

# **Developments Towards the Measurement of Sustainable Tourism in Fiji**

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# Tourism in Fiji

- Tourism is a significant activity in Fiji - largest foreign exchange earner
- It contributes over 10% to total GDP and has a significant indirect contribution, with estimates of the total direct and indirect effect of tourism activity of over 30%
- Given this large contribution, it is critical that the tourism industry be sustainable
- Measuring Sustainable Tourism can contribute towards good management

# **Sustainable tourism in the Fiji context**

1. Protection of natural environment to continue being an attraction to visitors, thus ensuring the sustainability of destinations as tourism products;
2. Sustainable practices that would ensure that key players such as hoteliers are at the forefront of protecting assets as islands are prone to natural disasters and hazards;

# **Sustainable tourism in the Fiji context**

3. Protection and conservation of Fijian culture and heritage as a niche tourism product that contributes to its preservation;
4. Maintaining and sustaining both land and marine assets; and
5. Benefits to local communities through economic development, employment creation, infrastructure development etc.

# MST Development in Fiji

- UNWTO Mission in 2016
- There is a starting foundation in developing a statistical framework for measuring sustainable tourism in Fiji
- MST works to bridge two UN standards: the Tourism Satellite Account (TSA) with the System of Environmental Economic Accounting (SEEA)
- Supply Use Tables (48X114) and TSA are compiled regularly and work is progressing on three SEEA Accounts (Water, Waste and Energy)

## **MST Development in Fiji**

- MST framework will have, as a central feature, the articulation of links between the SEEA framework and TSA
- An Alternative Indicator of Well-being Survey in 2016 captured a great deal of information on Culture
- Culture Related Occupation and Industry details is captured in Population Census and Labour Force Surveys

# Useful Information We Hope to Produce

Information such as:

- a) Environmental impacts of tourism: emissions, solid waste, wastewater, disruption of ecosystems and biodiversity
- b) Dependency of tourism on the environment: water and energy requirements, healthy and good quality ecosystems (beaches, reefs, forests)
- c) Environmental protection expenditure and environmental taxes
- d) Some socio-economic impacts and dependencies of tourism such as employment

# Indicators

Required Indicators	Status of Indicator at FBoS
1. List of Businesses	Available
2. Location of Businesses	Available
3. Ownership of Businesses - Fiji Owned - Foreign owned	Available



# Indicators

Required Indicators	Status of Indicator at FBoS
4. Size of Business by employment <ul style="list-style-type: none"><li>- Small (employing &lt; 20 employees)</li><li>- Medium (employing &gt; 20 &lt;100 employees)</li><li>- Large (employing &gt; 100 employees)</li></ul>	Available
5. Employment of Businesses <ul style="list-style-type: none"><li>- By Gender</li><li>- By full time/part-time/casual</li></ul>	Available
6. Output by Industries	Available
7. Value Addition by Industries	Available

# Indicators

Required Indicators	Status of Indicator at FBoS
8. Business by location (Geo Coded)	<b>Available (Further Work required to GEOCODE all establishments)</b>
9. Visitor & Accommodation data by tourism areas	<b>Available</b>
10. Environmental Flows (Volume Terms) <ul style="list-style-type: none"><li>- Water source &amp; Usage</li><li>- Electricity/Energy Source &amp; Use</li><li>- Waste Generated &amp; Treatment</li></ul>	<b>Not Available at the moment but alternative indicators being considered</b>

*Thank You*