

FIJI NATIONAL SUSTAINABLE TOURISM FRAMEWORK 2024-2034

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For the full Framework go to:

<https://mtca.gov.fj/wp-content/uploads/2024/07/National-Sustainable-Tourism-Framework-2024-2034.pdf>

Summary

Sustainable Tourism Context

Snapshot of Sustainable Tourism in the Country:

Fiji is transitioning from a high-volume to a high-value tourism model. In 2026, the industry is anchored by the National Sustainable Tourism Framework 2024–2034, which targets net-zero shipping and community-led growth across all 14 provinces.

Key Initiatives & Stats:

Regenerative Projects: The BULA Reef underwater conservation site and “Loloma Hour” sustainable experiences were launched to deepen visitor-community connections.

Eco-Leadership: Leading operators like Six Senses Fiji and Castaway Island use solar power and coral gene banks to restore local biodiversity.

Impact: Tourism contributes 40% of GDP, with 2025 earnings hitting a record \$2.81 billion.

Accolades: Fiji was named a top Best of the World 2026 destination by National Geographic for its authentic cultural and nature-based travel.

National Sustainable Tourism Policy:

<https://southpacificislands.travel/sustainable/2030-framework/>

Vision

By 2030, the Pacific Islands are empowered by and benefiting from tourism that is resilient, prosperous, and inclusive. It improves the wellbeing of our communities and protects, restores, and promotes our cultures, islands, and ocean ecosystems.

Overview

Tourism is an economic powerhouse and one of the main pillars sustaining growth and development in the Pacific. It is the major driver of economic growth, foreign exchange earnings, and employment and contributes to the achievement of the Sustainable Development Goals across the region. This potential can only be realised by transforming to a model of tourism that is prosperous, inclusive, and resilient and supports sustainable recovery from the COVID-19 pandemic and other natural disasters. The transformation to a better tourism future begins with the implementation of the Pacific Sustainable Tourism Policy Framework. The Pacific Sustainable Tourism Policy Framework reflects the aspirations of the SPTO and its members, the tourism industry, civil society organisations, regional organisations, and global development partners.

GOAL 1

Economic Prosperity where tourism supports prosperous and resilient economies

GOAL 2

Thriving and Inclusive Communities where tourism supports the empowerment and wellbeing of our communities

GOAL 3

Visible and Valued Cultures where tourism amplifies and promotes our culture and heritage

GOAL 4

Healthy Islands and Oceans where tourism accelerates climate action, protects our ecosystems and supports resilience

Underpinning the Framework is our aspiration to improve in the areas of Research and Statistics as the foundation for destination planning, development, management and marketing. Accordingly, a Pacific Tourism Statistics Strategy and a Digital Marketing Strategy Framework have been developed to guide our regional initiatives towards a sustainable future for the Pacific through tourism.

Sustainability is a journey and we invite you to join us in finding innovative and lasting solutions for our future generations to enjoy!

The Framework calls on all partners and stakeholders to coordinate and collaborate to advance this vision for sustainable tourism through a series of policies and actions that focus on:

- Supporting Prosperous and Resilient Economies
- Empowering Communities
- Amplifying and Promoting Culture
- Accelerating Climate Action
- Protecting Ecosystems

- Building resilience

The Framework has been designed to cater to countries that are well advanced in developing and implementing sustainable tourism practices as well as for the countries that are in the early stages of sustainable tourism development. To ensure that tourism in the Pacific continues to be a driver of economic and community wellbeing, all partners are required to implement the policies and actions in the Framework to build a resilient tourism industry, fit for the challenges and opportunities the Pacific faces between now and 2030.

Statement of Commitment – Sustainable Tourism in the Pacific by 2030

In support of the Pacific Sustainable Tourism Policy Framework, the Council of Tourism Ministers in the Pacific, united to support the implementation of the Framework within their countries. The high-level commitment was signed by the respective Ministers of Tourism from 19 countries. The Commitment is non-binding however it signifies the genuine intention of tourism leaders in the Pacific to build a better type of tourism for its people through tourism that is resilient, prosperous and inclusive.

Pacific Leaders Commitment

We, the Council of Tourism Ministers representing the 20 member countries of the Pacific Tourism Organisation (SPTO) commit to elevating sustainable tourism as a regional priority for environmental, socio-cultural, and economic development. We commit to making tourism in the Pacific a force for good by adopting the Sustainable Tourism Policy Framework to put the sector and our communities on a path to sustainable recovery by 2030. Strategic regional cooperation and coordination is critical but to be most effective we must demonstrate leadership at the national level.

Countries that have committed to Sustainable Tourism

The Pacific Leader's Sustainable Tourism Commitment is inspired by the Pacific nations, industry, Civil Society, Development Partners, and Global Agencies who are committed to advancing sustainable tourism across the Pacific by 2030. Pacific values and practices have ensured the sustainability of natural resources for hundreds of years and will continue for generations to come. We want to instil these philosophies into the way we plan for, develop and manage tourism operations in order to preserve the future of our destinations.

Integrated Approach

Tourism by its nature involves a destination as a whole, not only industry businesses, but also its ecosystems, natural resources, cultural assets and traditions, communities, aesthetics, and built infrastructure. Our approach must be integrated. We will work with our development partners and international financial institutions to build understanding about the need to obtain sustainable and green financing mechanisms to support sustainable tourism development and to provide accessible funding for small to medium enterprises. As

we journey together on the road to tourism recovery following the COVID–19 pandemic, we will ensure that tourism brings positive change to the lives of our people and the quality of our environment so that it can be enjoyed by generations to come. We will work together to rebuild our economies, provide decent work opportunities, reduce poverty, enhance social inclusion, and protect our natural and cultural assets. Through our work and our partnerships, our goal is to make our tourism sector resilient, prosperous, and inclusive.

The Pacific Sustainable Tourism Policy Framework encompasses our vision and the policies and actions to support it. It provides a pathway for the tourism sector to play its part in support of the Pacific’s global, regional and national commitments. Our islands and oceans fundamentally underpin the health, wellbeing and prosperity of Pacific peoples and are the foundation upon which tourism depends. We acknowledge the interdependent crises of biodiversity loss, ecosystem degradation and climate change combined with the health and economic crises that impact every corner of the globe. Transformative change is needed: we cannot simply carry on as before. For tourism to be resilient, prosperous, and inclusive, we need to ensure:

- We are united as a region and work together to advance sustainable tourism through partnerships and collaboration
- We prioritise green investments to support tourism growth and work with our partners to mobilise resources
- We offer our visitors high quality, authentic, accessible and sustainable experiences that reflect our own country’s uniqueness
- We create enabling legislation and policies for tourism businesses to adopt sustainable tourism practices
- Our communities are empowered by tourism and benefit from it. We protect the vulnerable and provide opportunities for young people and women
- Together we build resilience to climate change and transition to a low emission, resource efficient sector.

We invite visitors and our partners to contribute to our efforts to make tourism to the Pacific more sustainable. In endorsing this Pacific Leader’s Sustainable Tourism Commitment, we commit ourselves to these goals and meaningful actions. It marks a turning point and comes with an explicit recognition that we will be judged now and by future generations on our willingness and ability to achieve our goals. Tourism has the potential to bring about positive change to the lives of our people and the quality of our environment that will be enjoyed by generations to come. We now call on our development partners, national Government colleagues, international financial institutions, regional and international agencies to support us as we transition toward sustainable tourism. We commit to meeting annually to review our progress and reaffirm these commitments.

<https://southpacificislands.travel/sustainable/2030-framework/>

Fiji's Sustainable Tourism Framework: Leading the Pacific Region

<https://www.fijieco.com/article/sustainable-tourism-fiji-environmental-balance>

Discover how Fiji's tourism industry has successfully transformed into a model of sustainability, balancing record visitor numbers with environmental protection and cultural preservation through innovative eco-tourism practices.

Why Sustainable Tourism Matters for Fiji's Future

As tourism numbers reach record heights across Fiji's sun-drenched archipelago, the nation finds itself at a critical crossroads: how to capitalize on this economic boom while preserving the very natural wonders that attract visitors in the first place. The answer, according to industry leaders and policymakers, lies in Fiji's ambitious sustainable tourism framework that has gained international recognition.

This strategic approach represents more than just environmental protection—it's about ensuring the long-term viability of tourism while maintaining the cultural authenticity and natural beauty that make Fiji a unique destination in the Pacific region.

Critical Crossroads

With tourism at record heights, Fiji faces the challenge of balancing economic benefits with preservation of natural wonders and cultural heritage for future generations.

The Green Tourism Revolution

Fiji's tourism sector has undergone a remarkable transformation in recent years, pivoting decisively toward sustainability. The government's "Pristine Fiji 2030" initiative, launched in partnership with major hotel chains and tour operators, has established some of the most progressive eco-tourism standards in the Pacific region.

"We recognized early that our natural environment is our greatest asset," says Litia Qionibaravi, Fiji's Minister for Tourism. "Our sustainability framework isn't just about environmental protection—it's about ensuring the longevity of our tourism industry and the livelihoods it supports."

This strategic shift has positioned Fiji as a leader in sustainable tourism practices. Over 80% of major resorts now operate on renewable energy sources, primarily solar, with several properties achieving carbon neutrality. Water conservation technologies and waste reduction programs have become standard across the industry.

Pristine Fiji 2030

Government initiative setting progressive eco-tourism standards across the Pacific region.

Renewable Energy

Over 80% of major resorts operate on renewable sources, with several achieving carbon neutrality.

Conservation Tech

Water conservation and waste reduction programs now standard industry practice.

Marine Conservation Tourism

Fiji's spectacular marine ecosystems have always been a major draw for visitors, but now they're being protected through innovative tourism models. The establishment of locally managed marine areas (LMMAs) has created a network of protected zones where traditional fishing practices are balanced with conservation goals.

These marine sanctuaries have become tourism attractions in themselves, offering visitors unique opportunities to participate in coral restoration projects, scientific monitoring, and marine conservation education. The award-winning "Reef Guardian" program allows tourists to sponsor coral planting and receive updates on "their" coral's growth over time.

Jean-Michel Cousteau Resort in Savusavu stands as a pioneer in this space, operating its own marine biology lab where guests can engage with researchers studying coral resilience and marine biodiversity. Similar programs have sprouted across the islands, creating a new category of educational eco-tourism.

Cultural Preservation Through Tourism

Sustainability in Fiji extends beyond environmental concerns to encompass cultural preservation. The "True Fiji" certification program ensures that cultural experiences offered to tourists are authentic, respectful, and directly benefit local communities.

Village homestay programs have been carefully structured to prevent cultural commodification while providing visitors with genuine insights into Fijian life. These programs operate on a rotation system among participating villages, preventing over-exposure of any single community to tourist presence.

"The cultural component of sustainable tourism is often overlooked," explains Ratu Semisi Tonawai, a traditional chief and sustainable tourism advocate. "When done correctly, tourism strengthens rather than dilutes our cultural identity, creating pride in our traditions and economic incentives for their preservation."

Village Homestays

Rotation system prevents over-exposure while providing authentic cultural experiences and community benefits.

True Fiji Certification

Ensures cultural experiences are authentic, respectful, and directly benefit local communities.

Luxury and Sustainability: No Longer Mutually Exclusive

Fiji has successfully challenged the notion that luxury and sustainability are contradictory concepts. The country's most exclusive resorts have embraced environmental stewardship as a core element of their luxury offering, recognizing that today's affluent travelers increasingly demand ethical vacations.

Turtle Island Resort, long a favorite of celebrities and high-net-worth individuals, generates 100% of its electricity from renewable sources, grows much of its food organically on-site, and operates extensive conservation programs. Similarly, Six Senses Fiji has pioneered zero-waste luxury, eliminating single-use plastics and operating its own water bottling facility.

These properties command premium rates while delivering on sustainability promises, demonstrating that environmental responsibility can enhance rather than detract from the luxury experience. Properties like Tambua Sands Eco Resort exemplify this new generation of sustainable luxury accommodations.

Economic Benefits to Local Communities

Perhaps the most significant achievement of Fiji's sustainable tourism model has been its success in ensuring economic benefits flow to local communities. The government-mandated Community Development Fund requires all major tourism operations to contribute a percentage of their revenue to infrastructure and education projects in neighbouring villages.

Additionally, locally-owned tourism enterprises have flourished under mentorship and microloan programs specifically designed to increase indigenous Fijian participation in the tourism economy. From boat operators to handicraft producers, local entrepreneurs are capturing a growing share of tourism spending. Visitors can support these efforts directly through experiences like women's weaving collectives and local craft workshops.

Community Impact

The Community Development Fund ensures tourism revenues directly support local infrastructure and education, while microloan programs help indigenous entrepreneurs capture growing tourism opportunities.

Challenges and Future Direction

Despite these successes, challenges remain. The increasing frequency of extreme weather events linked to climate change poses threats to coastal infrastructure. Transportation between islands still largely relies on fossil fuels, creating a carbon footprint that contradicts sustainability goals.

Looking ahead, industry leaders are focusing on technological solutions to these challenges. Electric ferry prototypes are being tested for inter-island transport, while climate-resilient building standards are being incorporated into new development approvals.

Fiji's journey toward truly sustainable tourism remains ongoing, but its progress offers valuable lessons for other island destinations. By demonstrating that environmental protection, cultural preservation, and economic growth can be complementary rather than competing goals, Fiji has created a tourism model that points the way toward a more sustainable future. Travelers can participate directly by joining tree-planting initiatives and following reef-safe practices.

A Blueprint for Responsible Tourism

For travelers seeking authentic, responsible experiences that benefit local communities and preserve natural environments, Fiji's sustainable tourism framework offers a blueprint for how tourism can be a force for positive change in the 21st century. Experience paradise responsibly while contributing to its preservation.

