

FIJIAN TOURISM TALANOA KEY POINTS – JAMES SOWANE

LINKAGES

- The tourism industry already has close linkages to the community and other business sectors who need to understand the standards and quality expected/demanded by the tourism industry e.g. local communities wanting to use their local resources as attractions, however, no business plan nor commercial strategic thought applied to the project.
- There is potential and eagerness by the industry to support local agricultural produce, however the onus is on local farmers to deliver to the required standard on a consistent basis.

TALENT LEAKAGE

- Tourism is not taught at schools (still focussing on studying other countries such as South America, India) as an integral part of the curriculum to mould the thinking of students to understand and be inspired towards a professional career in tourism.
- Too often tourism employment opportunities are only seen as hotel workers, airline pilots. Tourism is a multi-sectoral industry with immense opportunities for our local talents.
- There is a vacuum in the middle and executive management positions occupied by locals. All of our talented locals opt for other corporate roles/positions.
- Why are we as an industry not attracting these local talents?

FOOD FOR THOUGHT

- The term “Saravanua” has a passive connotation. How about changing the name to “Yaubula”...?