological, social, and cultural contexts while also improving tourist satisfaction.

**10. Monitor and evaluate sustainable tourism through research.**

Continuous industry monitoring and evaluation, based on best-practice data collection and analysis, is critical to solving challenges and bringing advantages to destinations, the industry, and tourists.





# Introduction

Tourism plays a critical role in the economic development of Pacific Island Countries. Prior to the COVID-19 global pandemic, tourism was a major driver of economic growth, foreign exchange earnings and employment for most Pacific Island Countries. As a crosscutting sector, tourism has the potential to generate shared benefits along the value chain, through linkages with agriculture, trade, fisheries and community development amongst others. It also serves as a vehicle for environmental protection including conservation, waste management, low carbon development, climate change adaptation and mitigation and the promotion of circular economies. However, as a resource intensive industry, tourism can have a destructive impact on the natural and cultural heritage of the host country and communities. It is therefore fundamental, that the relevant policy and legislative frameworks are put in place at the country level to provide the safeguards that will ensure tourism is sustainably planned, developed and managed.



The UNWTO defines Sustainable Tourism as “tourism that takes full account of its current and future economic, social and environmental impacts whilst addressing the needs of visitors, the industry, the environment and host communities”. To ensure consistency in interpretation and alignment, this definition is adopted for the TSTP.

Tuvalu was previously a British protectorate and part of the Gilbert and Ellice Islands. Kiribati and Tuvalu were formed from the islands in 1974, with the latter becoming an independent



republic on October 1, 1978, being one of the smallest countries in the Commonwealth. In 2000, Tuvalu was accepted into and became the 189<sup>th</sup> member of the United Nations, then later on in the same year became a full member of the Commonwealth family.



Tuvalu has a Polynesian ethnic and socio-cultural foundation. Tuvalu is the most northern group of Polynesian islands in the South Pacific, located around 900 kilometres south of the equator. The country is made up of nine atoll islands, with the capital, Funafuti, situated on the island of Fongafale, which also serves as the location of the country's only international airport. Tuvalu means 'eight standing together', to represent the eight inhabited islands at the time. Tuvalu's population is estimated to be 11,792 in 2020, yet the country includes 1.3 million square kilometres of ocean, giving it a relatively large Exclusive Economic Zone compared to its 26km<sup>2</sup> of land mass.



Tuvalu's tourism industry is in its infancy. In 1985, 684 visitors travelled to Tuvalu with slow but variable increases to 2014 when 1,416 visitors arrived. 2015 witnessed arrivals passing 2000 and in 2019, visitor arrivals hit a high of 3,611. This peak was driven by Tuvalu hosting the 50<sup>th</sup> Pacific Islands Forum and Related Meetings on 13<sup>th</sup> to 16<sup>th</sup> August, 2019.

The most popular purpose of visit to Tuvalu is business. These visitors tend to be consultants and experts who visit to work on development projects. These types of visitors also have relatively long lengths of stay which is influenced by flight schedules. Visiting Friends and



Relatives is another common purpose of trip. In 2019 tourism receipts totalled US\$2.4 million with receipts per arrival reaching US\$665, which is the lowest amongst the 18 PICTs. Tourism earnings as a percentage of GDP was 5.6% in 2019, providing employment opportunities to approximately 87 Tuvaluans. The average length of stay is 7.6 days, which is similar to many other PICTs. Prior to the COVID-19 pandemic, Tuvalu was accessed through twice-weekly flights from Suva, making Fiji the 'gateway' to Tuvalu. Apart from the singular access by air,

another potential barrier to tourism development is the high cost of airfares.

The Te Kete, the National Strategy for Sustainable Development 2021-2030 recognises that all citizens of Tuvalu, have a role to play (*tasi kae afe* – unity brings strength and consistent cooperation) in achieving the National Vision of “A Peaceful, Resilient and Prosperous Tuvalu”. It further acknowledges that Tuvalu is living through a shift of paradigm towards the new normal as a result of the COVID-19 global pandemic.



The TSTP sets out a clear national vision, key priorities and goals for developing tourism in Tuvalu. It builds on the *Tuvalu National Tourism Development Plan 2015–2019* and is guided by the country's national priorities as articulated in *Te Kete – National Strategy for Sustainable Development 2021–2030*. Acknowledging the importance of integrating the TSTP with other initiatives, a multi-stakeholder National Working Group was mobilised to guide development.

Current initiatives include the Tuvalu ‘Ridge to Reef’ project which aims to preserve ecosystem services, sustain livelihoods and improve resilience in Tuvalu. Tourism can contribute to this project's objectives by:

- Enhancing and strengthening conservation and protected areas;
- Rehabilitating degraded coastal and inland forests and landscapes and supporting the delivery of integrated water resource and coastal management at a national scale whilst piloting hands-on approaches at the island scale;
- Enhancing governance and institutional capacities at the national, island, and community levels for inland and coastal natural resource management;
- Improving data and information systems that would enable improve evidence-based planning, decision-making, and management of natural resources in Tuvalu.

Further, the Pacific Ecotourism Recovery Initiative identified the potential to establish a UNESCO Global Geopark in Funafuti, Tuvalu. UNESCO Global Geoparks are single, unified geographical areas where sites and landscapes of international geological significance are managed with

a holistic concept of protection, education and sustainable development. An area which has the potential to act as a broader framework can be identified, to integrate, manage and market several tourism products and experiences in Funafuti.



The TSTP provides a guiding framework and direction for the Government of Tuvalu and all stakeholders to develop the tourism sector sustainably. The timeframe for the TSTP extends to 2032 to coincide with the Te Kete Tuvalu National Strategy for Sustainable Development and the SDGs and realize a full ten year implementation phase for the sector.

The TSTP identifies six sustainable tourism goals, covering the environmental, economic, and socio-cultural dimensions of tourism. The aim of the goals are to achieve the Vision of the policy, that is, *"By 2032, Tuvaluans will benefit from tourism that is environmentally sustainable, economic viable and socially acceptable to enhance te olaga filemu and wellbeing of Tuvaluans and Visitors."* The Goals are intentionally broad and will be achieved by fulfilling the Objectives.



The implementation phase will be informed by and supported through close collaboration with the regional vision, goals and priorities of the [Pacific Sustainable Tourism Policy Framework 2021–2030](#).



# SWOT Analysis

The following SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis provides some context in identifying/assessing weaknesses or gaps, identify risk and improve planning so we maximise the opportunity and ensure success. This is detailed below:







# Goal 1: Environmental Sustainability and Resilience

## Tourism protects and sustains the natural environment while recognizing the imminent threat of climate change

The concept of *taaua o manafa* (importance of land) is a fundamental value for Tuvaluans. Tuvaluans value their land above any other possession. The land is a symbol of status in the community, of life, and connection. *Manafa* (tracts of land) are not simply economic assets. The environment has value beyond the economic worth.

### Objectives

1. Tourists to learn and appreciate the cultural significance of the environment in Tuvalu
2. Tourism can contribute to the preservation and conversation of the environment in Tuvalu
3. Through education, visitors can gain an understanding of the challenges Tuvalu faces in terms of climate change
4. To engage visitors in proactively helping to protect the environment
5. Tourism operators can act as an exemplar in the business community through sustainable resource management, for example, the use of renewable energy, recycling, water conservation and responsible waste management

### Actions to be considered

1. Actively promote visitors' experience of the environment through visiting the Funafuti Conservation Area as well as Locally Managed Marine Areas (LMMAs)
2. Actively engage visitors in protecting the environment. Encourage visitors in regular beach clean-ups, and mangrove planting and coral restoration.
3. Target visitors who want to make a difference in the world. This may include students from primary school level to university students undertaking environmental management or marine studies programmes or include voluntourists
4. Consider a Tuvalu Fakapatonu (Environment Guarantee) as part of a Declaration Form, where visitors on entry to Tuvalu, would be required to sign the stamp in their passport promising to protect and preserve the environment (similar to the Palau Pledge).
5. Assess the feasibility of an Environment Trust Levy, specifically earmarked to mitigate the effects of climate change, given that any air travel to Tuvalu involves the emission of Greenhouse Gases



6. Mobilize financial support to assist tourism operators in transitioning to renewable energy options
7. Formulate environmental management and monitoring plans (EMP) to mitigate impacts such as the destruction of coral reefs, increased pressure on local energy and water supplies, as visitor arrivals increase
8. Ensure Environment and Social Impact Assessments (ESIA), which is already established under the Environment Act, is undertaken to assess potential socio-environmental impacts prior to any tourism development. Consider subsidizing the ESIA fee for tourism operators.
9. Promoting resilient tourism development to consider impacts of climate of change and disaster risk management
10. Foster partnerships with Government and development partners to support private sector investment in sustainable resource management. These partnerships should be aligned with other relevant policies, such as the Trade Development Policy.

## Goal 2: Inclusive Economic Prosperity

### Tourism provides economic benefits and inclusive opportunities for the local community

While the number of visitors is tiny, they make a considerable contribution to GDP, and even a small increase could help the country's economy. Repackaging existing resources into a tourism experience that is distinct from how neighbouring countries use these resources provides an opportunity to create a novel tourism experience.

#### Objectives

1. Sustainably grow the number of visitors who visit Tuvalu each year
2. Increase visitor spending within the local economy and reduce economic leakages so that more economic benefits remain in Tuvalu
3. Provide inclusive employment opportunities for a wide cross-section of Tuvaluans, especially for youth, women, men and people with disabilities and those in the informal sector.
4. Ensure that the economic benefits of tourism are spread as widely as possible through the local community
5. Attract the types of visitors who are willing to pay for a Tuvaluan experience which optimizes the economic benefits of tourism

#### Actions to be considered

1. Target specific markets, such as environmental groups, educational groups and voluntourists, to grow visitor arrivals
2. Create initiatives to increase out-of-pocket expenditures among tourists to Tuvalu, especially business visitors
3. Link tourism initiatives with existing government support programmes for the private sector, such as Enhanced Integrated Framework for Trade-Related Technical Assistance to Least Developed Countries (EIF)
4. Develop a social media marketing plan to attract potential visitors to Tuvalu
5. Actively link food and beverage producers with the accommodation and eating places
6. Substitute imported foods for locally grown and caught foods which will keep more of the expenditures in Tuvalu
7. Disperse a higher proportion of tourists to the outer-islands, thereby spreading the benefits



of tourism, in line with domestic transportation channels

8. Consider undertaking a tourism resources benchmarking and insights study to assess current resources and understand skills gaps
9. Train and upskill tourism and hospitality employees to raise the service levels that include a wide range of segments of society such as youth, women, and people with disabilities
10. Encourage entrepreneurship, through education and training initiatives, so that individuals can create and maintain their small business initiatives.
11. Raise awareness of tourism and hospitality as a viable career option among high school children
12. Consider facilitation of digital payments

## Goal 3: Unique Culture

Visitors will be able to experience and appreciate the unique culture of Tuvalu in the spirit of *olaga fakatau fesoasoani* (reciprocity)

The 'Tuvaluan way' is a communal life that gives a spirit of togetherness and sharing. In this context, reciprocity plays a big part in Tuvaluan life as relatives, friends, and neighbours help each other. This warm, friendly nature of Tuvaluans can be naturally shared with visitors to the country so there is an equal and mutually beneficial cultural exchange between Tuvaluans and their guests.

### Objectives

1. Share Tuvaluan culture with and educate visitors about the Tuvaluan way of life
2. Safeguard and protect Tuvaluan culture
3. Promote Tuvaluan tangible and intangible heritage so that artisans can generate significant income
4. Enhance community pride among Tuvaluans through the promotion of culture to visitors
5. Revive and maintain traditional knowledge and culture in the local community via tourism by training children and youth in the local customs

### Actions to be considered

1. Design a calendar of events that can be promoted on various websites and social media that indicate when festivals and other cultural events are taking place so that visitors can plan their trips around these occasions
2. Explore the possibility of establishing the Tuvalu Cultural and Heritage Museum, as an attraction. In Funafuti, explore the possibility of a collaboration between the Tuvalu National Library & Archives and stamp collections of Tuvalu Post. In the Outer Islands, explore the possibility of utilizing the existing falekaupule as a venue to display cultural and traditional artefacts as per the Niutao falekaupule.
3. Promote awareness of the Tuvalu Women's Handicraft Centre
4. Develop regular workshops that can be promoted to visitors who may want to participate in learning to make and purchase handicrafts
5. Mainstream traditional knowledge and customs as part of the school curriculum
6. Upskill the local community in tour guiding and communication skills in the English language



to familiarise potential tourism operators in dealing with visitors

7. Create new tourism experiences, such as walking or motor scooter tours that showcase some of Tuvalu's cultural and historical sites.
8. Improve accessibility for visitors with disabilities by redesigning activities, attractions and services to be inclusive
9. Incorporate traditional tangible element into the designs and constructions of infrastructure relating to tourism such as airports, and visitors' accommodations

## Goal 4: Respectful Relationships

**Tourism is managed in a sustainable way that enhances *te olaga filemu* (peace and wellbeing) of all sectors of the community**

Tuvalu way of life is centred on the concept of *aava* (respect). Traditional protocols are performed in the daily lives of all Tuvaluans to ensure *te olaga filemu* (peace and wellbeing). Tourism is to be managed in a sustainable way to complement this.

### Objectives

1. Offer visitors the best possible service experiences
2. Maximize visitor satisfaction, in unison with residents' way of life
3. To be respectful, ethical, and transparent when dealing with service providers and suppliers.
4. Inclusively consult stakeholders concerning strategic planning and policy-making
5. Provide evidence-based justification for decisions impacting the local community concerning tourism development

### Actions to be considered

1. Implement an accommodation quality standards and accreditation programme
2. Track visitor satisfaction via appropriate feedback mechanisms, such as an International Visitor Survey and TripAdvisor comments.
3. Information to be readily available for visitors in country as well as prior to arrival in Tuvalu (utilize overseas missions).
4. Encourage and utilize the traditional practice of 'faatamaa' (homestay) in which visitors are immersed in the local culture as they become one with the community.
5. Conduct tourism and hospitality awareness outreach to familiarise the local community with elements of the tourism and hospitality industry and its impacts
6. Commence an annual tourism and hospitality dialogue with all tourism stakeholders to assess tourism development in Tuvalu over the previous 12 months
7. Department of Tourism to coordinate appropriate hospitality trainings in partnerships with training and education providers
8. Seek partnerships with SPTO, USP, APTC and other regional partners to train and upskill tourism and hospitality providers in business management



9. In collaboration with SPTO, , monitor visitor arrivals, visitor profiles, and travel characteristics to align tourism products and markets through International Visitors' Surveys and other relevant insights
10. Consider implementing a residents' attitudes towards tourism survey to monitor local perceptions as tourism grows
11. Department of Tourism to work in collaboration with Immigration and Customs to revise the Passenger Arrival Cards to improve quality of information collected, benchmarking against other Pacific Island Countries and Territories

## Goal 5: Health, Safety and Security

The health, safety and security of residents, operators and visitors is safeguarded as tourism builds resilience in Tuvalu

### Objectives

1. Enhance the physical and mental wellbeing of residents
2. Promote healthy lifestyles among both residents and visitors
3. Ensure the security and safety of visitors and their belongings while in Tuvalu
4. Strengthen the resilience of the tourism and hospitality sector in challenging times, such as pandemics, natural disasters and other crises
5. Establish systems to minimise risks and vulnerabilities to the tourism and hospitality sector

### Actions to be considered

1. Ensure a coordinated, collaborative, and transparent approach to health and safety, supported by medical evidence, across the tourism and hospitality sector as well as government departments and public health authorities
2. Communicate clearly and consistently with visitors on health and hygiene safety protocols, both digitally and physically at tourism businesses in Tuvalu.
3. Undertake proactive risk management and build capacity through training people to better communicate, manage and respond to crises, investing in early warning systems, and creating strategic links between the tourism, NGOs and humanitarian sectors
4. Install tourism and hospitality employee health and safety standards, through the greater use of technology, where feasible
5. Implement processes focused on enhanced sanitation, disinfection and deep cleaning practices as well as increase their cleaning/disinfection frequency.
6. Implement Accommodation standards for the tourism sector, and for Fire safety plans to be required for all providers.
7. Develop new products and programs focusing on health, wellness, and enhancing green medical tourism
8. Work collaboratively with industry and other governments as new rules for cross-border travel are developed.



## Goal 6: Sustainable Experiences and Products

**Sustainable tourism experiences and products are created, developed, and promoted to attract responsible visitors**

### Objectives

1. Create unique tourism experiences that highlight Tuvalu's distinctive environment and culture
2. Showcase and protect Tuvalu's natural environment
3. Innovatively use existing infrastructure and assets for tourism
4. Build creative partnerships that can bring more visitors to Tuvalu
5. Leverage Tuvalu's destination image to attract responsible visitors

### Actions to be considered

1. Any new infrastructure should be built in vernacular style in line with Tuvaluan traditional elements.
2. Verify the Timeless Tuvalu tagline among potential visitors and tourism stakeholders in Tuvalu
3. Undertake a branding and marketing evaluation to align the Tuvalu brand and destination image with the reality of Tuvalu.
4. Consider island hopping itineraries between Funafuti and the outer islands
5. Consider the establishment of a Geopark on Funafuti.







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# Sustainable Development Pillars

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## Pillar 1: Research and Insights

To ensure tourism operates sustainably and responsibly, it is necessary to put in place several programmes to regularly monitor and evaluate tourism in Tuvalu. SPTO recently developed the Pacific Tourism Statistics Strategy. SPTO publishes a variety of statistical data on tourism activity for member countries and NTOs to monitor their performance and contribute to national tourism planning. This information includes visitor arrivals, cruise visitation, tourism receipts, tourism employment, tourism accommodation, and tourism contribution to GDP. The collection, management, and dissemination of key tourism data for each Pacific Country and Territory is usually the responsibility of the respective National Statistics Offices. For Tuvalu, this would be the Tuvalu Central Statistics Division. The Department of Tourism should work closely with the Tuvalu Central Statistics Division to collate and publish tourism statistics promptly and share with SPTO so that tourism data can be made available to industry and policymakers.

Tuvalu's Department of Tourism will need to consult and be consulted on the collection of appropriate tourism statistics in collaboration with the National Statistics Office, Immigration as well as the Private Sector.

Tuvalu could benefit from the capacity building outlined in SPTO's Pacific Tourism Statistics Strategy to align statistics and data collection methods at the regional level.

With emerging cost-effective technologies for data collection and statistical processing and reporting, Tuvalu may want to implement these in their tourism research and insights initiatives.

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## Pillar 2: Product and Experience Development

It is important to match tourism products and experiences on offer with the appropriate target markets.

Tuvalu currently offers a range of tourism experiences. It can creatively use its already rich array of cultural and environmental resources sustainably. With creativity, careful planning, and utilizing the current resources, a lot more could be offered.

- The Funafuti Marine Conservation Area covers 33 km<sup>2</sup> of reef, lagoon, and *motu* (islets) on the western side of Funafuti atoll in Tuvalu. To facilitate more visits for snorkelling trips, a register of boat owners who can offer trips to the Conservation Area can be publicised on the websites and through the accommodation places.
- In addition to Afelita Island, more islets can be scoped out for possible weekend retreats or picnics/day-trips.
- Fishing could also be promoted more, as an activity, among visitors. With some training, fishing operations might demonstrate differences in fishing techniques from modern to traditional methods.
- With the development of domestic air services, island hopping can be a realistic activity for those looking to get off the beaten track. Itineraries could be devised for different lengths so that visitors could have an outer island experience with homestays.
- Visitors can be encouraged to protect the environment and biodiversity through Ridge to Reef conservation projects, such as coral restoration/mangrove reforestation and/or participate in beach clean-ups. This would allow the visitors to give back to the environment, recognising their travel involved the use of environmental resources. It will also provide interaction with the local community while undertaking these ventures.
- The possibility of establishing a scuba diving operation in Tuvalu can be investigated. Tuvalu has a pristine underwater environment. Having the ability to offer scuba diving, would be very attractive to visitors.
- Other non-motorised water sports can be operated with relatively little start-up investment in the Funafuti Lagoon including kayaking and stand-up paddleboarding (SUP). This could be undertaken by an independent operator or by the accommodation places.
- For cultural activities, while there is already the opportunity to purchase handicrafts, vendors could extend the experience through offering handicraft-making classes. Along the same lines, cooking classes could also be offered to interested guests as agritourism and the concepts of farm to fork/paddock to plate/sea to serve.
- Cultural festivals are already a regular occurrence in Tuvalu. Stronger promotion with the opportunity to engage the diaspora in the festivities can be further leveraged.
- Historical tours, showcasing World War II heritage, as well as indigenous Tuvaluan history can be highlighted as part of a redesigned cultural museum. Historical tours could also be created via walking tours or motor scooter tours around Funafuti.



- Areas of geological significance can be identified on Funafuti with a view to attaining United Nations Educational Scientific and Cultural Organization (UNESCO) recognition as a Global Geopark.
- One underutilized asset that could be used for tourism activities is the Runway. For a unique experience unlike any other, visitors would enjoy the chance to play volleyball or football on the runway with a local team. Team merchandise could be sold to visitors. The runway can also be used as an open-air cinema where movie nights can take place. Small vendors can offer food and drinks for sale. The runway could also be used as a campground where visitors could 'sleep under the stars.' While it is unlikely that many visitors will want to spend their whole trip in this style of accommodation, camping might be offered as a one-offer experience at a premium with their usual accommodation place.

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## Pillar 3: Market Segments

- **Business/Consultant travellers:** At present, the largest segment of visitors to Tuvalu is the Business/Consultant traveller. This type of traveller has a longer length of stay than leisure tourists and they usually have disposable income in the form of per diems to spend in the destination. The opportunity among this group is to grow visitor expenditure. This segment need to be encouraged to spend more and do more in the evenings and the weekends.
- **Diaspora:** The diaspora knows Tuvalu and is likely to return for special occasions. These festivals and events will be motivations for the timing of their visits.
- **Educational groups:** Educational tourism is the tourism trend of the future. These groups of visitors are keen to learn new knowledge and skills while on their trip. Other times, they will implement what they have learnt in the classroom out in the field when they are on a trip. They are also keen to make a difference in the world. They tend to be knowledgeable about the destination they are visiting and desire an immersive experience. For Tuvalu, these groups might be university students studying environmental science or marine studies, who might visit and investigate the impacts of climate change. Geography and archaeology students would be interested in the creation of a geopark and other geological features of Tuvalu. Specific projects can be designed and planned to entice this group to visit Tuvalu. Tourism to such sites and attractions, when based on educational and sustainable principles, can lead to increased awareness of climate change and geographical sites and landscapes.

- **Environmental groups:** These groups may overlap with educational groups but these potential visitors would also include older travellers who want to specifically contribute to enhancing the environment. They may be associated with environmental NGOs such as the World Wide Fund for Nature (WWF), The Wildlife Conservation Society (WCS), and the International Union for Conservation of Nature (IUCN). As with educational groups, specific projects can be designed and planned to entice this group to visit Tuvalu.
- **Voluntourists:** This group combines a volunteering experience with leisure travel. There is a range of activities these voluntourists can do, although they should be properly trained and qualified for specialist activities.
- **Travel Club Tourists:** These visitors ‘collect destinations.’ They are motivated to visit specific locations, places, and events to add them to a collection of comparable places visited. Having a collection of travel destinations and places adds credibility to a person’s knowledge of the world and establishes an immediate sense of belonging to a select club of privileged travellers. Some people travel so they can boast and brag about their adventures. This phenomenon has been exacerbated in the era of social media. Collecting destinations has gained increasing interest over the years so much so that a club has been formed. The Travelers’ Century Club is a club for people who have visited 100 or more of the world’s countries and territories. Given the low number of visitors that have visited Tuvalu, reaching out to this small segment would allow visitors who ‘collect’ destinations to boast about having visited.
- **Yachties:** With the appropriate infrastructure (Marina, Club House, Hard Stand, Launching Facilities), Tuvalu could attract more visitors sailing around or through the Pacific in yachts or superyachts. These travellers are looking for unique destinations. There is evidence that they spend significant amounts of money when they come ashore to stock up on supplies for the next leg of their journey.
- **Adventurous tourists:** These visitors are seeking off-the-beaten-track and looking for unique adventures..

## Pillar 4: Investment

To date, there has been little investment in the tourism space. While tourism in Tuvalu is in its infancy and will always be an off-the-beaten-track destination, investment in tourism-related infrastructure and services remains a major constraint to further development.



There are two major initiatives in transportation infrastructure in the coming years: the establishment of a new International Airport and the establishment of domestic air services within the islands of Tuvalu.

According to an assessment, the current runway is below sea level and is predicted to be submerged in 100 years. A new international airport and runway would increase the supply of flights and accommodate larger aircraft. This in turn would allow greater competition between airlines, thus giving air passengers greater choice and potentially lowering airfares.

Along with the establishment of domestic air services to the outer islands of Tuvalu, this would expand business opportunities with more tourism accommodation, eating establishments, ground transportation, and cultural attractions.

Another barrier and a source of visitor dissatisfaction when in-country is the lack of financial facilities, namely, ATMs, and credit card facilities. Presently, cash can be accessed via Tuvalu's Development Bank. Giving visitors access to their funds through electronic commerce would significantly increase visitor expenditures.

Other potential investment areas are in a marina with a pier where yachts can dock. This would enable Tuvalu to attract bluewater sailing. Bluewater sailing in the Pacific involves sailing from westward about 10,000 nautical miles on the 'Coconut Milk Run' across the Pacific from North America or the Panama Canal to the Marquesas Islands of French Polynesia, continuing through Tahiti and the Society Islands, to the Cook Islands, Tonga, Fiji, Vanuatu, and perhaps New Caledonia. If facilities were available, Tuvalu could be an excellent addition to these voyages.

With the growth in the physical infrastructure, there should also be a corresponding increase in investment in human capital. The tourism sector would benefit from investment being made in the area of tour guides, tour operators, and culinary staff.

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## **Pillar 5: Destination Marketing**

Aligning Tuvalu's *Te Kete National Strategy for Sustainable Development 2021-2030* and Tuvalu's *Sustainable Tourism Policy*, a Sustainable Tourism Marketing Plan should be developed. In recent years, the internet has become the primary method for visitors looking for potential vacation

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places. Information that is located through media searches has the potential to significantly influence destination choice. This is also a cost-effective method to market Tuvalu.

The destination website <https://www.timelesstuvalu.com/> is owned and operated by the Government of Tuvalu and managed by the Department of Tourism. The site was first established in partnership with Pacific Trade & Invest Australia. It is important to keep the content up to date and to constantly provide new content.

Create a stronger presence on various social media platforms to suit the relevant markets. Facebook is very popular among other Pacific markets among all ages while it is more popular among older Australians and New Zealanders. Among the younger generations, TikTok is very popular and could be used to target this market. Instagram, while less popular in the Pacific, is popular among all groups in Australia and New Zealand and should be considered to have a presence there, if these markets are to be targeted.

After selecting the most appropriate social media channels, the marketing team will need to manage this accordingly; considering optimal times to post content, keeping in mind trends for target markets and so forth.

Consider creating and publishing a calendar of events and create marketing campaigns ahead of these events so visitors have time to plan and book their trip to Tuvalu. Identify potential cultural events that may be particularly enticing to potential visitors.

Evaluate the success or otherwise of the social media channels by setting communication goals. These goals can be measured by social media metrics. For example, the number of Likes, Shares, and Comments on Facebook. The metrics can be used to measure the results of the communication plan.

For some time 'Timeless Tuvalu' has been Tuvalu tourism's tagline. Among tourism stakeholders, it is generally felt this is still relevant and appropriate.

The Department of Tourism can effectively tap into technical and training support from the SPTO Marketing Division as a member of SPTO. The SPTO Digital Transformation Project funded by New Zealand MFAT which will be rolled out in 2022 will provide the Department of Tourism and the industry with much needed support in this area. Online marketing can work with trade marketing which is an important distribution channel for Pacific Island Countries.



Tuvalu should continue to participate in international and regional trade shows, such as the World Expo, held every five years, and South Pacific Tourism Exchange where international travel partners can conveniently meet Pacific island destinations, in a cost-effective platform, to exchange their products.

If Tuvalu seeks to establish a geopark, then having that single, unified geographical area designated as a UNESCO Global Geopark would strategically align with Tuvalu's broader tourism sector ambitions, as a destination that holistically protects, educates and sustains their environment and culture.







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# Enabling Pillars

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## Pillar 1: Financing

Financing can either be external or internal. The Room Tax is one method of financing. The rate is currently set at 10% of the accommodation charge. As noted under Actions to Consider under Goal 1, visitors could be charged a Climate Change Levy that could specifically be used to fund tourism-related environmental activities. However, it should be noted that Tuvalu is already perceived as an expensive destination, at least in terms of airfares, so adding another tax would add to the cost of the trip.

Finance can also be obtained through grants and loans from development partners such as Australia's Department of Foreign Affairs and Trade, New Zealand's Ministry of Foreign Affairs and Trade, or Taiwan's Department of International Cooperation and Economic Affairs. Multilateral donors could also be accessed for larger projects. These agencies include the World Bank and Asia Development Bank.

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## Pillar 2: Human Resources

At present, employment in the tourism sector is limited. An Asian Development Bank report in December 2020 indicated there were 40 people employed in the hospitality and tourism sector (including local restaurants). Of these, 17 lost their jobs due to COVID-19. However, the negative impact of COVID-19 was not felt that sharply as government provided financial assistance to all citizens through a social program in the form of a universal cash transfer. When borders do re-open, it will be unlikely there is a resurgence of tourism.

But tourism and hospitality is a sector that can employ more people. The younger generation needs more exposure to the sector. Initiatives such as introducing tourism studies as part of the high school curriculum either under geography and or business studies would help youth understand the potential importance and impacts of tourism, both positive and negative.

More training needs to be provided at vocational and management levels for the tourism sector. For example, APTC can offer courses in cookery, food and beverage management, housekeeping, and front office. Funafuti Lagoon Hotel, as a Government-owned hotel, can be



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used as a training facility. While there is some benefit in funding Tuvaluans to undertake tourism and hospitality training overseas, the reality is that when they return to work in country they will be limited by the resources Tuvalu has. Relatively small investments are needed in kitchen equipment to be installed at Funafuti Lagoon Hotel so Tuvaluans can work and operate in situ.

Alternatively, USP offers Bachelor's degrees and Master's degrees in Tourism & Hospitality Management and Hotel Management. These courses are offered through distance learning and would be suitable for both public and private sector workers in management roles. A Masters of Business Administration (MBA) programme is also offered, of which, there have been two cohorts to date. The MBA is intended for managers, practicing executives, administrators, and other professionals, and provides them with knowledge and skills to enhance their performance and to enable them to assume broader responsibility in the rapidly changing environment faced by business and government alike. This course is offered at the USP Tuvalu campus.

Additional tourism sector induction and awareness training can be conducted among the community for specific purposes, such as tour guiding and tourism entrepreneurship trainings.

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## Pillar 3: Infrastructure

The tourism infrastructure in Tuvalu is modest, with five lodges, one hotel, and one property with serviced apartments serving the accommodation sector. Limited air access, high airfares, a lack of tourism and hospitality infrastructure, and climate change challenges are among the major roadblocks to tourism development.

However several large initiatives are underway, relating to air transportation. This includes the establishment of a new international airport and domestic air services within Tuvalu – from Funafuti to outer Islands.

Other investments could include a marina and a yacht club to cater to yachts and superyachts. Furthermore, this yacht club could also be home to traditional *vaka* (canoes) that could be used to instruct youth and visitors in traditional knowledge of the sea.

Other smaller infrastructure initiatives that could be considered include commercial kitchen equipment to be housed at Funafuti Hotel for training purposes. As well as a commercial

espresso machine for a café start-up to cater to visitor' needs.

Future tourism and transportation infrastructure and buildings to be built with accessibility in mind for guests with disabilities.

The Tuvalu Philatelic Bureau section of Tuvalu Post could be expanded and redeveloped into a Tuvalu Cultural and Heritage Museum to create a central 'attraction' with other cultural and heritage resources on display and experiences offered.

If walking and motor scooter tours are to be developed, Funafuti could benefit from some road signs to point out local sites. These could also educate visitors about the history and culture of Tuvalu as part of a tour guide-led or self-guided tour. Installation of educational/informative signage at key natural, cultural and historical sites could be linked to the framework of a geopark.

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## **Pillar 4: Institutional Arrangements and Partnerships**

Strategic partnerships are important in tourism. Tourism does not operate in a vacuum.

SPTO is a key partner where support in marketing, research and statistics, and sustainable tourism planning and development could be sourced. Strategic engagement in the SPTO programmes could optimise benefits for the country. The Department of Tourism could consider joining Pacific Asia Travel Association (PATA), which is a not-for-profit membership-based association that connects public and private organisations for responsible development of the travel and tourism industry. They offer events, workshops, and webinars to share best practices across the Asia-Pacific region.

Capacity building can be enhanced through partnerships with training organizations such as the University of the South Pacific and Australia Pacific Training Coalition (APTC).

The Department of Tourism, under the Ministry of Transport, Energy and Tourism can strengthen its relationships with other Departments and Ministries for improved domestic collaboration. This can include the Department of Lands and Department of Culture to develop new opportunities such as a geopark.



## Risk Management Framework

The Risk Management Framework sets out the measures to reduce and control risks and summarises the results of the risk management process to date. A risk management plan should be developed and updated at regular risk review meetings. This will be facilitated by the Department of Tourism in collaboration with stakeholders and partners.

The construction of a risk matrix should show intersecting factors including: the likelihood that the risk event will occur, and the potential impact that the risk event will have. In other words, it's a tool that helps with visualizing the probability vs. the severity of potential risk.

CONSEQUENCES					
LIKELIHOOD	Negligible (1)	Minor (2)	Medium (3)	Major (4)	Severe (5)
Almost Certain (A)	M	H	H	E	E
Likely (B)	M	M	H	H	E
Possible (C)	L	M	M	H	E
Unlikely (D)	L	M	M	H	H
Rare (E)	L	L	M	M	H

L	Low risk: manage by routine procedures	H	High risk: needs senior management attention
M	Medium risk: specify management responsibility	E	Extreme risk: detailed action plan required

External and tourism-specific risks could be plotted in the risk matrix. These risks would include climate change, COVID-19, market risk (decrease in demand from certain markets), operational risk (low quality or absence of tourism services), and price risk (high cost of airfares) amongst others.







# Appendices

## Appendix I: Monitoring, Evaluation, and Learning Framework

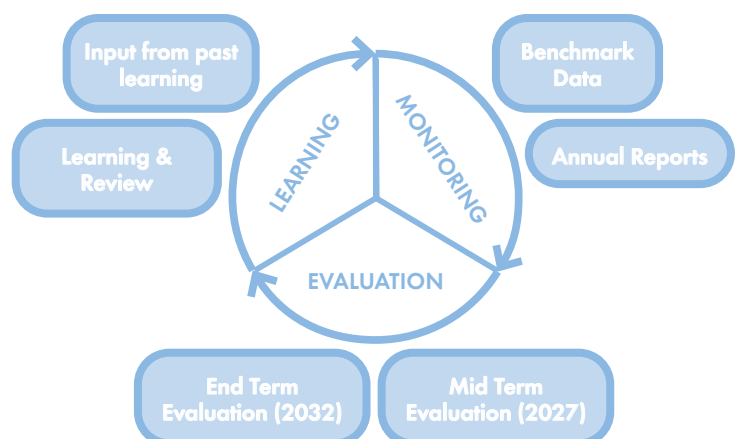
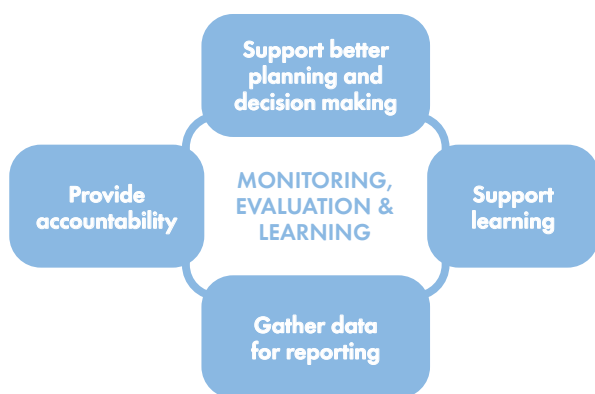
Monitoring Evaluation and Learning remains a central process to the implementation of sustainable tourism. Monitoring refers to the routine monitoring of resources, activities and results, and analysis of the information to guide the TSTP's implementation. Evaluation refers to the periodic (mid-term, final) assessment and analysis of the TSTP. Learning is the process through which information generated from Monitoring and Evaluation is reflected upon and intentionally used to continuously improve the TSTP's ability to achieve results.

A simplified MEL Framework is provided below to guide the work of the Department of Tourism as lead implementing partner for the TSTP. A detailed MEL Plan is needed to be developed as part of the implementation process. The Action Plan which is provided separately will assist in commencing this process.

The MEL Framework identifies the evidence that will be generated to:

- Support better planning and decision making
- Provide accountability
- Support learning
- Gather data for reporting

The following diagrams illustrate the key components and supporting requirements to further guide the MEL Plan development process.





## Appendix II: List of Consulted Stakeholders

### Government Agencies

NAME	JOB TITLE	DEPARTMENT/ MINISTRY	CONTACT	INTERVIEW
Silaati T Filiake	Assistant Secretary	MTET	nukuhiva@gmail.com	7am – 12/10/21
Tapua Pasuna	Project Support Officer	Department of Tourism/MTET	tapuapasuna@gmail.com	10pm – 9/10/21
Darryl Ikbai	EIF Project Officer	Department of Trade/MFT	icedarryl.euny@gmail.com	12pm – 13/10/21
Penivao Moealofa	Budget Advisor	Department of Planning, Budget and Aid Coordination /MoF	nukupeni@gmail.com	10am – 15/10/21
Alitaake Alefaio	Environment Office Staff	Department of Environment/ MMPWIELD	allyalefaio@gmail.com	2pm – 12/11/21
Vaipuna Simona	Crown Counsel	Office of the Attorney General/ MJCFA	vyunaliai@gmail.com	Written
Telieta Finauga	Assistant Labour Officer	Department of Labour / MMPWIELD	tellyfinauga@gmail.com	2pm – 13/10/21
Martin Vailopa	Principal Cultural Officer	Department of Culture/ MLGA	lagisalulu@gmail.com	9am – 22/10/21
Petesa Finikaso	Director	Department of Business	Petesa.finikaso@gmail.com	10.30am – 8/10/21
Natano Elisala	Director of Health (Acting)	Department of Health	natano_elisala@yahoo.com	11.30am – 8/10/21



## Government Ministries

1. MTET – Ministry of Transport, Energy and Tourism
2. MFT – Ministry of Fisheries and Trade
3. MoF – Ministry of Finance
4. MJCFA – Ministry of Justice, Communications and Foreign Affairs
5. MPWIEL – Ministry of Meteorology, Public Works, Infrastructure, Environment, Labour and Disaster
6. MLGA – Ministry of Local Government and Agriculture
7. MEYS – Ministry of Education, Youth and Sports

## Partners

NAME	JOB TITLE	ORGANISATION	CONTACT	INTERVIEW
Christina Leala Gale	Sustainable Tourism and Research Manager	SPTO	cgale@spto.org	11am – 7/10/21
Onorina Fugawai	Project Officer	Pacific Trade Invest Australia	onorina@pacifictradeinvest.com	10am – 15/11/21
Dr Rosi Lagi	Former campus director	USP	rosiana.lagi@usp.ac.fj	10am – 19/10/21

## Private Sector

NAME	JOB TITLE	ORGANISATION	CONTACT	INTERVIEW
Tagaloa Peiauni	General Manager	Funafuti Lagoon Hotel (FLH)	tagaloap@outlook.com	10am – 11/10/21
Togiola Lota	General Manager	Vailuatai Lodge	Togiola.funafuti@usp.ac.fj	10am – 12/10/21
Penieli Lotoala	General Manager	Filamona Lodge		18/12/21
Kalisi Sogivalu	General Secretary	Tuvalu Chamber of Commerce	plotoala@gmail.com	18/12/21

## Civil Society Organisations

NAME	JOB TITLE	ORGANISATION	CONTACT	INTERVIEW
Pulafagu Maatia	Coordinator	Tuvalu National Council of Women	pula_toafa@yahoo.com.au	11am – 12/10/21
Kima Pedro	Chairman	Tuvalu National Youth Council	fanameana@gmail.com	11am – 13/10/21
Teresa Lifuka–Drecala	Executive Director	Tuvalu Family Health Association (TuFHA)	kwinlifuka@gmail.com	11.30am – 13/10/21
Melton Tauetia	General Manager	Fusi Alofa Association (FAA)	fusialofa.gm@gmail.com	2pm – 6/10/21

## Funafuti Community Consultations

COMMUNITIES	DATE	PARTICIPANTS
Nanumea and Nukulaelae	November 2, 2021	14 (3 males, 11 females)
Nanumaga and Funafuti	November 3, 2021	25 (17 males, 8 females)
Nui and Vaitupu	November 4, 2021	10 (8 males, 2 females)
Niutao and Nukufetau	November 5, 2021	12 (8 males, 4 females)

## Outer Island Community Consultations

COMMUNITIES	DATE	PARTICIPANTS
Northern Islands		
Nanumea	October 21, 2021	29 (14 males, 15 females)
Nanumaga	October 22, 2021	17 (12 males, 5 females)
Niutao	October 23, 2021	19 (16 males, 3 females)
Central Islands		
Nukufetau	October 8, 2021	39 (18 males, 21 females)
Nui	October 9, 2021	17 (7 males, 10 females)
Vaitupu	October 11, 2021	20 (16 males, 4 females)
Southern Islands		
Nukulaelae	October 28, 2021	11 (8 males, 3 females)
Niulakita	October 29, 2021	10 (6 males, 4 females)







PACIFIC TOURISM  
ORGANISATION



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