

FIJIAN TOURISM 2021

HOW DO WE ACHIEVE
A \$2.2 BILLION
INDUSTRY?

Presentation by:
Permanent Secretary for Industry, Trade
and Tourism





OVERVIEW

- BACKGROUND
- WHY A TOURISM PLAN?
- VISION AND OBJECTIVES OF FT2021
- IMPLEMENTATION
- CONCLUSION

BACKGROUND





FIJIAN TOURISM 2021 [FT2021] – 5TH TOURISM DEVELOPMENT PLAN FOR FIJI

- **NATIONAL TOURISM PROGRAMME DOCUMENT**

- Developers: Belt and Collins
- Objectives: Physical Environment

1973

- **FIJI ISLANDS TOURISM MASTER PLAN**

- Developers: Coopers and Lybrand
- Objectives:
 - Pursue development of community based activities
 - Establishment of eco-tourism unit within the Ministry of Tourism

1989

- **FIJI TOURISM DEVELOPMENT PLAN**

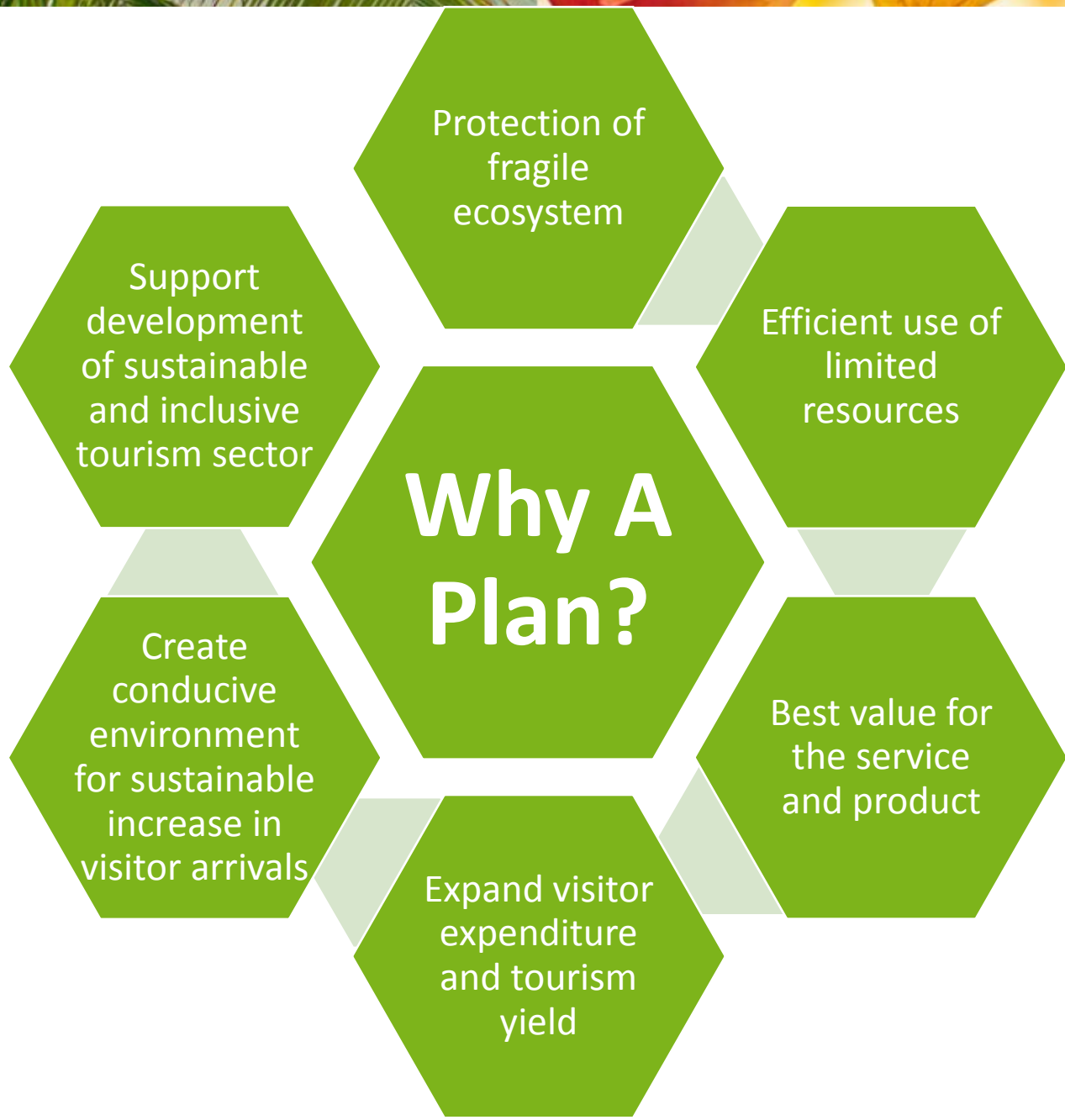
- Developers: Deloitte and Touche
- Objective:
 - Promote sustainable development
 - Eco-tourism

1998

- **FIJI TOURISM DEVELOPMENT PLAN (FTDP) 2007 – 2016**

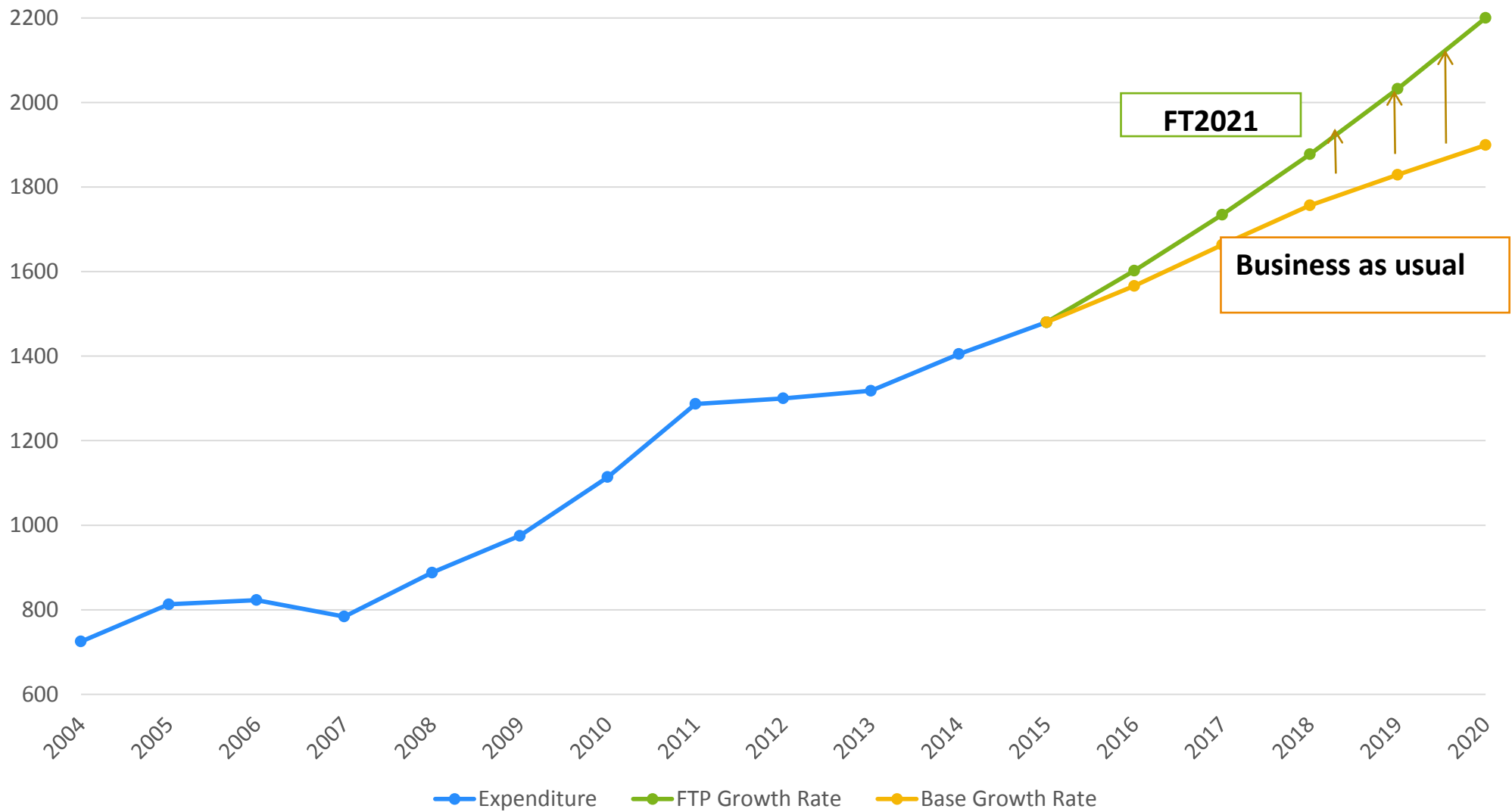
- Developers: Joint exercise between Sustainable Development Consortium and the University of the South Pacific
- Objective: Sustainable Tourism Development

2007



WHY A PLAN?

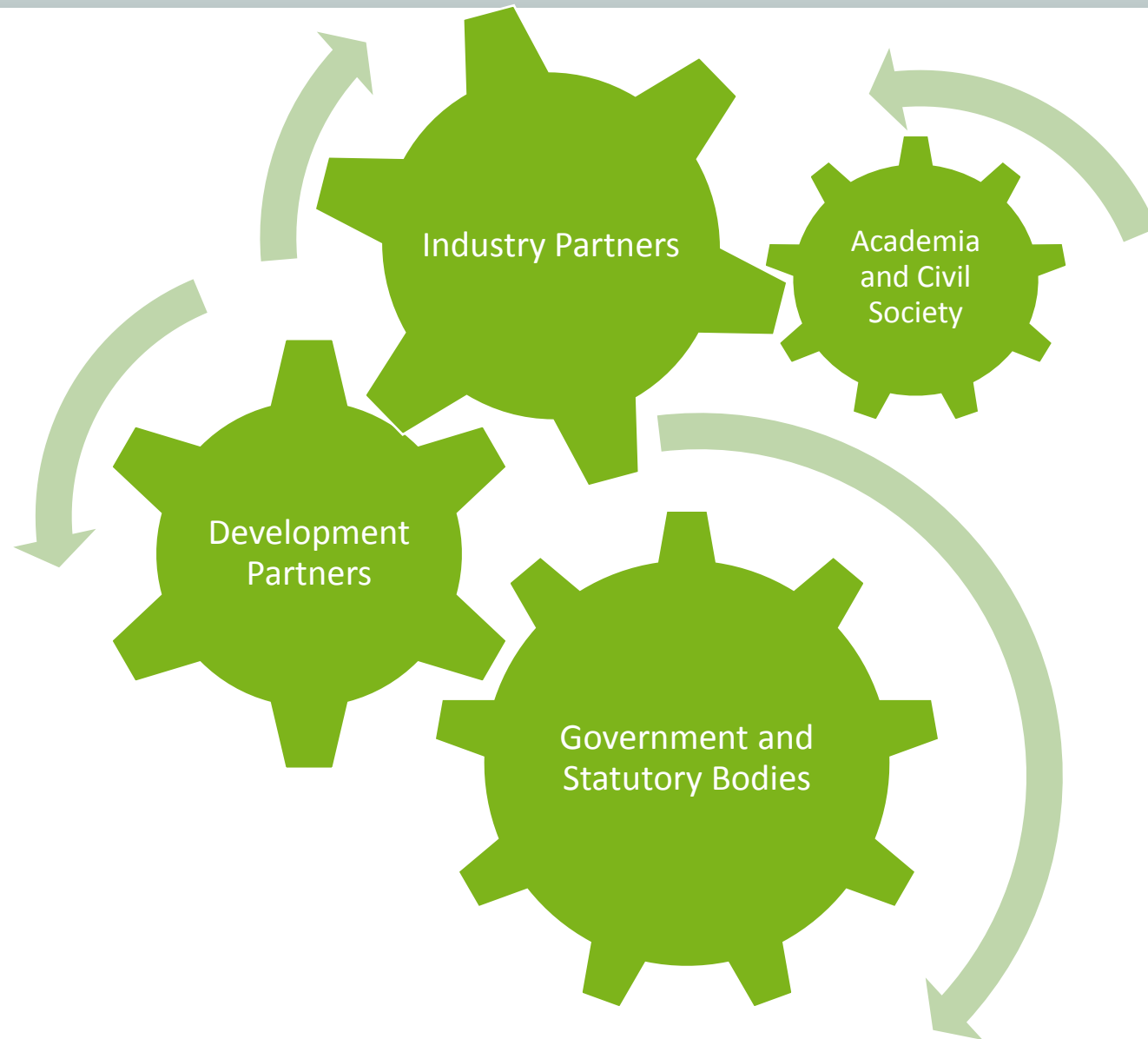
Visitor Expenditure 2004 – 2020



VISION/OBJECTIVES OF THE PLAN



IMPLEMENTATION





INSTITUTIONAL MECHANISM





CONCLUSION

- FT2021 is well consulted and informed Tourism Plan.
- It will propel us to a higher Trajectory
- Need buy-in from Industry
- The Plan is for all the Industry Players because it has had input from all Industry players.

- **Way Forward:**
- Presentation of FT2021 to Cabinet in a month's time.
- Commencement of the Institutional Mechanism



FIJI
EXCELLENCE
in TOURISM
AWARDS





THE END

THANK YOU