



Making Tourism Sustainable

Private Sector –
MSME Perspective

Stuart Gow
Resort Support



Tourism – The Prime Sustainable Industry

- At last we are addressing this FIRST!
- No longer a primary focus on growth and investment, with Sustainability being an after thought
- Thank you Govt and MITT for recognising this as crucial to long term sustainable growth of Fiji's primary industry

Sustainability

Sustainability within the Fiji Hospitality Industry

Sustainability 3 Legged Stool



If all three legs are not equal, the stool will not stand = not sustainable

- Environmental
- Social
- Economic

Need all 3 Elements to Work

- Sustainability = Seriously Long Term
- Not just Green-Washing
- Not just ECO
- Not just feel good CSR
- Not tree-hugging



Environmental

- Fiji's long term vision as a tourism destination is not achievable without urgent action to better manage our **natural** resources
- Our pristine environment is a PRIME reason for choosing Fiji



MSME Role in Support of Environment



- Marine reserves (many!)
- Mangroves for Fiji
- 3 R's of waste management
- Educational centres & information
- Clean Fiji = Healthy Fiji

Economic

- Long term profitable businesses
- No good being in business unless there is profit!
- Must spread economic benefit through all levels of society





Enabling Business Economic Development

- MSMEs can play a critical role in this
 - if the enabling environment lets them!
- Big problem currently
 - so tied up in paperwork, realising these bigger goals tough.
- Streamlining business regulations
 - provide opportunities for many more SMEs keen to help achieve these goals.
 - support resource owners manage their own small businesses
- Monthly 13 different taxes and fees to file !
 - little time for much else like business growth
- Need to make things easier for SMEs.
- Need an enabling environment that is enabling not prohibitive!

Social

- Fiji's long term vision as a tourism destination is not achievable without urgent action to better manage our **social and cultural** resources
- Our diverse cultural environment is a PRIME reason for choosing Fiji



MSME Role in Support of Social

- Most MSME's are locally owned by owners/operators!
- Direct economic benefit to Fiji's population
- Integrated authentic culture and experiences
- Grassroots level business development

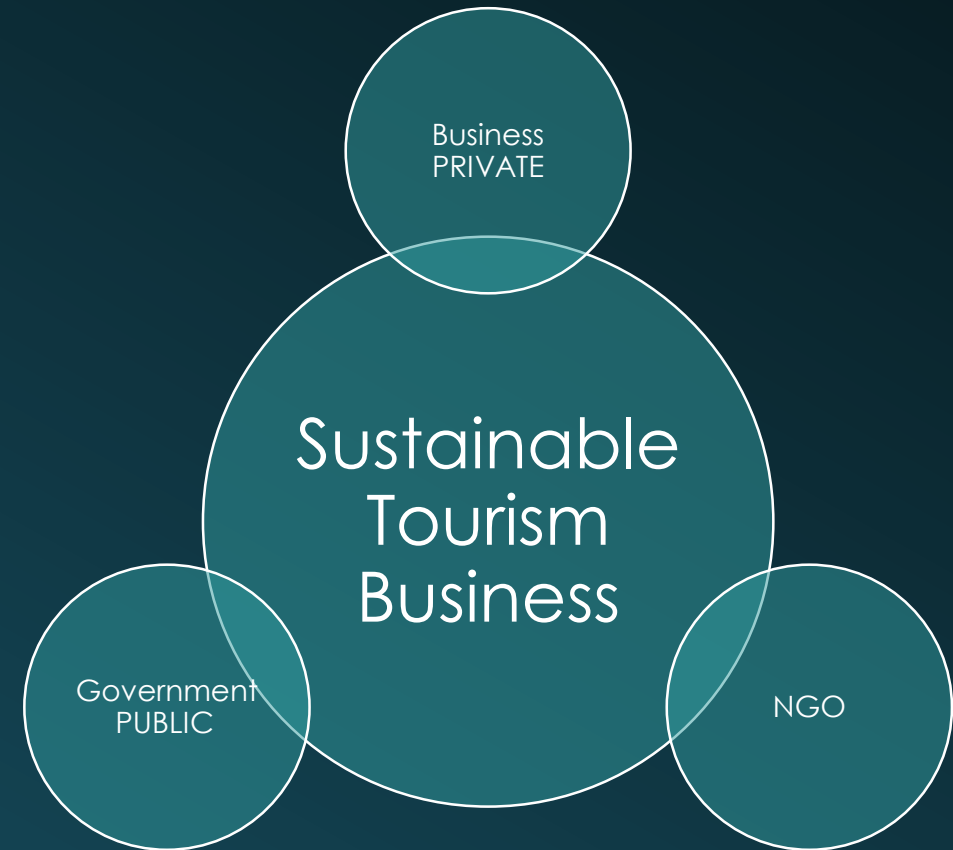


All Stakeholders

Country and Region Wide

Need all 3 Players to Work

- Business – PRIVATE
 - Large
 - Medium
 - Small
 - Micro
 - Individual
- Government – PUBLIC
 - Local Authority
 - Ministries
 - Cabinet
- NGO's - supporters





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