

Does tourism in the Pacific have a future?

Dr Ian Yeoman

Wellington School of Business and
Government

Understanding the Past



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A case study of best practice—Visit Scotland's prepared response to an influenza pandemic

Stephen Page^a, Ian Yeoman^b, Colin Munro^b, Joanne Connell^a, Linda Walker^a

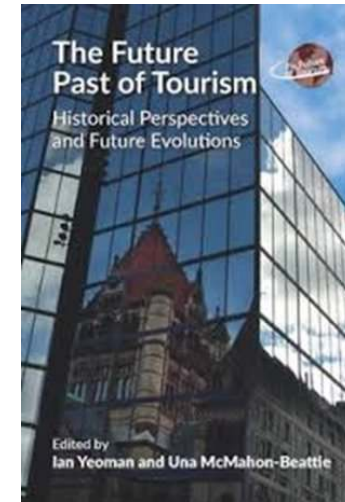
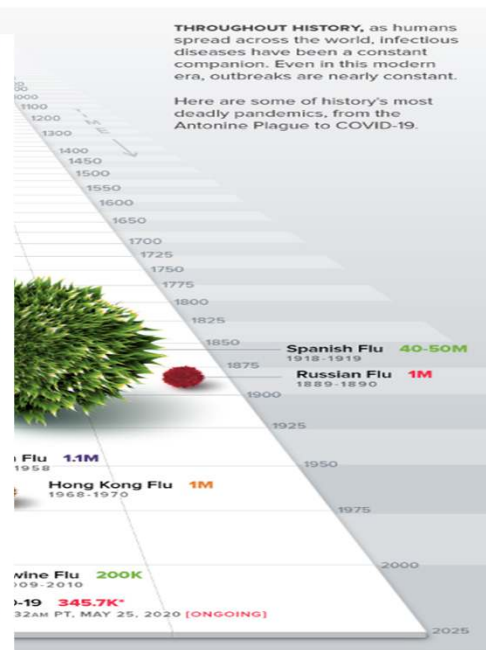
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<https://doi.org/10.1016/j.tourman.2006.01.001>

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Abstract

In October 2005, a media frenzy began to develop globally with the spread of Avian Influenza (hereafter Avian Flu) from South East Asia to Northern Europe. The media interest was largely a result of the impact on chickens as a food source and also the potential of Avian Flu to mutate and trigger a global flu pandemic. Interestingly throughout virtually all of the media frenzy, the most obvious impact on tourism has been overlooked or only mentioned in passing. At the same time, Visit Scotland, the Scottish National Tourism Organisation has undertaken a scenario planning exercise to plan for such an eventuality. This paper draws upon some of the research undertaken as part of that scenario planning exercise to illustrate how it represents a case study of best practice, both in planning for a flu pandemic and also in terms



Professor Albert Postma

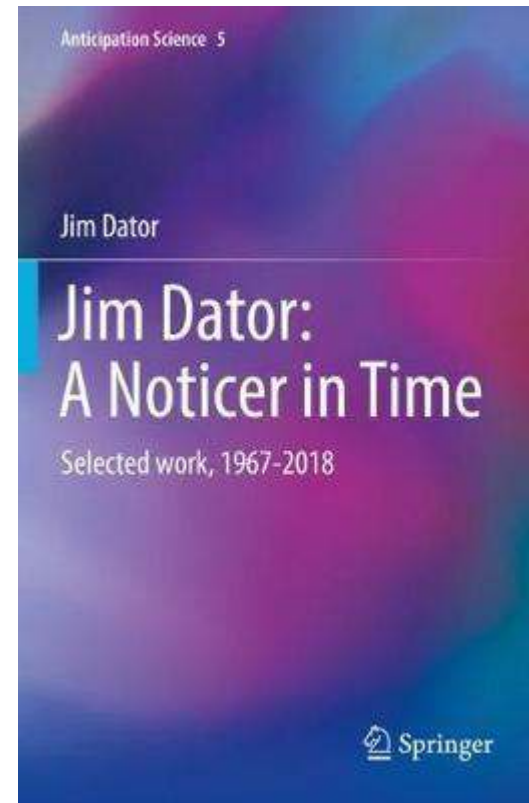
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Dator's Alternative Futures

- **Continuation** (business as usual, more of the status quo growth)
- **Limits and Discipline** (behaviors to adapt to growing internal or environmental limits)
- **Decline and Collapse** (system degradation or failure modes as crisis emerges)
- **Transformation** (new technology, business, or social factors that change the game)



Project

- What is the **future of Pacific Islands Tourism up to 2030?**

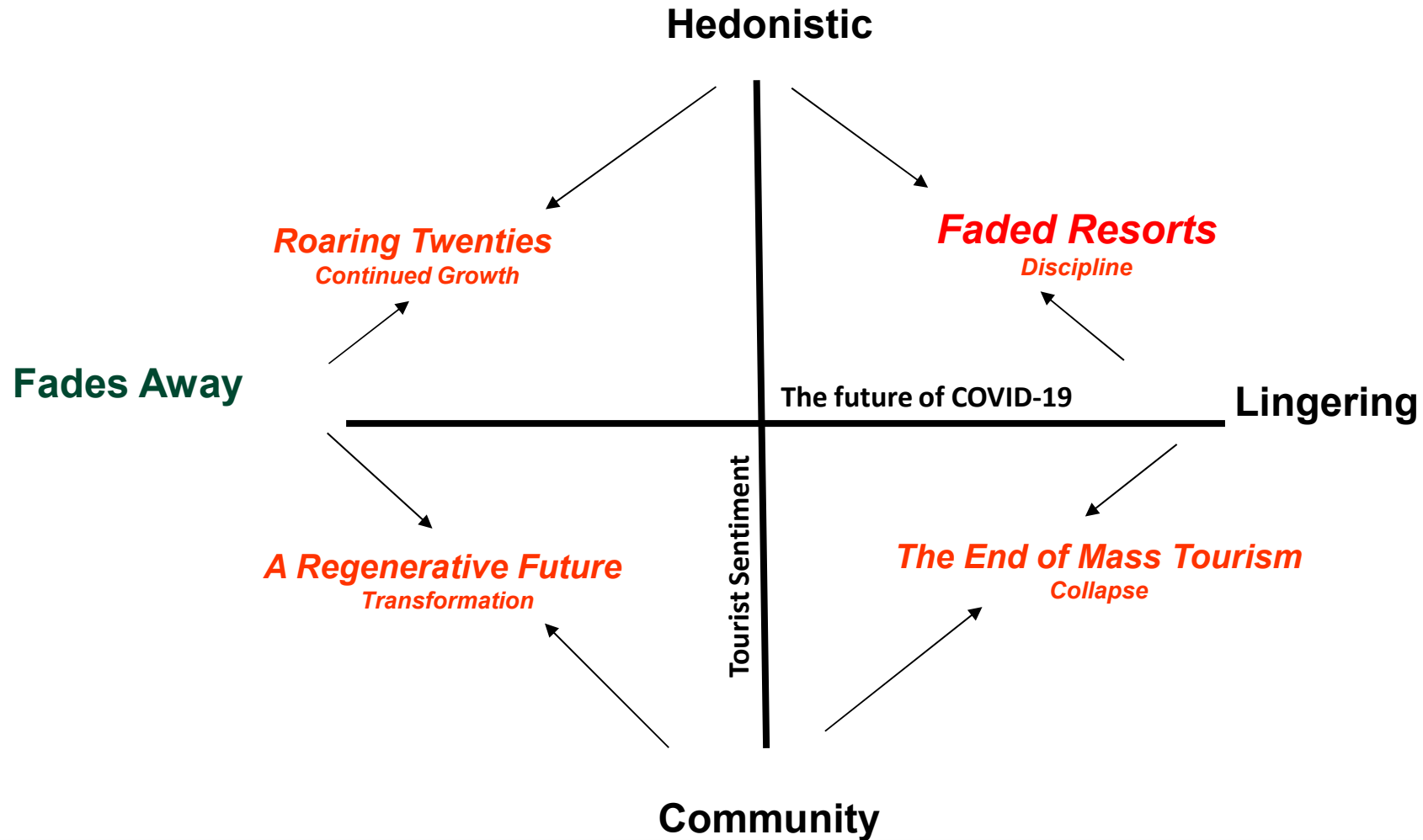
This question will be **addressed in the following way:**

- The construction of four scenarios about the future of Pacific Island Tourism Destinations (PITDs) set in 2030
- Each scenario will represent alternative futures incorporating an economic assessment, weak signals of the scenarios occurring now and examples of policy decisions as if the scenario had occurred.
- The purpose of the scenarios is to paint a picture about the future of tourism and for users to work with the scenarios to find answers and actions.

Client: Asian Development Bank

PITD's: Cooks Islands, Fed. States of Micronesia, Fiji, Kiribati, Marshall Islands, Nauru, Niue, Palau, Papua New Guinea, Samoa, Solomon Islands, Tonga, Tuvalu, Vanuatu

The Scenarios



The Scenarios: By 2030

Roaring Twenties

Continued Growth



Significant growth in demand for tourism from 2025 to 2030, a relatively short period, as **COVID-19 has been eliminated**. Tourist expenditure has gone up from \$2.69 billion to **\$5.44 billion**

Faded Resorts

Discipline



Regenerative Future

Transformation



The End of Mass Tourism

Collapse



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A regenerative approach aligns with **national self-determination**, a bottom-up approach, and **community focus**, which **balances resort development and micro-scale projects**. Regenerative approaches are not about doing less damage and understanding impact but **creating positive outcomes**.

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Pacific islands are **second-class, second-choice destinations for many tourists**. COVID-19, climate change, and the high cost of production made tourism **unsustainable** as **profit margins** were **squeezed** and revenues fell further. International branded providers, such as **Hilton and Accor**, **withdrew from these destinations**.

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The Economics of 2030

		Tourist Arrival's by Air	Tourism Receipts (\$ billion)	Tourism Employment (Personal)	Tourist Arrival's - Cruise
Base (2019)		17,959,920	2.69	69,443	>320,000
Scenario 1: Roaring Twenties		36,363,330	5.44	140,600	650,000
Scenario 2: A Regenerative Future		22,063,418	3.30	85,309	393113
Scenario 3: The End of Mass Tourism		500,000	0.12	3,300	14939
Scenario 4: Faded Resorts		12,507,339	1.60	48,360	222848

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The Scenarios: Signals of Occurrence

Roaring Twenties

Continued Growth



- Vaccines proving to be effective in fighting COVID-19
- Pent up demand and the rise of tourism in the Pacific
- Cruise ships recovery
- Tourism seen as a force of good
- The consequences of overtourism in the Pacific

Faded Resorts

Discipline



- Sex tourism
- Poverty and social divide
- Systemic failure in the Pacific Islands
- Ineffective vaccines
- Economic sclerosis and inflation
- Scarcity of resources
- Abandonment
- I don't want to travel

Regenerative Future

Transformation



- The drive for regenerative tourism post COVID-19
- The importance of community tourism in the PITDs
- The impact of climate change on PITDs

The End of Mass Tourism

Collapse



- The collapse of tourism due to COVID-19 in the Pacific
- Environmental taxes on aviation
- COVID-19 protocols
- Climate change failure in the Pacific
- Getting out of tourism in the Pacific

The Scenarios: Dilemmas

Roaring Twenties *Continued Growth*



Preparing for the boom?

Faded Resorts *Discipline*



*Uncomfortable decisions
to avoid the end*

Regenerative Future *Transformation*



*How to build a better
future?*

The End of Mass Tourism *Collapse*



*At what point does
tourism
become unsustainable?*

The Scenarios: Policy Decisions

Roaring Twenties

Continued Growth



- Significant **infrastructure investment** to cope with the forecast growth, which includes both temporal and long-term measures and projects.
- Promote direct investment (**FDI**) in tourism to facilitate the rapid transfer of skills, technology, and corporate governance standards.
- Regulate, monitor and manage **over tourism**.

Faded Resorts

Disciple



- **Implement health and hygiene protocols** for tourists and businesses to manage the COVID-19 epidemic at different levels and require health insurance.
- Develop tourism promotions with Australia and New Zealand that emphasize **value and price**
- **Regulate** the arrival of casino and gaming tourism, whether onshore or on cruise ships.

Regenerative Future

Transformation



- Integration of **local communities** in the value chain. Give importance to linking wealth creation with decent jobs
- **Incentivize regenerative** tourism practice and penalize unsustainable practices.
- **Measure, monitor, and evaluate** the impact of tourism linked to **SDG's**

The End of Mass Tourism

Collapse



- **Reduce state involvement** and investment gradually as part of an **exit strategy** to minimize dependence on mass tourism that promotes new green industries, the digital economy, financial services, farming, fishing, and migration.
- **Focus on** small niche tourism markets and whole island luxury resorts

The future as..

A living document, also known as an evergreen document or dynamic document, is **a document that is continually edited and updated**

Link to policy paper:

<https://development.asia/policy-brief/does-tourism-have-future-pacific-islands>