



GSTC 2025 CONFERENCE **DESTINATION ROADMAPS AND SUSTAINABILITY PLANS**

**PACIFIC SUSTAINABLE TOURISM POLICY FRAMEWORK – A REGIONAL
APPROACH IN SUPPORTING COUNTRY LED SOLUTIONS**

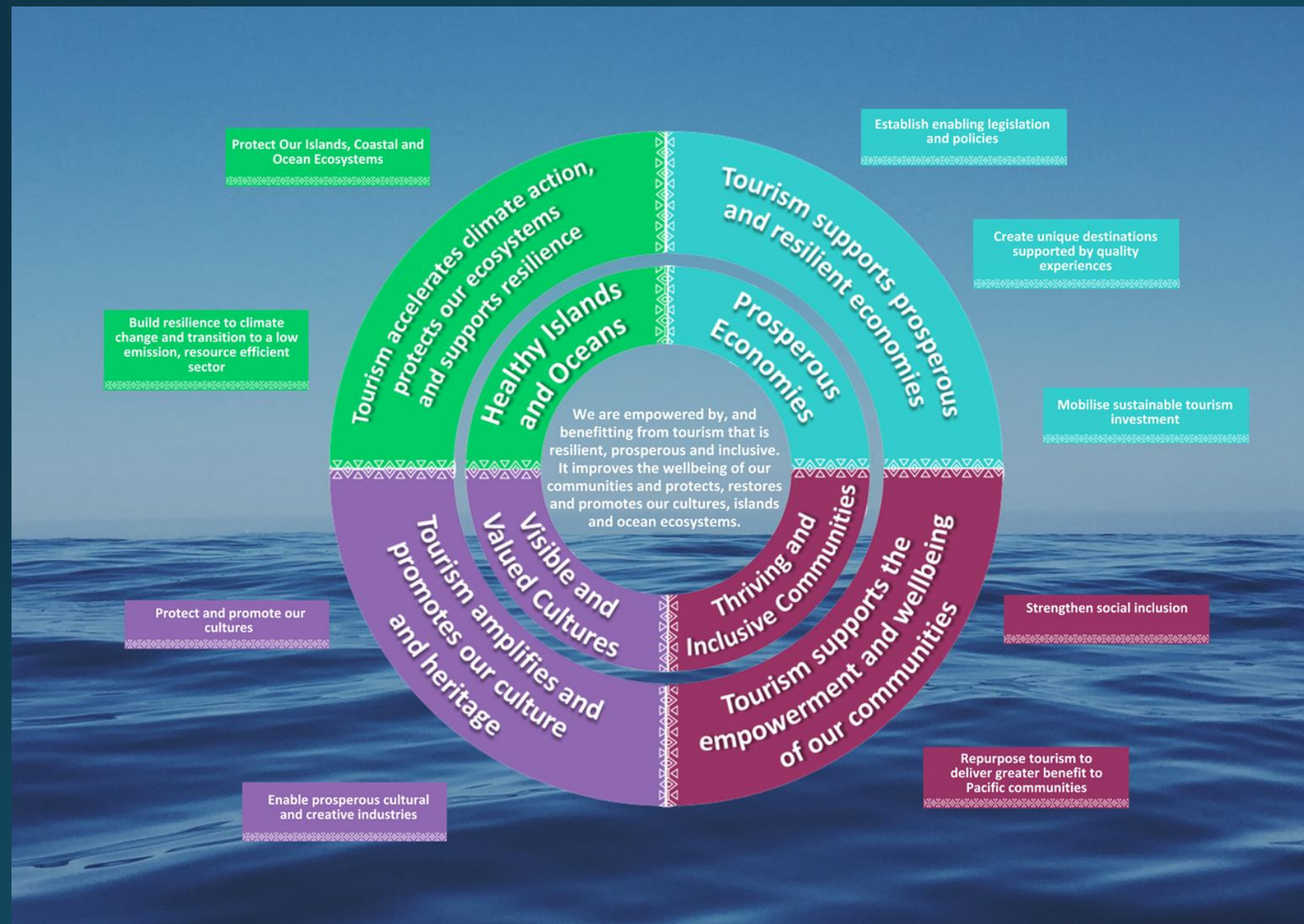
Christopher Cocker – SPTO CEO
7TH August 2025



**PACIFIC TOURISM
ORGANISATION**

Photo credit: SPTO and David Kirkland

What is the Pacific Sustainable Tourism Policy Framework?



- Provides a regional policy framework to advance sustainable tourism across the region
- Identifies priorities for action at a country and regional level
- Mobilises support for regional and international cooperation through well informs planning and decision making
- Informs monitoring and evaluation of regional progress

Why the PSTPF Matters

1. Shared vision and commitment
2. Clarity of strategic direction
3. Promotes partnerships and engagement within and across sectors
4. Holistic approach to common challenges
5. Grounds tourism development on Pacific values and principles



Strategic Alignment

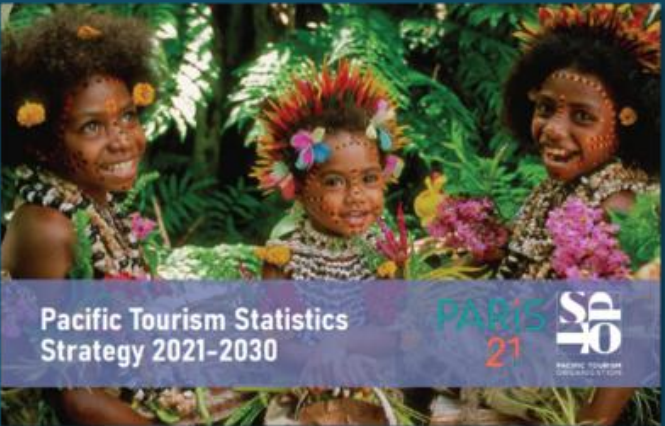
2050 Strategy for the Blue Pacific Continent



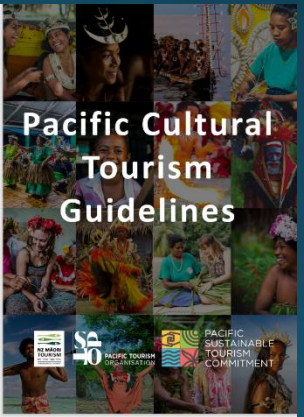
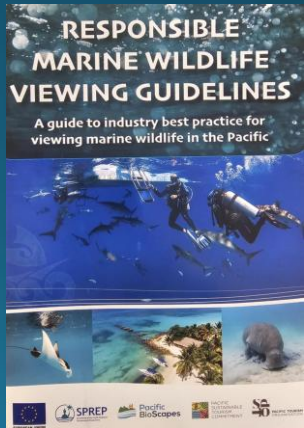
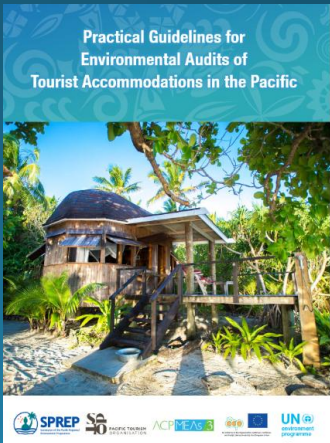
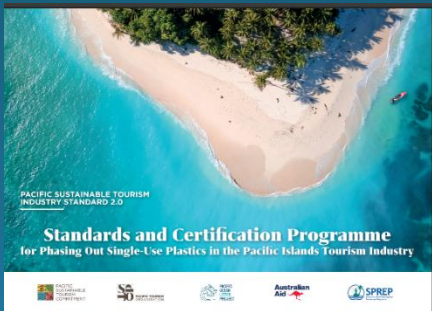
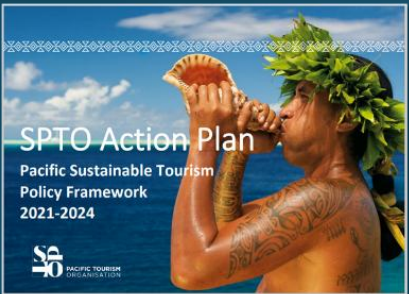
SPTO Strategic Plan 2025-2029



Drivers



Tools – The How



GOAL 1: PROSPEROUS ECONOMIES

HIGH LEVEL COMMITMENT

**19 countries
signed the Pacific
Sustainable
Tourism
Commitment**

POLICIES , PLANS & STANDARDS

Support for sustainable
tourism policy
development

Pacific Sustainable Tourism Standard

- GSTC Recognised
Destination Standard
- GSTC Aligned
Industry Standard

STEP Project: Support
for national standards,

SPTO Strategic Plan
2025-2029

RESEARCH AND INSIGHTS

Sustainability Tourism Indicators Framework

Pacific Tourism
Data Initiative

Pacific Islands
Tourism Research
Symposium

Pacific Center of Excellence for Tourism Research

CAPACITY BUILDING

SME Recovery Toolkit and online training

Grant Writing Training
for NTO and industry
representatives

Customer service
training and destination
marketing

NTOs in the GSTC
trainings

Regional workshops
and trainings

GOAL 1: PROSPEROUS ECONOMIES

PARTNERSHIPS

UN and CROP
collaboration

Member of Pacific
Resilience Taskforce

Affiliate Member of UN
Tourism

Member of GSTC

Member of GLIPSA
Local2030 Island
Network

Council of Pacific Arts
and Culture

LEADERSHIP SUMMIT

**Pacific
Sustainable
Tourism
Leadership
Summit**

ECONOMIC RECOVERY & DIVERSIFICATION

Geoparks
Initiative

SME Recovery
Training and
Toolkit

ADVOCACY AND COMMUNICATIONS

Global and Regional
Advocacy

Pacific Sustainable Tourism
Newsbeat, SPTO
Communications

French translation
Awareness on sustainable
tourism in the Pacific to USP
students

Pacific Sustainable Tourism
Portal-under development

Digital Transformation

GOAL 2: THRIVING AND INCLUSIVE COMMUNITIES



Pacific Tourism Waste
Action Initiative



**Gender Audit for National
Tourism Organisations**



Gastronomy Tourism Project



Pacific Women in Tourism
Talanoa



Griffith University research on
transformative tourism models



Agritourism webinar
series



**Pacific Youth Forum on
Sustainable Tourism**



**Community Based
Tourism – Peer to Peer
Exchange Programme**



Community attitude survey
undertaken by the SPTO
Research & statistics



Advocacy support for
Pacific Week of
Agriculture

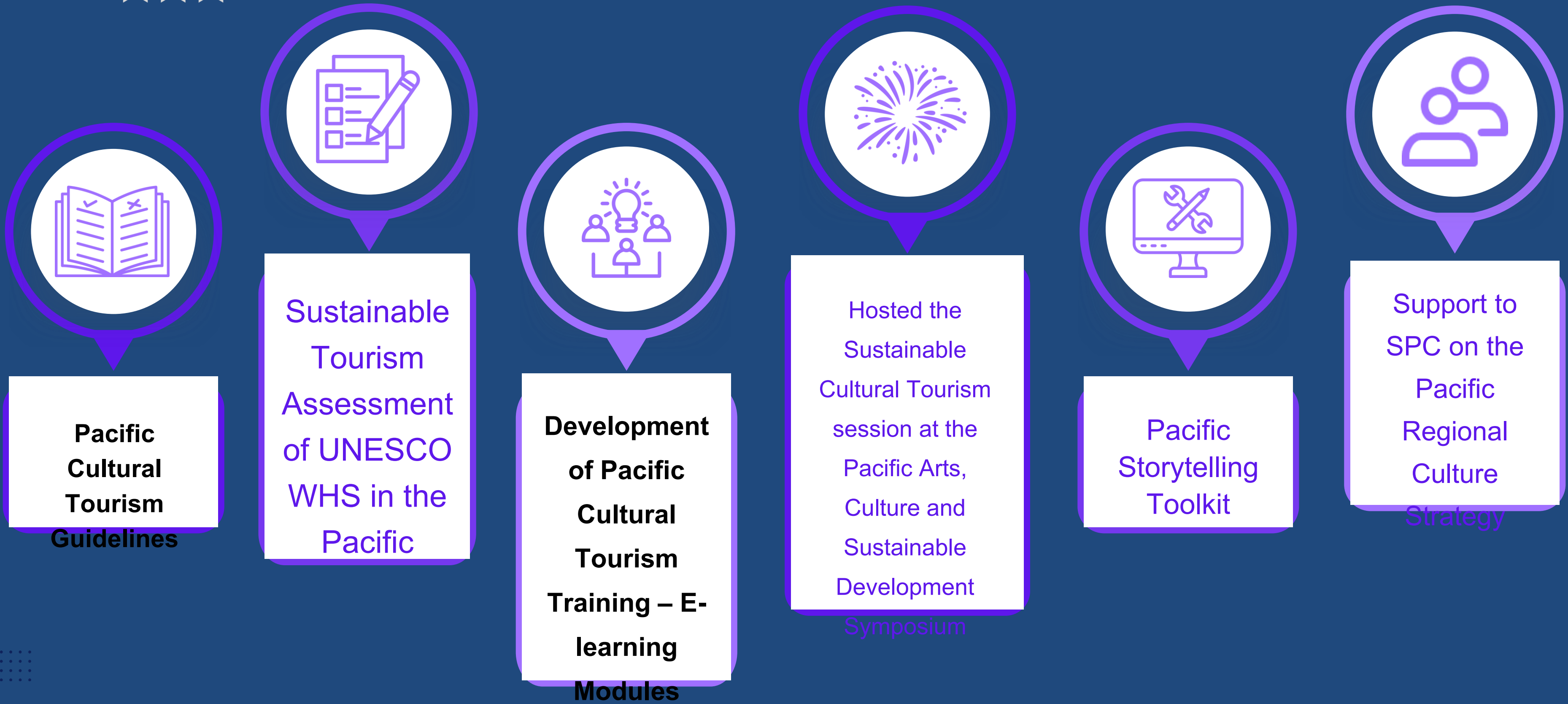


Regional Gender Equality
Initiatives



Chefs Development
Exchange between Solomon
Islands and Fiji

GOAL 3: VISIBLE AND VALUED CULTURES



GOAL 4: HEALTHY ISLANDS AND OCEANS



**Responsible Marine Wildlife
Viewing Guidelines**



Practical Guidelines for
Environmental Audits of Tourist
Accommodations in the Pacific
& EIA Guidelines for Coastal Tourism



Tourism Reopening
Framework



Signatory to the
Glasgow Declaration at
UNFCCC COP26



Joint Ministerial Statement to
COP29, Baku Azerbaijan



**Climate Champions
Trainings**



Advocacy at the Asia-Pacific
Ministerial Meeting on
Disaster Risk Reduction



Building Island Climate
Resilience and Sustainable
Tourism Regional Workshop
with NOAA



Contribution to the
Cleaner Pacific
Roundtable



Enhancing climate resilience
trainings and partnership on
weather and climate services



**Phasing Out of Single Use
Plastics in the Pacific:
Standards, Certification
Framework and Toolkit**



Member of Pacific Ocean
Alliance

Challenges

1. **Tourism is not a priority sector when it comes to national investment across the region**
2. **Funding and Human Resources for implementation**
3. **Monitoring of Progress is hindered by Data gaps**
4. **Competing donor priorities, not favouring tourism**
5. **Varying capacity and capability of destinations in the region**
6. **Alignment of national and regional priorities**



The Pacific Sustainable Tourism Framework

“ We are at the crossroads – we need a paradigm shift – we need to go back to Pacific values because sustainability is at the heart of our belief system. ”

Successes/Highlights

- **High level commitment and Political will across the region**
- **Global recognition of the Pacific's journey in advancing sustainable tourism**
- **PSTPF gaining Commonwealth Secretary General's 2023 Award for Partnerships for Promoting Sustainable Development**
- **The PSTPF has become an overarching framework for national development**
- **Positioning of SPTO as regional leader in sustainable tourism**



Lessons Learnt

Sustainable and Responsible Tourism will:

1. **Require collaboration** across government, with private sector, NGOs and partners
1. **Communities need to be at the center** of tourism policy and programme development
1. **Governance of the sector and supporting entities need strengthening** through targeted support
1. **Capacity development for the sector** require ongoing support
1. **Tourism must be integrated** across Government programmes





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TO CONCLUDE

**“WE ARE AT THE
CROSSROADS - WE NEED A
PARADIGM SHIFT - WE NEED
TO GO BACK TO PACIFIC
VALUES BECAUSE
SUSTAINABILITY IS AT THE
HEART OF OUR BELIEF
SYSTEM”**



For further information
and to download the
framework please go to:
<https://southpacificislands.travel/sustainability>

Email: ccocker@spto.org
OR
sustainable@spto.org



Photo credit: SPTO and David Kirkland