

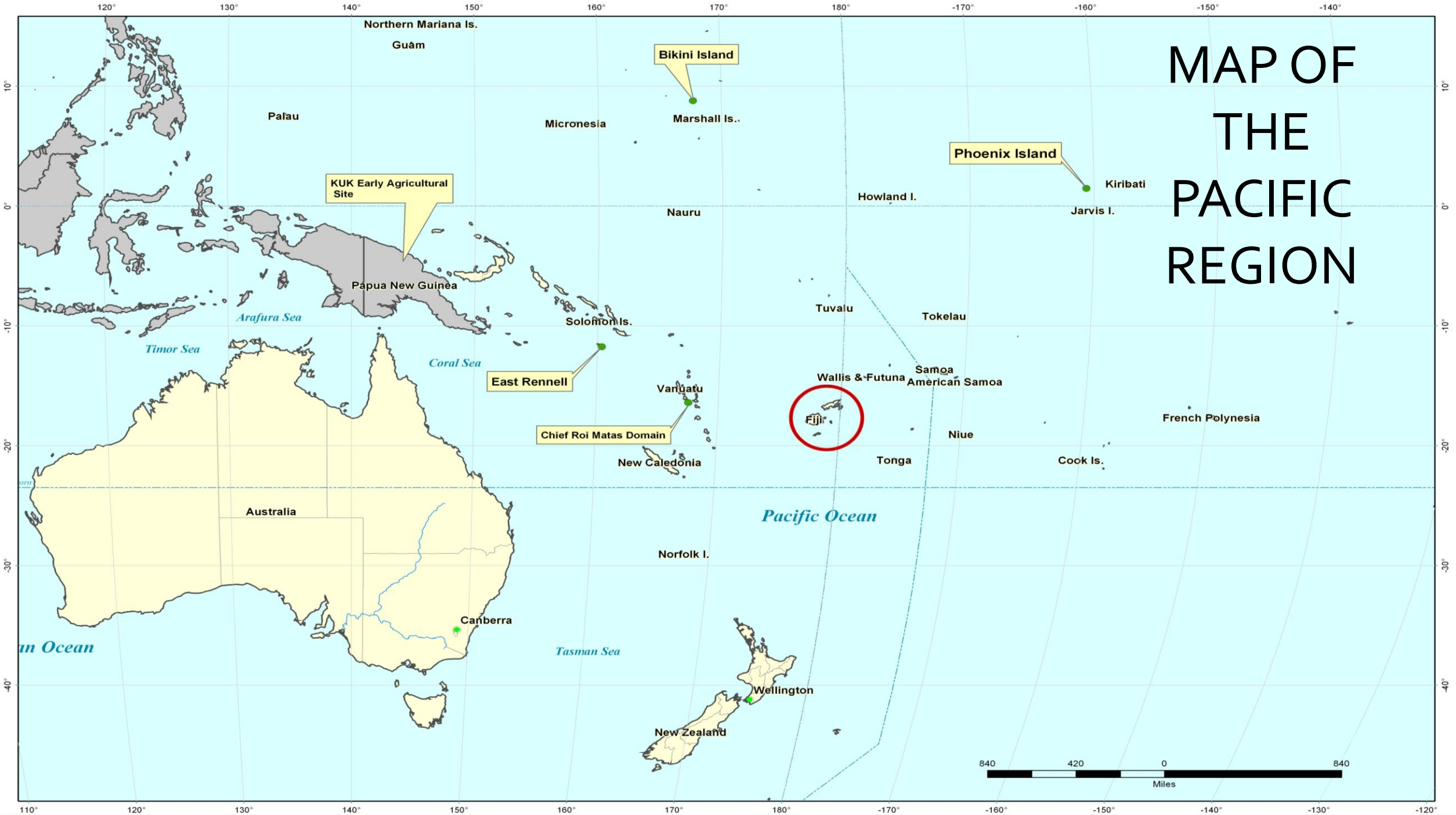


**THE ROLE OF THE NATIONAL TRUST OF FIJI & KEY STRATEGIES
TO SUPPORT TOURISM IN FIJI** **Craig Powell, NTF, Fiji**

THE ROLE OF NTF

- To promote the permanent preservation (sustainability) for the benefit of the nation, all natural, cultural and built heritage (including reefs).
- The protection and augmentation of the amenities of any such land or buildings and their natural surroundings and to preserve their natural aspects and features.
- To protect animal and plant life: and
- To provide for the access to and enjoyment by the public of such natural resources, native species and cultural or built heritage in the country.

MAP OF THE PACIFIC REGION



SUPPORTING TOURISM

Our culture and heritage is unique to Fiji and through effective retention, we can create authentic visitor experiences that will capture the hearts and minds of not only our tourists from abroad but also ensure that future Fijian generations have a memorable past that cultivates national pride.



SUPPORTING TOURISM

- Preservation of our natural resources and native species plus conservation of our culture and built heritage, helps to not only distinguish us as a destination but also creates unique selling points making the tourism industry in Fiji competitive.





SUPPORTING TOURISM

- Obtaining International recognition for places like Levuka, Fiji's first UNSECO World Heritage Site.



SUPPORTING TOURISM

- Safeguarding sites like the Sigatoka Sand Dunes (Fiji's first National Park) provides people of all origins a place of interest featuring information and clues to our ancestral evolution.
- Visitor attractions like the new Momi Bay Guns information center provides a portal into the past of our history and heritage.
- Community engagement through corporate social responsibility can influence consumer choice and conservation efforts by tourism in the country will appeal to those that chose Fiji as a holiday destination.



Key Strategies of NTF

- Developing destination partnerships with the private sector in particular the tourism industry, as NTF believes tourism can underpin conservation in the country.
- A multi-stakeholder approach whereby all parties interested in a destination as a resource look at how they can work together to achieve a common goal of “sustainability”.
- Nurturing the need to connect with Nature through a national identity of inclusiveness that encourages all citizens to take ownership, be empowered with our environment and cultivate civic pride.
- Rejuvenation of heritage sites that become places for restoring and building resilience against the effects of climate change and disasters.

Key Strategies of NTF

- Strengthening partnerships with NGO's like Nature Fiji, WWF and Conservation International to achieve strategic alignment of our areas of responsibility.
- Gaining greater support from local Government through grants and financial assistance or climate financing such as ECAL.
- Building stronger ties with traditional landowners for places like the Sovi Basin (Fiji's largest protected forest).





Key Strategies of NTF

- Importance of community level responses within national framework
- Establishment of National Centers for heritage conservation and management
- Capacity building & mentoring – technology, transfer & partnerships
- Public education and awareness
- Climate Action Pacific Partnerships

Vinaka Vaka Levu

