



**Forestry and Protected
Area Management**
GEF-PAS FPAM
-Fiji -Vanuatu -Samoa -Vanuatu

Establishment of Bay Homo Community Conservation Area South Pentecost, Vanuatu

2014 Strategy for the Development of Eco-cultural Tourism in South Pentecost



FPAM-2014-TOURISM-01

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Photos title page: Youth of Bunlap “Kastom” Village, Bay Homo Beach and Coastal Forest; Harvest from the Gardens to the Market; Cloud Forests with endemic palm species (*Neoveitchia* in centre) in Bay Homo Community Conservation Area, all courtesy Mr. Rudolf Hahn

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ECO-CULTURAL TOURISM AT BAY HOMO, SOUTH PENTECOST, VANUATU



Photo of Captain Cooks Rock, South Pentecost, courtesy of Rudolf Hahn

12/15/2014

**Strategy for the development of eco-cultural
tourism in South Pentecost, Vanuatu**

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LIST OF ABBREVIATIONS

CCA	Community Conservation Area
DoE	Department of Environment
DoF	Department of Forestry
DoT	Department of Tourism
FAO	Food and Agricultural Organisation of the United Nations
GEF PAS FPAM	Global Environment Facility, Pacific Alliance for Sustainability, Forestry and Protected Area Management
MoU	Memorandum of Understanding
NGO	Non-Governmental Organisation
OMS	Operators Minimum Standards
PAA	Priorities and Action Agenda
PPTA	PENAMA Province Tourism Plan
PSC	Project Steering Committee
PPTC	PENAMA Provincial Tourism Council
PWG	Project Working Group
UNESCO	United Nations Educational, Scientific and Cultural Organisation
USP	Unique Selling Point
SPTA	South Pentecost Tourism Association
SPTC	South Pentecost Tourism Council
SPTO	South Pacific Tourism Organisation
TVET	Technical and Vocational Education and Training
VQA	Vanuatu Qualification Authority
VNCTAP	Vanuatu National Cruise Tourism Action Plan 2012
VSTAP	Vanuatu Strategic Tourism Action Plan 2014-2018
VTAP	Vanuatu Tourism Action Program
VTPC	Vanuatu Tourism Product Classification
VTO	Vanuatu Tourism Office

Eco-cultural tourism at Bay Homo, South Pentecost, Vanuatu

STRATEGY FOR THE DEVELOPMENT OF ECO-CULTURAL TOURISM IN SOUTH PENTECOST, VANUATU

CHAPTER 1: EXECUTIVE SUMMARY

This preliminary market and situation analysis makes up one component of an overall project facilitated by the Global Environment Facility Pacific Alliance for Sustainability, Forestry and Protected Area Management (GEF PAS FPAM) which aims to enhance the sustainable livelihoods of local communities living in and around protected areas. Its global environmental objective is to strengthen biodiversity conservation and reduce forest and land degradation. Global benefits from the project will include: increased representation of important ecosystems in the protected area networks; enhanced biodiversity conservation in production landscapes (through mainstreaming and marketing of biodiversity goods and services); increased financial sustainability for protected area management; and reductions in the barriers to sustainable forest and land management (FAO, 2014).

This project assists with the establishment of a Community Conservation Area (CCA) (see figure 1) consisting of a minimum of 600 ha of marine and 3677 ha confirmed and surveyed terrestrial protected area (see figure 2) in South Pentecost, Vanuatu. The project site titled “Bay Homo” is shared by landowners predominately from the South West Coast of Pentecost. The establishment of this CCA is based on an assessment of biodiversity, socioeconomic baseline studies of neighbouring communities, survey of the protected area boundaries, development of a management plan, the formation of a local institution for the CCA’s management and finally the legal registration of the area (FAO, 2014).

The objective of the projects tourism component is to:

“Create an alternative source of income and benefits for the landowners and communities who are committing part of their land to the establishment of a terrestrial and marine Community Conservation Area (FAO, 2014).”

This preliminary market and situation analysis investigates the development of responsible eco-cultural tourism for the new CCA “Bay Homo” in order to generate alternative income for the landowners and communities, while also exploring the opportunity to develop a sustainable source of financing for the management of the CCA “Bay Homo”.

The first chapter provides a background of the current context surrounding sustainable tourism development in South Pentecost and orientates the reader in terms of the aims and objectives of the report. A brief description of the methodology is given outlining the principal research methods. Unless otherwise stated this preliminary market and situation analysis is informed by the collective views of communities and stakeholders such as private tourism operators, governmental agency representatives, NGO’s and landowners. Primary research methods consisted of semi structured interviews utilising the ‘storian’ method (more detail in section 1.3) with community members from a diverse range of communities in South Pentecost, an analysis of published sources and presentations of the data to these communities and stakeholders.

The second chapter offers a contextual and critical analysis of eco-cultural tourism in South Pentecost. This section is informed by a combination of both the views of communities and stakeholders with the analysis of Vanuatu tourism strategies and reports. It provides a review of Vanuatu tourism strategies and their impact on eco-cultural tourism in South Pentecost. Section 6 of the PENAMA Province Tourism Plan (PPTP) lists key outputs such as:

- training in tour guiding and interpretation and product development,
- working with villages to develop micro enterprises,
- encouraging landowners to form a network aimed at cooperative learning approaches,
- upgrades to cater for cruise ship visitors, and establish airport information services and booking centers.

While these outputs respond to issues highlighted in this preliminary market and situation analysis as major roadblocks to successful tourism development, many of the timelines for the outputs which have been set to be completed by 2014 have largely not been met in South Pentecost.

This chapter also provides a market analysis of eco-cultural tourism by providing a brief analysis of the demand and supply side, market segments and products in addition to a competitor analysis discussing the trends in comparison with neighboring islands. This market analysis is fairly limited in regards to assessing leakages from tourism, current distribution and monetary flow of income and the number and profile of visitors as there is a deficiency in quantitative statistical studies researching the economic characteristics and demand side of the tourism markets in Vanuatu. Therefore this section is based largely on anecdotal data in the absence of statistical analysis.

An analytical description of the land dive tourism is presented by illustrating the different land dive sites currently operating in South Pentecost and their social, economic and environmental impact. Tourism in South Pentecost has been predominately developed around the concept of land diving (*naghol*, *nagol*, *nanhol* or *gol*) while eco-cultural tourism is a relatively new term to most of the communities in this area. *Nangol* (adopted for this report) belongs to the traditional Sa speaking peoples of South Pentecost, Vanuatu.

Cheer, Reeves and Laing (2013) recently undertook an in-depth analysis of the *nangol* and identified that a small number of traditional patriarchal authorities were responsible for the over-commercialisation of traditional culture. This in turn was limiting the ability for the majority of the South Pentecost population to be involved in the tourism industry. This scenario could be a significant limitation to the implementation of sustainable eco-cultural tourism in South Pentecost. While this preliminary market and situation analysis did uncover similar findings to Cheer, Reeves and Laing (2013), there was a heightening of awareness building around the inequitable tourism development to date which was triggering an increased number of people to be engaged in discussion surrounding the future of the *nangol* and tourism development in South Pentecost.

This chapter concludes with an examination of the institutional set up to manage tourism in South Pentecost and a stakeholder analysis of the current and future management regime incorporating landowners and communities involved with the CCA. There was an overwhelming response from Sa interviewees that the private operations of the *nangol* are not providing opportunities for the communities as a whole. The location of *nangol* sites so close to the jetty and airport are influencing the high number of single activity day travelers and therefore limiting the economic potential of tourism in South Pentecost. Community and stakeholders provided suggestions to cease this from happening such as having one site only located far enough away from the airport to encourage overnight travelers and in close enough proximity (although not too close) to the jetty to encourage tourists to participate in other activities. It was put forward that a *nangol* committee which involved representatives from each village could allocate profits to cover labour for tower construction, performances and diving (which could be shared among the villages) with a fee paid to each person. Remaining profits could be put into a South Pentecost development fund which could be accessed for education, medical transfers to Port Vila, infrastructure upgrades and the management of the CCA “Bay Homo”.

Chapter three identifies tourism attractions and potential tourism products which have been identified through field work in and around the new CCA “Bay Homo” with community members throughout South Pentecost. A SWOT and preliminary market analysis has been developed from this field work which considers the social/cultural, environmental and economic sustainability of both natural (landscape, seascape, vegetation, fauna) and cultural heritage (historical sites, culture, traditions).

Chapter four provides recommendations to develop eco-cultural tourism and support South Pentecost to become a sustainable tourism destination. The intended nomination of the *nangol* as a UNESCO World Heritage Site and potential translocation of the *nangol* site to its original traditional location is considered through a SWOT analysis. While significant strengths supported the translocation of the *nangol* site such as strengthening the cultural integrity and authenticity of the *nangol*, significant weaknesses become apparent particularly infrastructural constraints such as poor roads, limited transport and high expense and time of accessing the traditional site, which makes it especially difficult for cruise ship passengers who are limited on time.

Detailed in this chapter is a spatial framework identifying priority tourism development nodes in South Pentecost with the view to selection of two or three “lead project” sites. The identified tourism development areas are marked on a satellite image. These sites take into consideration factors such as spreading the economic benefits of tourism throughout the areas of South Pentecost and encouraging overnight stay.

The chapter concludes with a summary providing recommendations for:

- an institutional set-up to manage tourism and the financial management of income from tourism in terms of collective fees,
- required infrastructure and services to develop tourism in the South Pentecost,
- identification of existing potentials and recommendations about how tourism could contribute to the local economic development,
- identification and recommendation of capacity building programs/courses in order to enable the local communities and local government to manage, participate and benefit from tourism development process
- potential ideas to maximise the tourism economic potential.

Key recommendations informed by the collective views of communities in South Pentecost, stakeholders and an analysis of Vanuatu’s tourism strategies are to address the issues surrounding the *nangol* sites by declaring *nangol* as owned (and therefore to be operated for tourism) by the entire population of Sa not just one community or a small number of traditional authority figures. All communities exhibit some form of inequality which can be exacerbated by increased access to tourism industry. Therefore, social development and empowerment will only occur when ecotourism profits are used to fund community projects, infrastructure improvements such as water supply systems, waste treatment facilities, in addition to education and health facilities. Secondary sources of income from tourism could be sourced by individual entrepreneurs such as transport, handicrafts, tour guiding, educational and cultural activities and accommodation and catering.

Other recommendations consist of implementing measures to raise the Pangi Port of Call rating as it is rated quite low compared to its counterparts in Port Vila and Mystery Island. Numbers of visitors docking at “Bay

Homo” jetty have also decreased since 2009 (VNCTAP, 2012). The upgrading of “Bay Homo” Jetty would provide a means to raise the rating of this port of call. Raising this rating would also require the development of public amenities, addressing the cleanliness issues found with toilets in general and an information centre located near the jetty that could be easily identified by tourists. Community members suggested they would require considerable support to develop more products that are accessible to cruise ship passengers. These products would also appeal to air travelers once the infrastructure upgrade of the road from Lonorore airport to Pangl has taken place.

Finally addressing the current skills shortage of people in South Pentecost is crucial as the current one size fits all approach to tourism training in Vanuatu is not targeted well to ecotourism development in outer islands. Many people in South Pentecost are unaware of how to develop eco-tourism accommodation and tours having never experienced ecotourism themselves. It appears that the current forms of tourism training available in Vanuatu are concerned more with developing skills to work for someone else with little training in entrepreneurship and small business management. It would be more advantageous if training could be diverse enough to enable South Pentecost to become a destination in which people with different skills work together to create an outstanding ecotourism destination.



FIGURE 1. LANDOWNERS SKETCH MAP OF CCA "BAY HOMO"

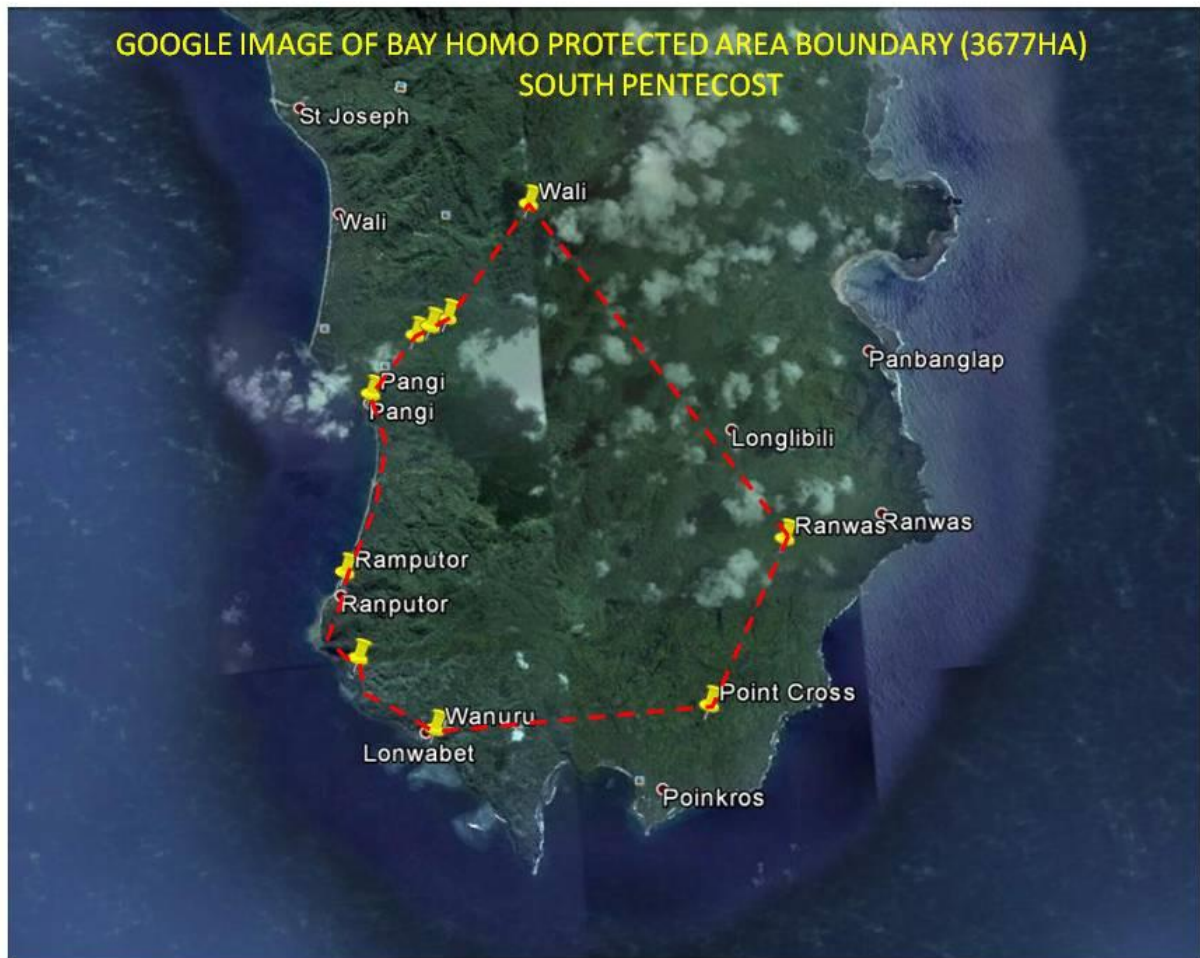


FIGURE 2. GOOGLE IMAGE OF CCA “BAY HOMO”, SOUTH PENTECOST, AREA BOUNDARY 3677HA.

1.1 Background - South Pentecost's tourism industry

South Pentecost's rich cultural heritage, astounding landscapes, fringing reefs, unique traditional agricultural practices, and marine and terrestrial biodiversity provide a comparative advantage over some of the more developed tourist destinations in the South Pacific. Despite a lack of clarity surrounding the demand and supply of eco-cultural tourism globally, it has been suggested that the eco-cultural tourism market is expanding greater than any other tourism market. Cultural tourism when combined with ecotourism has been described as a well suited form of sustainable development which is meeting tourists changing interest areas and gaining popularity among the Western world. In many parts of the world, eco-cultural tourism is helping

to maintain cultural traditions while creating jobs and income. Eco-cultural tourism also enables small and micro businesses to be competitive with often a demand from tourists for locally owned and managed businesses (Scheyvens, 1999). This type of tourism development in South Pentecost could also work to provide competitive advantage through product differentiation in the international market place.

This report has adopted the Ecotourism Australia (2006) definition of ecotourism: “ecologically sustainable tourism with a primary focus on experiencing natural areas that foster environmental and cultural understanding, appreciation and conservation” (Ecotourism Australia, 2006). However as the history of tourism development in South Pentecost has been accused of benefiting only a handful of Ni Vanuatu it is important to stress that ecotourism development provides for the wider communities by creating secondary opportunities.

As the *nangol* has been identified as the Unique Selling Point (USP) for drawing tourists to South Pentecost it is necessary for all other tourism developments, products and their marketing to be linked to this USP. Yet there appear to be many factors relating to the operations of the *nangol* that do not align with the principles of eco-cultural tourism. First of all there was evidence from the *nangol* sites that the extraction of fresh vines, and timber for the construction of the towers was occurring at an unsustainable rate. There was no evidence of replanting the timber or vines used for the towers and many interviewees stated that they were walking further into the bush to source them. It therefore appears that the operation of four sites (sometimes up to six have been recorded) by individual operators may not be sustainable.

To develop eco-cultural tourism that supports the new CCA “Bay Homo”, communities would need assistance to implement strategies to make the *nangol* more in line with the principles of eco-cultural tourism. Only then can you start to focus more heavily on the development of eco-cultural tourism products which link to the *nangol*.

1.2 Aims and Objectives

The aim of this preliminary market and situation analysis is to:

Support the development of eco-cultural tourism at Bay Homo, Pentecost, which in turn ultimately seeks to create an alternative/additional source of income and benefits for the landowners and communities who are committing part of their land for the establishment of a terrestrial and marine Community Conservation Area.

The objectives of this preliminary market and situation analysis are too:

Provide a contextual and critical situation analysis, including an analysis of the strengths, weaknesses, opportunities and threats (SWOT) of specific potential tourism products, and some preliminary recommendations that need further consideration and in some cases further study.

1.3 Methodology

This preliminary market and situation analysis consisted of semi-structured interviews, presentations and analysis of published sources. The methods were primarily based on participatory qualitative research principally employing a research technique known as ‘storian’ which is a Bislama term (the national language of Vanuatu) that describes members of a community coming together to discuss important issues in the ‘nakamal’ (a Bislama term for a traditional meeting place in Vanuatu) (Crowley, 1995). The central feature of ‘storian’ is relationship building between the participant and researcher which enables members of the community to play an important role in providing a collaborative environment to address the research problem. ‘Storian’ as a research approach has been used in previous studies in Vanuatu (Warrick, 2009) and has been found to be an effective tool for collecting in-depth information, particularly in remote areas of Vanuatu.

Primary data collection took place in three phases with phase one being conducted in Port Vila and phase two in South Pentecost. Phase three of the research took place in both Port Vila and South Pentecost. The field work was implemented over two week’s duration in October/November 2014.

Phase one of the research consisted of a total of 13 interviews with CCA “Bay Homo” and tourism industry stakeholders in Port Vila. These stakeholders consisted of representatives from Vanuatu Governmental Departments such as: Department of Forestry (DoF), Department of Environment (DoE), Department of Tourism (DoT), PENAMA Provincial Tourism Council (PPTC), South Pentecost Tourism Council (SPTC), South Pentecost Tourism Association (SPTA) as well as the Vanuatu Tourism Office (VTO), The Vanuatu Cultural Centre and Live and Learn. Private industry stakeholders operating products in South Pentecost were also interviewed such as: Air Vanuatu Island Tours, Island Holiday Tours and Evergreen tours. Landowners from South Pentecost currently living in Port Vila were also interviewed in Phase two of the report. The interviews were conducted in both Bislama and English. This was achieved with the assistance of a Ni Vanuatu FAO employee Mr. Presley Dovo.

Phase two of the research consisted of 30 interviews with landowners and community members from Pangi, Bay Homo, Palemsi, Ranputor, Sanael, Londot, Wali, Wanuru, Point Cross, Ranwas and Bunlap. South Pentecost tourism stakeholders were also interviewed such as *nangol* operators, bungalow operators, transport providers, shop owners, and tourism product owners. The interviews were conducted in both Bislama and English. This was achieved with the assistance of a Ni Vanuatu research assistant Ms. Brenda Andre from the DoT.

Phase three of the research consisted of two presentations of the findings in Port Vila and South Pentecost. The presentation in South Pentecost was administered in Bislama after the data had been collected and analysed. This presentation was participatory in nature as key members of the CCA “Bay Homo” communities were encouraged to voice their feedback on the CCA “Bay Homo” project and future tourism development in South Pentecost. This was an invaluable opportunity for community members to talk across communities about issues relating to creating a sustainable tourism destination in South Pentecost and make their voices heard in the final report and presentation in Port Vila. This information alongside the data collected in interviews was then presented at DoF in Port Vila to all of the Vanuatu Government, NGO’s, and private industry stakeholders that were interviewed in phase one.

Secondary data sources were collected to support a review of the Vanuatu Tourism Master Plan and South Pentecost Tourism Strategy on its impact on the planned tourism development for South Pentecost in addition to supporting primary data. This secondary data consisted of published research, data available from agencies such as VTO, Vanuatu Governmental Departments, SPTC and private tourism companies.

CHAPTER 2: CONTEXTUAL AND CRITICAL ANALYSIS OF ECO-CULTURAL TOURISM IN SOUTH PENTECOST

This chapter provides an overview of the general development and economic characteristics of tourism in South Pentecost to provide background information detailing the current issues, trends, constraints and opportunities. It was difficult to obtain quantitative statistics detailing the economic characteristics of tourism in South Pentecost as there is a deficiency in this type of research being conducted in Vanuatu. Therefore information detailing leakages from tourism, current distribution and monetary flow of income and the number and profile of visitors is based on anecdotal data in the absence of statistical analysis.

2.1 Review of the Vanuatu Tourism Master Plan and South Pentecost Tourism Strategy

PENAMA PROVINCE TOURISM PLAN

The PENAMA Province Tourism Plan (PPTP) is designed to complement and strengthen the:

- Priorities and Actions Agenda (PAA) 2006-2015;
- Draft 'Building Tourism Today for Tomorrow' Vanuatu Tourism Action Program (VTAP) 2008
- Vanuatu Tourism Development Master Plan 2003;
- PENAMA Rural Economic Development Initiatives (REDI) (PPTC, 2011, pg. 2).

The ten year vision for tourism in the PPTP aligns with the development of eco-cultural tourism in South Pentecost.

The vision states:

"In ten years' time tourism in PENAMA Province will be a vibrant and sustainable tourism sector in terms of 'best quality' visitor experience, based on adventure, authentic life and standards which exceed visitor expectations. The basis of the industry will be sustainable ecotourism which will be supported by a partnership between the private sector, the communities and the Provincial and Central Governments. The tourism sector will deliver broad based economic benefits, whilst protecting the cultural diversity, enhance the environment and improve the standard of living of the community, as an integral part of the overall development of PENAMA Province and supporting infrastructure and human resource development in the Province".

The PPTP is based on policies which "promote local interests, preserve local landscapes, culture and heritage, and matches the industry to the local carrying capacity" (PPTP, 2011, pg. 6). The emphasis on tourism development has shifted slightly away from measuring growth in terms of visitor numbers and more towards measuring growth in terms of the overall socioeconomic development of the province as a whole. Growing individualism is listed as a threat in the PENAMA tourism situation analysis, which is demonstrated by the current operations of the *nangol*. Yet it may be an oversimplification to see individualism as a threat to sustainable tourism development in South Pentecost. Some secondary tourism businesses would benefit greatly from entrepreneurialism.

It has been highlighted that there is a lack of detailed information on tourism products in PENAMA. The PPTP suggests an effective tourism management structure incorporating a proactive lead agency in development and marketing with set objectives, as well as the local tourism industry associations is essential for destination

success. The provincial publicity and promotion plan is designed to position and develop a positive perception of PENAMA among those customers identified as the best prospect visitors. It's an integrated strategy requiring the involvement of the VTO, DoT, PPTC, and other stakeholders working together. This plan is designed to link with and complement the VTO marketing strategy. Yet interviews with VTO staff revealed that they had not been notified of this strategy, or had any collaboration in the PPTP in general, suggesting they had never seen the document. This apparent lack of engagement with VTO from the PPTC may only hinder any progression towards integrated marketing of the PENAMA province.

Strategy two in section five of the PENAMA tourism development strategies specifically identifies nangol, Diamond water fall and Bunlap Custom village as key natural, authentic, iconic cultural areas for Pentecost. Yet at present one of the *nangol* sites and Diamond water fall are located very close to the airport and therefore do not promote tourists to travel further south. Bunlap custom village receives very few tourists as poor infrastructure makes it expensive and time consuming to get to. While strategy five provides recommendations to upgrade and maintain key infrastructure in the province, including roads, airport and wharfs, there has been no indication from the Public Works Department that upgrading of the road from Pangi to Ranwas will commence in the foreseeable future.

While many of the timelines for the outputs in section six of the PPTP are stated as ongoing, (so assuming this is over a ten year period ending 2020) the outputs which have been set to be completed by 2014 have largely not been met in South Pentecost. Such outputs are based on training in tour guiding and interpretation and product development, working with villages to develop micro enterprises, encouraging landowners to form a network aimed at cooperative learning approaches, upgrades to cater for cruise ship visitors, and establishment of airport information services and booking centers. These are just a few of the outputs detailed in the PPTP which are typically based on issues that have been identified in this preliminary market and situation analysis as major roadblocks to successful tourism development in the South Pentecost.

VANUATU STRATEGIC TOURISM ACTION PLAN 2014-2018

The vision for the Vanuatu Strategic Tourism Action Plan 2014-2018 (VSTAP) states:

"Tourism celebrates Vanuatu's culture and environment, empowers its people and captivates its visitors throughout its islands" (VSTAP, 2014, pg. vi).

It is based on a number of frameworks and policies such as: the national vision to create “a just, educated, healthy and wealthy Vanuatu”; The Vanuatu Governments Trade and Policy Framework aimed at creating greater economic linkages between tourism and the local economy; Vanuatu’s Tourism Accreditation Committee; Project Steering Committee (PSC); Project Working Group (PWG); and the South Pacific Tourism Organisation’s (SPTO) goal to deliver the Pacific region tourism capacity building programme under the European Union and the Priorities and Action Agenda (PAA) for Vanuatu 2006-2015 focusing on increased marketing and air connectivity, increased tourism products and accreditation and increased training programmes.

5 key priority areas are:

- Deliver tourism benefits to the outer islands
- Focus all key marketing efforts on core markets.
- Invest in planning and building infrastructure that will benefit tourism.
- Address the expectations of the tourism markets.
- Work effectively and with clarity on who does what for Vanuatu tourism.

Priority one of the five key priority areas aims to “deliver tourism benefits to the outer islands” (VSTPA, 2014, pg. 21). It is highlighted that despite increasing efforts to grow tourism in the outer islands this has not been achieved to the extent intended. Many limiting factors for developing tourism in South Pentecost are mentioned in the VSTAP such as: assessing capital and developing viable business plans which are often significant constraints for establishing or expanding Ni-Vanuatu businesses, the constraint for Ni-Vanuatu investors caused by not being able to borrow capital off their customary land, and the poor state or lack of infrastructure.

The VSTAP has highlighted different measures and examples to grow tourism in outer islands such as: the MALAMPA call centre, which is a collaborative centralised marketing/reservations initiative that has been successful in growing visitor numbers to MALAMPA province; the Tourism Ambassador Programme (NZ funded), which trains in aspects of customer service being managed by DoT; the Vanuatu Tourism Infrastructure Project (NZ funded improvements to seafront and cruise ship precincts), and the Vanuatu Tourism Ambassadors Programme. DoT is also creating a sustainability policy to provide prescription for cruise ships in outer islands of what to do and what not to do (e.g. stop cruise ships turning up for only one day and bringing their own food). They suspect they will start writing this policy next year with NZ aid funding.

Priority four of the five key priority areas addresses the absence of tourism standards and accreditation. To meet this priority the DoT has just implemented the Vanuatu Tourism Product Classification (VTPC) and the Operators Minimum Standards (OMS). DoT issues certificates for businesses that pay their registration and meet minimum standards. The aim of this program is to raise the standards of tourism and to provide a model for continuous improvement in best practice". Areas of focus include:

- Good business management and planning
- Good customer service
- Accuracy in advertising
- Compliance with legislative requirements
- Appropriate business licensing
- Sound environmental practices (VTAIP, 2014, p.2).

At present the implementation of the VTPC and OMS are in the early stages with 2015 outlying the beginning of awareness workshops, the development and implantation of targeted training for tourism operators, and the deployment of accreditation assessors. DoT will be sending trainers and assessors out to all of the outer islands in 2015 including South Pentecost. There will be a one year grace period for tourism operators to request training, apply for loans and make requested amendments to their operations before enforcement of compliance is administered in 2016. After this time the Director of Tourism will close down any tourism operations who are not meeting these minimum standards.

As yet no tourism businesses in South Pentecost have been assessed and certified including *nangol* sites. Under the Tourism Cultures Act the DoT is to work with other departments to strengthen cultures. The Vanuatu Intellectual Property Office and the DoT are currently working together to close down any unofficial *nangol* sites that are operating out of the Sa region. Through this process and certification now enforced under the law, if *nangol* sites do not meet minimum standards the Director of Tourism will close these operations down.

2.2 Market and competitor analysis of eco-cultural tourism

Despite a lack of clarity surrounding the demand and supply of eco-cultural tourism globally, it has been suggested that the eco-cultural tourism market is expanding greater than any other tourism market. Cultural tourism when combined with ecotourism has been described as a well suited form of sustainable development

which is meeting tourists changing interest areas and gaining popularity among the Western world. In many parts of the world eco-cultural tourism is helping to maintain cultural traditions while creating jobs and income.

South Pentecost's rich cultural heritage, astounding landscapes, fringing reefs, unique traditional agricultural practices, and marine and terrestrial biodiversity provide a comparative advantage over some of the more developed tourist's destination in the South Pacific.

Eco-cultural tourism also enables small and micro businesses to be competitive with often a demand from tourists for locally owned and managed businesses. This type of tourism development in South Pentecost could also work to provide competitive advantage through product differentiation in the international market place.

Research conducted in New Zealand on the demand for eco-cultural products (Becken & Sampson, 2007) found that nature based products were the draw card while the cultural component was secondary. This demonstrates the uniqueness that South Pentecost has in its demand for culture through the *nangol* as a primary activity. To add-value to the *nangol* it could be said that a focus on nature based products would influence tourists to extend their stay. There have been different types of cultural tourists identified ranging from mass market (incidental, causal and serendipitous) which predominately make up the cruise tourism market and niche groups (purposeful or sightseeing) who are predominately independent travelers who stay for longer (McKercher & du Cros, 2002).

The competitiveness of a destination is determined by a range of factors such as the destinations cultural and natural resources; visitor services; quality of service and hospitality; general infrastructure, market access and price (Dwyer and Kim, 2010).

Eco-cultural tourism operates within an extremely competitive marketplace and being a niche product it requires an extra degree of professionalism to cater to an increasingly educated clientele (Notzke, 2004). This warrants specialised training for tourism operators in South Pentecost to meet the needs of these types of tourists.

The DoT has highlighted the biggest concerns to increasing tourism in South Pentecost is the state of Bay Homo jetty and the limited range of established tourism products. Stakeholders noted these factors are responsible for the low port of call rating currently experienced by "Bay Homo". Many stakeholders suggested for "Bay

Homo” to become a more competitive port of call a diversity of tours and attractions would need to be developed for tourists. It was also suggested that an upgrading of the jetty ought to be seen as a matter of priority. The Vanuatu National Cruise Tourism Action Plan (VNCTAP) (2012) has also actioned the need to employ and upskill the local populations located near ports in specifically targeted training around cruise tourism and hospitality.

VTO suggested that increasing numbers of tourists to outer island has been difficult as the costs of travelling for Australian tourists from Port Vila to an outer island is more expensive than travelling between Australian capitals. To increase representation of South Pentecost in their marketing campaigns, VTO require information from PPTC detailing bungalows, tours and packages which all must be accredited or they cannot market them. As it currently stands VTO are unaware of any accredited tourism products or accommodation in South Pentecost.

Many of the bungalows in South Pentecost are limited in their quality of facilities compared to islands in the SANMA and MALAMPA provinces. VTO have highlighted that tourism councils in some of the other provinces have been performing far beyond PPTC in regards to delivering tourism products to market, establishing a call centre, attending meetings and collaborating with VTO in their strategy development. TORBA has now been awarded a grant from the Australian Government to develop a call centre similar to SANMA and MALAMPA provinces. Stakeholders noted that these call centres have been directly responsible for rising numbers of tourists staying overnight in these provinces.

The establishment of a call centre in TORBA province will result in increased competition for PENAMA. PPTC could have been a contender for this funding however they have not yet applied for a grant to obtain funding for a call centre. Stakeholders suggested that this should be a priority for the PPTC to properly compete with other outer island provinces. VTO have also suggested that PENAMA province lacks its own branding and highlights that there is a need for a more proactive representation of PPTC or it will continue to under-perform in comparison to other outer island provinces.

Section six, step 1.5 of the PPTP highlights as a high priority strengthening the PENAMA Tourism Department and improving the coordination and servicing of the PPTC. There has been an allocated budget of 600,000vatu over three years commencing 2011. Yet findings suggest there is continued ineffectiveness of the PPTC in supporting and promoting tourism development in South Pentecost. It appears this output of the PPTP has not yet been reached, stakeholders note this should continue to be treated as a matter of urgency to make any necessary adjustments to the PPTC to increase its effectiveness and enabling it to have a more proactive representation of tourism development in South Pentecost.

While competitiveness is an important factor in the tourism development of South Pentecost, the actual number of tourists needed to support a tourism industry (that improves living standards across villages and offers a range of livelihood activities) must be balanced with the principles of ecotourism. This would be difficult to achieve if extensive numbers of tourists were visiting South Pentecost. While ecotourism markets continue to expand greater than any other tourism market it creates juxtaposition in that this rapid expansion has the potential to threaten the very things that ecotourism sets out to protect.

Therefore if South Pentecost seeks to develop a brand as an eco-cultural tourism destination it is inherently limited in the extent to which it can support large numbers without causing impact to environmentally sensitive areas. Hence there is a need for South Pentecost to determine the carrying capacity and limits of acceptable change that stay in the ranges of supporting sustainable development.

2.3 A destination situation analysis for South Pentecost

2.3.1 AN ANALYTICAL DESCRIPTION OF THE LAND DIVE TOURISM

This preliminary market and situation analysis was unable to gain factual data detailing the number and profile of visitors, number of performances, fee structure, income and benefits as only anecdotal data has been collected on the *nangol* to date. As the *nangol* appears to be unregulated and controlled by a few players, obtaining data relating to the financial arrangements of these operations from these key players is problematic. Therefore this preliminary market and situation analysis can only stipulate the financial arrangements from anecdotal data collected.

Nangol has been identified as the customary property of the Sa people of South Pentecost. De Burlo (1996) described the Sa people of South Pentecost as using the touristic performances of the *nangol* to proclaim their kastom identity. There has been much research to date cautioning against the over-commercialisation of the *nangol* (Tabani, 2010; Taylor, 2010; Lipp, 2008) with some authors suggesting the potential risk of compromising its integrity (Huffman, 1987; 2014; Jolly, 1994). Lindstrom (1982) suggests that synthesizing tourism and traditional culture is paradoxical which indicates that what is considered an acceptable reproduction of culture will vary. When determining where and how the *nangol* could be conducted for tourists the key concern is making the *nangol* a tourism product that caters to the diverse range of tourists coming to see the performance without compromising the quality or integrity.

Authenticity surrounding cultural tourism products has been a highly debated concept in the tourism literature for many years now. What can be determined about authenticity is that cultural tourism products must be seen as 'real' or 'genuine' by tourists. Authenticity is not a fixed static concept therefore it may be useful to see cultural tourism products as authentic when they involve personal interactions and cultural exchanges that are 'sincere' (Taylor, 2001). With the range of *nangol* sites now operating in South Pentecost for tourism it was important to gain an understanding from the Sa people of South Pentecost as to the sustainability (both culturally and environmentally) of these operations.

As it stands many community members living in South Pentecost are mostly removed from any trickle-down effect from *nangol* revenues.

This is also supported by previous studies conducted on the *nangol* (Lipp, 2011; Cheer, Reeves & Laing, 2013) which found many barriers to more communitywide benefits. Numerous research studies conducted on the *nangol* suggest that the promotion and conduct of the *nangol* is largely controlled by what they describe as 'big-men' who work with exogenous actors (Huffman, 2012; Numake & Wambugu, 2012; Soni, 2012; Cheer, Reeves & Laing, 2013). Many of the Sa interviewed in this report highlighted that they see little revenue from *nangol* benefit communities on a whole, while tourist numbers have increased steadily to South Pentecost there has been no advancements in education and health services. Huffman (2012) highlighted the need to reform current governance structures to address the disproportionate dominance of a few key player and their established tourism industry networks.

The *nangol* season has expanded to meet the escalating demand from the traditional April to May season to include June. Cheer, Reeves & Laing (2013, p. 446) were able to provide an estimate of *nangol* revenues. In their breakdown of the *nangol* revenue they found that "from a 44,000vatu (US\$500) land dive tour via Port Vila, the SPTC nets approximately 11,000 vatu (US\$125) or 25%. An independent overnight traveler in Pangi Village pays around 22,000 vatu (US\$250) for basic accommodation, meals transfers and *nangol* with around 40% or (US\$100) paid to SPTC. For cruise ship and yacht travelers making their own way to South Pentecost, a payment of 6000-8000vatu (US\$80) is payable to SPTC". With informal estimates of annual *nangol* revenue amounting to US\$174,600 in 2010 and US\$191,460 in 2011 (Cheer, Reeves & Laing, 2013). In 2014 there were three international cruise liners which docked at Pangi and paid a package rate of 1,000,000 vatu per cruise liner (US\$10,095.94) directly to the operator.

Tourists coming through Port Vila based private air charter and tour companies are predominately day visitors. Majority of these visitors come exclusively for the *nangol* then return to Port Vila. Air Vanuatu along

with private air charters such as Air Taxi operates day tours every Saturday from April to June to Lanwaren *nangol* site. Prices start from \$460 per person for flights, *nangol* performance and light refreshments.

Numbers of overnight visitors in South Pentecost are very limited with most bungalows in the area predominately servicing domestic tourism rather than international tourists. Three night packages offered through Island Safaris from Port Vila to Pentecost start around \$845 per person, which includes domestic flights, twin share accommodation and all meals and entry to *nangol*. This package is based on tourists visiting the Lanwaren *nangol* site and staying at Salap.

International cruise liners only visit three times a year solely to watch the *nangol* then return to the ship sometimes before the *nangol* presentation has concluded. A small number of expedition cruises and yachts visit South Pentecost but again this is only in *nangol* season. This demonstrates lost income through alternative tourism products that could be offered to tourists on South Pentecost. There are many factors that have worked together to create this scenario.

Of the four *nangol* sites currently operating, it appears a large proportion of the revenue stays with the people responsible for operating these sites. These operators deal directly with the Port Vila based private air charter, cruise ship operators and tour companies and employ people from surrounding villages to construct the *nangol* towers, dive from the towers and perform custom dance.

Each *nangol* site is quite distinct from the other as they meet different tourist types demands, therefore it is useful to discuss the characteristics of each *nangol* site separately.

BUNLAP NANGOL SITE

Bunlap have recently suspended all land diving under the instruction of the now deceased paramount Chief Telkon Watas. Before passing on the 7th of January 2014 he instructed the community to not perform *nangol* for two years out of respect. Before this time Bunlap custom village would only perform on very rare occasions for TV crews, adventure tourists and yam festivals. They charge 20,000vatu per person as they believe the authenticity of their *nangol* performance warrants it to be considerably more expensive than the other three *nangol* sites. Their *nangol* tower is the full 30 metres high and their performance runs across the entire day, starting with women's kastom dance and songs and concluding with the yam feast. Some of interviewees from Bunlap suggested that Kava was more lucrative than *nangol* and so they focused more on harvesting then tourism.

There is suggestion from many Sa interviewees that Bunlap custom village is where *nangol* originated from. Interviewees from Bunlap claim that they are the only ones that over 200 of the custom songs associated with

nangol. Of course there is counter arguments to this suggestion with some interviewees suggesting it actually originated from a place called "Panodkon", then brought to Saltas, then to Lonlipli before it began to be performed in Bunlap then further spreading to the West Coast of South Pentecost. Panodkon is located on the last point you cross by boat before you go to Bay Marteli/Point Cross. The original location of the *nangol* will be confirmed once the process for World Heritage Listing commences.

Regardless of these arguments as to where *nangol* originated majority of Sa interviewees felt that *nangol* belonged to all of the people of South Pentecost and therefore Sa people were free to practice *nangol* in any of the villages in South Pentecost.



FIGURE 3. BUNPAL NANGOL SITE

LONDOT NANGOL SITE

Londot village consists of only four families who are all related to the owner of Londot bungalows, Luke Vako. Luke Vako is also the president of the South Pentecost Tourism Association (SPTA). Londot *nangol* site began operations in the early 1970's. Bunlap interviewees spoke of how they started performing the *nangol* for tourists at Londot in 1974 alongside Luke Vako. This move by Chief Telkon Watas of Bunlap village was based on the inaccessibility and cost for tourists accessing his *nangol* site. From 1977 Luke Vako was working with an agent from the Holiday Inn to help promote *nangol* while Chief Telkon Watas was responsible for the *nangol* performance in which he used people from Bunlap to perform. In 1980 the Minister for Tourism asked Luke Vako to be the first person to promote *nangol* in Australia at an exhibition at the Sydney Opera House. During this time Luke Vako and Chief Telkon Watas held the monopoly on *nangol* under an arrangement that

Luke Vako took 5% of the *nangol* package as a booking fee and Chief Telkon Watas took the remaining revenue. This arrangement continued until 2004 when Chief Harry Waback from Pangl set up his land dive site to service the international cruise ships docking at Bay Homo. Chief Telkon Watas joined Chief Harry Waback and began to operate the *nangol* from Pangl instead. After 2004 Londot *nangol* site has only been servicing as few as 10 tourists a year who are predominately yacht arrivals or overnight adventure tourists. Londot interviewees spoke of how difficult it is sourcing the diving vines from over 40 years of extracting these vines from the forest.



FIGURE 4. LONDOT NANGOL SITE

PANGI NANGOL SITE

Since 2004 Chief Harry Waback has been operating a *nangol* site which predominately services international cruise ship passengers docking at Bay Homo. In the beginning he operated alongside Chief Telkon Watas and the Bunlap community but since Chief Telkon Watas's passing Chief Harry Waback has used people from Pangl and some neighbouring villages to assist with the *nangol*. Chief Harry Waback works with Barry Amos from South Sea Shipping who is responsible for all of the cruise ships coming into Vanuatu.

The structure of the tower at Pangl is considerably shorter than the towers at Lanwaren and Bunlap. Chief Harry Waback's explanation for this is that many cruise passenger tourists would not stay around to watch jumpers diving from the highest platforms so he did not feel a need to construct a tower to the full 30 metres which is the traditional height of the tower. He also suggested that he keeps the performance quite short usually two hours from start to finish with some custom dance performed at the beginning. Chief Harry

Waback suggested that he employs 50 people in total for constructing the tower, diving, performing custom dance and supplying refreshments. Yet there were a few interviewees that had worked at the Pangi *nangol* site that suggested they were still waiting to be paid.

One interviewee explained that Chief Harry Wabuck was holding their pay alongside other people from his community and had informed them that they could ask him for money when they needed it yet even though they had asked they still hadn't been paid. Without knowing the definitive truth on the dealings of revenue from Pangi *nangol* site it appears that there are some issues with transparency of business operations. Chief Harry Wabuck is also the only person to have a truck in South Pentecost which has monopolised transport services to villages throughout South Pentecost.

There were suggestions that people from other villages have been unable to access and supply products to the tourists docking at Pangi as this has been managed by Chief Harry Wabuck. In response to the concerns raised the DoT have worked with Pangi and neighbouring communities to establish the Pangi Port of Call which seeks to provide equal opportunities and transparency to tourism operations revolved around Bay Homo. There were suggestions made from many interviewees that this has helped more people to become involved in tourism at Pangi.



FIGURE 5. PANGI NANGOL SITE

LONWAREN NANGOL SITE

The last *nangol* site to commence operation is located 10 meters from Lonorore airport. This *nangol* site was described as being highly controversial to many Sa interviewees and stakeholders. DoT has also spoken of their concerns with this site. This *nangol* site is operated by Chief Amon Bule from Sanael village. Sanael consists of just three families who have relocated from further inland to be closer to economic opportunities that being in close vicinity to the airport brings them. Chief Amon Bule first set up the land dive site in the late 1990's for tourists. He has direct *nangol* packages with many commercial and private tour charters such as Air Vanuatu, Air Unity, Air Taxi, Air Safari, Rataura eco-tourism resort, Wrecks to Rainforest, Evergreen, and Island Tours. He charges 9000vatu per person (which he suggests will rise next year) which includes small refreshments and the *nangol*. The *nangol* is performed every Saturday with majority of people flying in and out that same day. Chief Amon Bule commented that very few tourists visiting his *nangol* site do any other activities in South Pentecost suggesting that they just come to watch the *nangol* then leave again.

Of the few tourists who do stay overnight they mostly seek accommodation at Noda guesthouse in waterfall village which is 20 minutes from the *nangol* site. Day treks are arranged of the waterfall before returning back to Lonorore airport. This scenario limits tourists from travelling further South to the CCA "Bay Homo" and surrounding villages. If the *nangol* site was moved from this area further south Noda guesthouse could still remain a convenient location for tourists to stay at when first arriving before heading further South.

Unlike performances conducted at Bunlap, they do not include custom dance, songs or the yam feast, just the actual dive itself. Chief Amon Bule suggests that there is a committee for Lonwaren *nangol* site which includes himself as the chairman and eight other members from neighbouring villages. He sources jumpers for his *nangol* site from these eight villages and pays them between 1000vt and 3000vt depending on the height of the platform that they jump from. He also pays a portion of profits (unclear how much) to each of the eight communities after every jump.

Lonwaren *nangol* site has been described by many Sa interviewees, stakeholders and the DoT as breaching the Intellectual Properties Act as this village is not part of the South Pentecost region where the Sa are from. It has also been described as a monopoly which hinders many of the other villages of South Pentecost from accessing the benefits of tourism. As this site is so conveniently located next to the airport it deters tourists venturing further into South Pentecost and staying on more than one day. Many community members and stakeholders suggested this site alone could be seen as the key factor limiting South Pentecost's tourism potential and needs to be addressed as a matter of priority.



FIGURE 6. LONWAREN NANGOL SITE

2.3.3 STAKEHOLDER ANALYSIS OF CURRENT AND FUTURE MANAGEMENT OF TOURISM IN THE CCA “BAY HOMO”.

This section provides a brief description of key institutions, both public and private sector, working in the tourism field in Vanuatu.

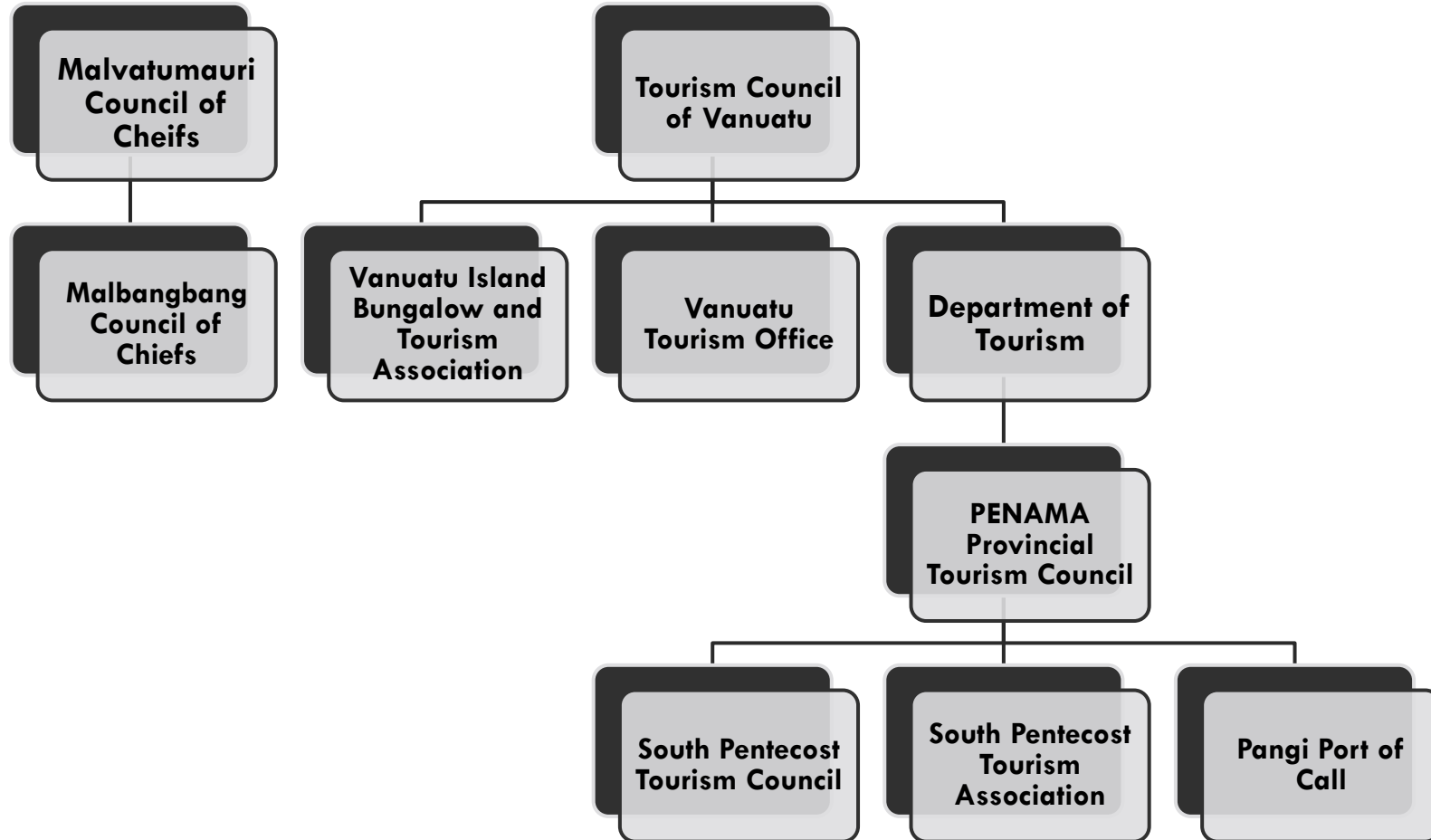


FIGURE 7. ORGANISATIONAL CHART OF KEY NATIONAL, REGIONAL AND AREA LEVEL INSTITUTIONS FOR MANAGING TOURISM IN SOUTH PENTECOST

The Tourism Council of Vanuatu operates at the national level and disseminates information down to the PENAMA local government. The Tourism Council of Vanuatu meets twice yearly and is responsible for approving all plans and policies governing tourism development in each Local Government Region. They work alongside DoT and VTO on destination marketing and provide direction and guidance on product development, policies and destination management.

DoT is responsible for policy and planning regarding tourism development and developing the country as an attractive destination for tourists. The main objective for DoT is developing and implementing policy to decentralise tourism and develop the outer islands. They are now working heavily with TVET to upskill and train people in the outer islands. DoT has offices in each of six provinces.

There are other government departments which sometime work with DoT such as Department of Lands which has a vision 'to manage land in a sustainable manner and ensure progress with equity and stability' and Department of Cooperatives and Ni-Vanuatu Business Services which has a vision 'to create, improve and sustain Ni-Vanuatu Business so that they are able to compete effectively domestically and internationally'. The Vanuatu National Statistics Office, also collects and collates figures on visitor arrivals.

VTO is funded by both government and private funds and works with the DoT mainly focusing on the marketing of tourism particularly in the international market. They are now only marketing accredited tourism operations. VTO have suggested that the marketing of South Pentecost would improve with the development of a call centre.

Vanuatu Island Bungalow and Tourism Association, (VIBTA) has a focus on promoting tourism beyond Efate and developing tourist services on offer in the outer islands. It is funded by membership fees and only promotes accredited tourism products. The Vanuatu Tour Operators Association, (VTOA) also coordinates the marketing of tours of members, and has a Code of Conduct which members abide by – this covers safety as well as respect for culture and environment (Scheyvens & Russell, 2013, pg. 20).

The Provincial headquarters oversees all activity in PENAMA. The Director of Tourism works closely with the Provincial headquarters. The PPTC is the next level down from the Provincial headquarters and focuses on the development and management of tourism in the PENAMA province. It is responsible for implementing the PENAMA Tourism strategy. PPTC holds quarterly meetings which include members from the SPTA. The PPTC does not appear to be meeting many of their objectives. There has also been feedback that the secretary is not performing their required tasks such as taking and circulating minutes, coordinating monitoring reports and providing equal attention to the islands in PENAMA province.

If the PPTC was to have a more proactive role in South Pentecost and meet their required objectives, many issues currently impeding the development of eco-cultural tourism could be addressed.

The SPTC was established in the 1980's to manage the *nangol* and enable more equally distributed economic benefits from tourism. The primary role of the SPTC was to manage *nangol* and safeguard the cultural integrity of the event (Sofield, 1991, p. 59). The SPTC controlled the preparation of the *nangol*, chose the participants, sites and number of jumps. They also established entrance fees and the total number of tourists allowed to spectate. The SPTC's role may have been diffused somewhat as their influence does not seem to be providing much weight over some of the current *nangol* operations. The SPTC recognised the unique selling proposition of the *nangol* was the authenticity of the ceremony which they determined could only be guaranteed by control remaining in the hands of the villages of South Pentecost, yet this does not appear to be the case with each operation being managed and controlled by individual people of hierarchical positions.

The SPTA works closely with the Malbangbang Council of Chiefs to make sure tourism development in South Pentecost does not impact on culture, traditions and environment. They aim to make sure the scale is balanced in terms of preserving culture and enhancing the tourism experience for tourists. Luke Vako, (owner of Londot Bungalows) is the chair of the SPTA. He was elected by tourism operators in South Pentecost. As chair, Luke Vako sits in at PPTC meetings. The SPTA meets three times a year to discuss issues surrounding *nangol* and tourism development. SPTA funding only comes from membership fees which every single tourism operation in South Pentecost are required to pay. According to Luke there are still people who have not paid their membership. This has only recently been developed and it is unclear as yet what the SPTA has achieved in regards to developing tourism in South Pentecost.

The Pangl Port of Call was established in 2014 by the DoT as part of a list of actions detailed in the VNCTP (2012) to be implemented by 2015. The Pangl Port of Call is a management committee made up of a variety of stakeholders such as chief representatives, mama stalls, landowners, PPTC staff, SPTA representative, bungalow owners, provincial government representative, transport association and church representatives. The current appointment mandates them until 2016 when another election can be carried out for new office bearers.

The aim of the committee is to oversee the proper management and development of Pangl Port ("Bay Homo") and see the establishment of tourism products that meet cruise tourists requirements. This committee is registered with the Vanuatu Financial Services Commission under the business name of "Pangl Port of Call". Members have spoken about the benefits of having this committee such as addressing the tendency for

traditional hierarchal structures excluding community members from discussions surrounding tourism development.

In terms of funding, the committee sets up its own bank account and collects revenue through the Port of Call fee charged at a rate of 100,000vatu per call in the coming years (which equates to \$1 US per passenger). Carnival (who is currently the only company to dock at Pangl) suggests the rationale for such a low levy is that they now expect communities to generate their own income from sales of their products and services. This is the only fee charged to tourists coming to Pentecost with Carnival no matter what activities they engage with.

The Malbangbang Council of Chiefs represents the paramount chiefs of South Pentecost. Chief Peter Watas has now replaced the late Chief Telkon Watas as the new chairman. Before his passing Chief Telkon Watas established a new tourism council named the Wawan Tourism Council to deal with tour operators and agents interested in visiting the *nangol*. It appears that there has not been much activity with this council since his passing. This structure offers potential for the future operations of a *nangol* site as long as there is representation of Sa people and not limited to hierarchical positions.

At present there is little coordination between tourism stakeholders operating in South Pentecost with most independent tourism operators preferring to operate directly with external tourism agencies. In section five of the PPTP, eight specific strategies for tourism development are identified. Detailed in the first strategy is the need to “strengthen an effective tourism management and implementation structure including a Provincial Tourism Department, Provincial Tourism Council, Visitor Information Centre, Central booking Office, Internet facilities, Tourism Industry Association-PENAMA, and Tourism Resource Centre (Partnership in Development)”.

It was highlighted by many interviewees that the although there has been extensive policy development and the instigation of new associations to oversee tourism development in South Pentecost many of the issues that have been impacting sustainable tourism development in South Pentecost have remained unchanged. It appears that budgetary constraints and lack of skills limit the productivity of many of the institutions involved in tourism development in South Pentecost.

CHAPTER 3: IDENTIFICATION OF POTENTIAL TOURISM ATTRACTIONS AND PRODUCTS

3.1 Description of existing and potential tourism products for South Pentecost

CCA “Bay Homo” has a lot of potential for the development of eco, cultural and agro-tourism products. Developing tourism products based on the concept of eco-cultural and agro tourism will enable South Pentecost to build on the *nangol* and extend the tourism season. As more people are searching for places of natural and aesthetic beauty the CCA “Bay Homo” can provide these tourists with a plethora of activities based on the protection of these natural assets. This section provides a description of potential eco, cultural and agrotourism products and links them to existing and potential guesthouses.

While there are a small number of locally owned bungalows located in the area they would all require some form of upgrading particularly the enhancement of their hygiene and cooking facilities. The DoT’s VTPC and the OMS could be an effective mechanism for providing guidance to the operators of these bungalows. In the early stages of 2015 DoT will be administering awareness workshops, the development and implantation of targeted training for tourism operators, and the deployment of accreditation assessors. It is vital that PPTC supports accommodation operators to get the most out of these programs and meet OMS before the 2016 deadline.

Bungalows which were found to have real potential and will most likely benefit greatly from the VTPC and OMS are Panlike guesthouse in Ranputor, the women’s run guesthouse in Ranwas, Bunlap bungalows, Londot bungalows, Cheselyn’s massage and accommodation and Nak guesthouse in Pangi. There is also potential for the development of locally owned ecotourism bungalows located within the CCA “Bay Homo” as well as in neighbouring villages. The DoT’s VTPC and OMS could provide support to people looking to develop accommodation in South Pentecost by including them in the awareness workshops and targeted training for existing operators. By incorporating the principles of ecotourism into the VTPC and OMS guidelines, people looking to develop ecotourism accommodation and products could be given specialised support and marketing.

Some potential sites for ecotourism bungalows which should be further supported are the now ceased Nagol Bungalows in Pangi, Banmatmat marine and terrestrial reserve and Pointcross. These sites are described in more detail below.

PANGI AND BAY HOMO

Cheselyn's massage and accommodation, Pangi

Cheselyn's massage and accommodation is owned and operated by Roslaine and as far as I can tell it is the only accommodation that is managed by a female entrepreneur. It is located right on the water's edge under the shade of large established trees. It's in close proximity of Bay Homo jetty and Pangi store making it very central for tourists. The massage and accommodation area is fully screened for privacy and are built solidly in the traditional way. There is some work to be done through to meet OMS guidelines such as a functioning toilet and bathroom and kitchen area. There is a lot of potential for this business and Rosaline has said herself that she would benefit greatly from some training, business and marketing support.

It is recommended that PPTC concentrate particularly on accommodation and services in Pangi such as Cheselyn's to develop a central hub for tourists, then work on developing peripheral areas. Cheslyn's has the potential to be developed into a mid-level accommodation business, servicing couples as a retreat and day spa. The day spa could also be used by the cruise ships due to the convenience of the site to the jetty. Rosaline has expressed interest in selling local products through her business and it was felt that this site could also be a good location for the women's handicraft centre. This tourism business also works as a good example for other women thinking of establishing tourism businesses and should therefore be used as site for future training and capacity building programs for women.



FIGURE 8. INSIDE CHESLYNS MASSAGE AND DAY SPA. FIGURE 9. CHESLYN'S ACCOMMODATION ON THE WATERFRONT

Potential handicraft and information centre (located in between the jetty and Cheselyn's massage and accommodation)

The development of a central handicraft centre located between Cheselyn's and the jetty could provide opportunities for women to be involved in the tourism industry. Female interviewees spoke of their involvement in women's groups both within and across communities which could be utilised to operate the handicraft centre. It was put forward that participating women could contribute a share of their profits to the maintenance and operations of the handicraft centre and take turns in operating the centre. This would allow women to continue their vital roles in the gardens and looking after children while giving them the opportunity to generate some income. There would need to be some training to reskill many women in traditional handicrafts, this could be achieved by bringing together women from different communities and neighboring islands. It is also recommended that a few women are trained in small business management to manage the handicraft centre.

This would also be an ideal site for an information centre creating a central hub that is in visibility of the Jetty for cruise ship passengers to make as a first point of call once arriving. This information Centre could display brochures for tourism products that cater for cruise ship passengers and overnight guests. There could also be information displayed in the information centre on the cultural and natural heritage of South Pentecost. It could also work as a booking office providing access via telephone, email and two way radio communication networks, providing phone and internet access for tourists and local operators, and a handicraft and souvenir shop. It is recommended that the information and handicraft centre be a priority for the PPTC.



FIGURE 10. PANGI JETTY



FIGURE 11. POTENTIAL SITE FOR HANDICRAFT AND INFORMATION CENTRE ON WATERFRONT

Nak guesthouse, Pangi

Clement started Nak guesthouse in 2004 and has established a good marketing presence since then. It largely services the domestic market with international visitors only in the land dive season. There are two double rooms and 11 single rooms in total. The beds all have mosquito nets and are well maintained. The communal toilets and bathroom are more suited to backpacker style accommodation and will need upgrading to meet OMS guidelines. The dining area is well maintained and serves beautiful home cooked meals. They cater for tourists by serving different types of food to accommodate for tourists that are not receptive to local food. Clement did suggest that wholesalers referring tourists to the outer islands should do a better job of informing the tourists of the experience of staying in remote areas so they don't expect dining and accommodation that's found in Port Vila.

Clement shows a supportive nature to other businesses operating in the area and has referred his guests to also stay at Chesylen's and Ranwas women's guesthouse. He also refers people to activities operated by families in the area such as snorkeling in Bay Homo, tour guided walks of the new CCA "Bay Homo" and fishing. He does not take a percentage for these referrals.



FIGURE 12. CLEMENT OUTSIDE NAK GUESTHOUSE FIGURE 13. INSIDE ONE OF THE BEDROOMS OF NAK GUESTHOUSE

Queen Elizabeth site, Salap

In Feb 1972 her Majesty Queen Elizabeth II visited South Pentecost. The British Colonial Administration convinced the people of Point cross to perform the *nangol* for her visit. The people of Point Cross were Anglican and no longer practicing custom practices such as the *nangol*. It was also out of *nangol* season so the wood for the towers was too spongy and the vines did not have the required elasticity. These factors

contributed to the death of one of the jumpers who broke his back as a result of the vines breaking. This was a significant event in underlying the divisions between Kastom and Christian communities in this period. In addition to the significant historical significance of this site it is also aesthetically beautiful with views over the coastal forest and Bay Homo. The landowner at Salap is working on developing the track to the site so that it is easily accessible for tourists. It would also benefit from a viewing platform and rest area.



FIGURE 14. REMBERANCE STATUE OF QUEEN ELIZABETHS VISIT **FIGURE 15. LOOKOUT FROM QUEEN ELIZABETH NANGOL SITE**

Nagol Bungalows, Pangl (have ceased operation)

Nagol bungalows were built in 1998 and recently ceased operation as they became too run down. All that is left of them now is a few posts sticking out of the ground. While Nagol bungalows were in operation they were very successful. Tourists liked staying there as the site was aesthetically beautiful and very private. Luke Sali has suggested that once his father passed away a few years ago he did not have the skills to operate the Nagol bungalows effectively. He has suggested if he could get some support to establish the bungalows again and some business training he would be interested in reestablishing the bungalows. This site is easily accessible from Pangl while offering much more privacy for tourists than the accommodation in Pangl. The river passing through the site makes a beautiful outlook for the bungalows and provides cool breezes. It is recommended that PPTC works with Luke Sali and his family to provide the necessary support and capacity building to reestablish the Nagol bungalows.



FIGURE 16. THE REMAINING STRUCTURE OF NAGOL BUNGALOWS ON WATER FRONT



FIGURE 17. POSSIBLE SITE FOR NEW BUNGALOWS ON WATER FRONT

Captain Cooks Rock

Captain Cooks Rock is located at Etau Point just north of Bay Homo. The historical significance of this site makes it suitable for a cultural tourism product. There are markings left by Captain Cook on a concrete slab which consist of "CNH TOAD STOOL 1888". As the landowner at Etau Point is unclear what these markings represent it would be beneficial for some historical work to be done on the site and relayed to the landowner so that he can develop a tour. The landowner has expressed his keen interest in developing a tour and has asked for some tour guide training and interpretation information. This site also has remnants from a crashed WW2 fighter plane such as parts of the propeller. A tour of the wreckage could also become a part of the tourism product at Captain Cooks Rock. The accessibility of Captain Cooks Rock to the landing site for the cruise ships makes this a viable product to be developed. One of the few boat operators at Pangji could work with the landowner at Etau Point to develop a product in which they both take a percentage.



FIGURE 18. CAPTAIN COOK'S ROCK AND SNORKELING AREA **FIGURE 19. CAPTAIN COOKS ENGRAVING ON ROCK**

Pentecostal eco-trail & Palemsi Titanic rock walk

The CCA “Bay Homo” has many potential coastal and rainforest walks which could be developed as educational eco-trails. Pentecostal eco-trail could be developed as a one kilometer guided walk through the coastal forest which begins near the landing site of the cruise ships. This guided coastal eco-trail would be an easy walk of no longer than two hours. Interpretation facilities could be developed to inform tourists of the tree species and their ecological functions, explanation of coconut crab life cycle and nesting sites of the Megapodes. It would offer spectacular views of the large coastal trees and coastline.

Palemsi Titanic Rock walk is also easily accessible from the landing site of the cruise ships. The walk begins in the beautiful village of Palemsi which is perched high up on a hill looking over Bay Homo. The trail then winds through extensive water taro gardens, crystal clear rivers where tourists can cool off in the fresh water before reaching the large Titanic Rock which has 360° views of South Pentecost. This walk would be longer than the Pentecostal eco-trail walk and would also be more suited to relatively fit people. Therefore these two walks cater to the variations of tourists visiting South Pentecost. It is recommended that the Department of Forestry and Environment work with landowners of where these treks pass through to develop educational signs along the tracks. The landowners would also require specialised training in tour guiding and first aid to guide people on these treks.



FIGURE 20. ENJOYING FRESH COCONUT ON TREK. FIGURE 21. PENTECOSTAL ECO TRAIL

RANPUTOR

Panlike guesthouse, Ranputor

Joseph and Stelline started operating the Panlike guesthouse a few years ago after they gained permission from the paramount chief of Ranputor. The guesthouse is a concrete building with a tin roof which does not cope as well with the heat as the more traditional buildings. There are three separate lockable rooms catering for up to 4 people in each room. The bathroom facilities are in good condition and will need little improvements to meet OMS guidelines. The dining area is fully screened and captures the ocean breezes. From the dining room they serve delicious home cooked food and are very hospitable. Like Clement's guesthouse, Panlike mainly services domestic tourists with a few international tourists making their way down to Ranputor in the *nangol* season. Joseph also refers tourists to tours operated by families in the area and does not take a percentage.

Joseph spoke of building traditional bungalows closer to the water to make better use of the shade and sea breezes. He wanted these bungalows to cater for the mid to higher end market and has asked for training in how to reach a higher standard of accommodation. He also suggested that people in South Pentecost were starting to show interest in developing more accommodation and would benefit greatly from some training and capacity building programs.



FIGURE 22. PANLIKE GUESTHOUSE

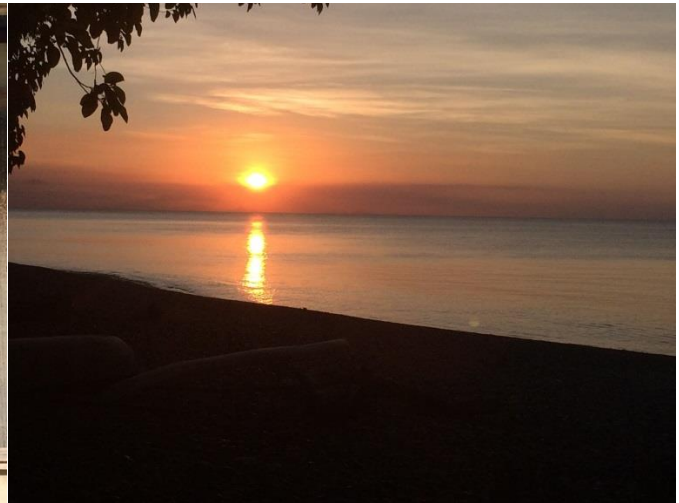


FIGURE 23. VIEW FROM PANLIKE GUESTHOUSE

Agrotourism – Water taro walk and gardens tour, Ranputor and Palemsi

The people of South Pentecost have a unique way of cropping taro and yams which has been identified by the Vanuatu Cultural Centre in Port Vila as being worthy of World Heritage listing. Their irrigation systems for growing water taro are fascinating to see and the way the water taro is grown here makes them a highly demanded crop on the other islands in Vanuatu. There is also potential to coordinate this with an educational tour of the many tropical vegetables and fruits that are grown here and the process of organic farming. The tour could then conclude with a lunch including all of the produce tourists have helped pick on their tour. Ranputor and Palemsi are good sites for developing a tour of the water taro gardens as they are close to Pangl making it accessible for cruise ship tourists. This provides opportunity for developing interpretation facilities, both passive and active of the cultural significance and uniqueness of these areas.



FIGURE 24. MUMMA SEPERATING SEEDS FROM CAPSICUMS TO PLANT. FIGURE 25. WATER TARO GARDEN AT RANPUTOR

Potential for ecotourism resort at Banmatmat

Banmatmat is located next to Ranputor community and is only accessible by boat. The high courts have recently ruled the paramount chief of Ranputor Philemon Tamtam as the traditional owner of Bunmatmat which ends a long running land dispute between Wanuru and Ranputor. The terrestrial and marine area of Bunmatmat was quite degraded from previous developments such as the bible college and over fishing. The area was recognised a few years ago as having significant breeding grounds due to the hot springs and has since been protected. Chief Philemon has already noticed significant increases in marine life such as turtles, crabs and mullet which are now extending past the boundaries of the protected area. There is also a breeding ground for many local fauna.

Chief Philemon is very interested in developing tourism here but he has insisted that is must be sustainable and without negative impacts on the environment or wildlife. He also wants to develop tourism that can support his community. He has asked for more information on ecotourism such as how to develop an ecotourism business and how to operate activities such as snorkeling and nature walks. This area has the potential to meet the high end ecotourism market which would keep the numbers to a minimum while still ensuring a good return to the operators. The site where the old bible college is located has a large concrete slab which could be used for a small resort built in the traditional way. It is recommended that Chief Philemon and his family receive targeted training on developing ecotourism while also receiving support to develop high end accommodation. Training could assist Chief Philemon to develop tourism products at Banmatmat which could service people staying at Pangi, Ranputor and cruise ship passengers to raise income to then develop eco-tourism style accommodation.



FIGURE 26. BREEDING GROUNDS AND HOT WATER SPRINGS AT BUNMATMAT. FIGURE 27. OLD BANMATMAT BIBLE COLLEGE

Snorkeling and eco-nature walks at Banmatmat



FIGURE 28. CLEAR WATERS OF BANMATMAT MARINE RESERVE FIGURE 29. SANDY BEACH AND HOT SPRINGS AT BANMATMAT

RANWAS AND BUNLUP

Women's guest house, Ranwas

The women's guesthouse at Ranwas was the most impressive accommodation that I visited in South Pentecost. It was first built in 2000 but has recently been extended with significant upgrades made to the kitchen and bathroom area. It is fully solar powered in all four rooms. There is a shower in the guesthouse and flushing toilet. The dining area is nice and open with high ceilings and a large sitting area. The women's church group operates the guesthouse and caters for guests with a beautiful selection of home grown local cooked food. Their hospitality is outstanding with women in the group speaking fluent English and French. This accommodation is a good base for tourists wanting to visit Bunlap village and take walks through the upper catchments of the CCA "Bay Homo" area. There are fantastic views from the bungalow as Ranwas has a particularly high elevation. They receive all of their bookings through Clement at Nak Bungalows as they do not have mobile or internet reception. The women's group expressed interest in doing safe food handling and first aid.



FIGURE 30. RANWAS WOMEN'S ACCOMMODATION **FIGURE 31. DINING ROOM OF RANWAS WOMEN'S ACCOMMODATION**

Bunlap custom village

The late paramount chief's son Bebe Telkon owns and operates a bungalow in Bunlap village. It is still in the process of being fully developed. It has six rooms and one kitchen, but not a satisfactory bathroom and toilet area. The style of accommodation would be most suited to backpacker and adventure tourists as there is no solar power, phone or internet reception or security on doors. It would work well for tourist wanting to experience staying in a custom village.

Since the passing of the paramount chief there is a lot of change occurring in Bunlap such as outward migration of the community, wearing clothes instead of custom dress, and religious education being introduced to the area.



FIGURE 32. BUNLAP CUSTOM VILLAGE AND PARAMOUNT CHIEFS MEMORIAL. FIGURE 33. WOMEN GARDENING IN BUNLAP .

LONDOT

Londot Bungalows

Londot Bungalows are located between Lonorore airport and Pangl on the West coast. The bungalows are located in a stunning area which overlooks the calm waters and captures the sea breezes. The gardens are well maintained and consist of neat hedges and flowers lining the tracks to the bungalows. There are 11 bungalows in total which can sleep 2 to 4 people. There is a communal bathroom and toilet area which is in need of upgrading. They have a refreshments area on the coast which they use to cater for guests and yachts passing through. Around 30 yachts pass come to Luke Vako's establishment per year. They also run activities such as custom dance and tours from this area.

Luke Vako has been servicing the tourism industry since independence with his *nangol* site and accommodation and he is also the president of the SPTA. The bungalows are in the process of being upgraded, as they are now they would not pass the OMS guidelines. It was suggested that the numbers of people staying at the bungalows and visiting the land dive site has significantly decreased since the land dive site at Lonorore airport opened up.



FIGURE 34. LONDOT MEETING AREA AND DINING ROOM



FIGURE 35. LONDOT BUNGALOWS

Hot springs

Located near Londot Bungalows is the hot springs. You can feel the steam coming off the creek as the water coming out of these hot springs reaches boiling temperature. Located around the hot springs are cooking utensils which neighbouring communities use to cook their food in the boiling water. It is very easy to get to via boat as it's located close to the shore. It is an activity that people can do on their way from Lonorore airport to communities further South.



FIGURE 36. HOT SPRINGS



FIGURE 37. BOAT TRANSPORT FROM AIRPORT TO HOT SPRINGS

POINTCROSS

Pointcross accommodation and snorkeling (potential for community managed bungalow),

Although Pointcross is located a significant distance from Lonorore airport and is most likely too far to cater for cruise tourists it offers significant tourist products which if developed could encourage tourists flying in to stay in South Pentecost longer. Tourists staying at Pangi and Ranputor could travel by boat to stay at Pointcross and participate in the many activities on offer. Pointcross community leaders suggested the desire to develop a community managed guesthouse next to the church. From the high elevation this site offers exquisite views of neighbouring islands and volcanoes. The bay at Point Cross is very sheltered and has white sandy beaches and clear waters for snorkeling. There are also many experienced fisherman with boats with access to the open ocean and plenty of deep sea fish.



FIGURE 38. POINTCROSS BAY AREA.



FIGURE 39. VIEW FROM POTENTIAL ACCOMMODATION SITE

Pointcross Waterfall walk to Bay Martelli

A stand out tourism product which has not yet been developed is the trek from Point cross to Bay Martelli. The highlight of the trek is swimming at the beautiful waterfall and crossing the many crystal clear rivers along the way. The trek takes two hours in total including time for a swim in the falls. Due to the distance from Pangi and the length of the walk it would be best suited to tourists visiting by air rather than cruise ship passengers. There are members of Pointcross who have access to transport boats which could transport people staying at Pangi, Ranputor or Banmatmat. This walk would benefit from some interpretation facilities educating tourists in the many impressive species of trees located along the trail.



FIGURE 40. WATERFALL TREK THROUGH RAINFOREST TREES.



FIGURE 41. WATERFALL AT POINTCROSS

3.2 SWOT analysis of tourism products in South Pentecost

This section consists of a SWOT analysis which considers the social/cultural, environmental and economic sustainability of both natural (landscape, seascape, vegetation, fauna) and cultural heritage (historical sites, culture, traditions) products in and around the new CCA “Bay Homo”.

Potential tourism product:	Strengths	Weaknesses	Opportunity	Threats
Banmatmat marine conservation area, bungalows, nature walks and snorkeling	<ul style="list-style-type: none"> • Scenically beautiful. White sand private sheltered beach. • Variety of landscapes, wildlife sanctuaries, trails for trekking. • Area has been protected for some time now, seeing signs of increased wildlife breeding. • Reef in good condition and improving, large amounts of marine life including turtles. • Land tenure is secure. • Current upgrading of road from Lonorore airport to Ranputor will increase access and lower costs for tourists. 	<ul style="list-style-type: none"> • Traditional owners do not have access to credit to develop the area. • Water not on site would have to be pumped from Ranbutor. • Lack of proper infrastructure facilities. • Low quality of workforce in terms of skills sets and training. Low skill level and lack of training opportunities available to local people. Less women engaged in workforce. • Lack of coordinated efforts by the state and private stakeholders towards ecotourism. • Lack of destination branding and marketing for South Pentecost. • Lack of proactive representation from PENMA Tourism Council to develop and market products such as these. 	<ul style="list-style-type: none"> • Traditional owners are keen to develop area in line with ecotourism principles. • Offer packages linking eco-tourism and nangol. • Community based eco-tourism integrating rural communities into promotion and development of eco-tourism. • Develop self-sustaining model villages through social entrepreneurship. 	<ul style="list-style-type: none"> • Lack of tourism related information. • Rising sea waters are impacting on mangroves along beach. • Competition with similar scenic beauty in neighboring islands which are more developed for tourism. • Increasing dissatisfaction among tourists visiting nangol, unmet necessities and expectations, threatening potential of new products.
Captain Cooks Rock	<ul style="list-style-type: none"> • Land tenure is secure • Significant cultural heritage attached to site, words engraved by Captain Cook onto a rock on his discovery of New Hebrides. WWII artifacts. • One family lives there and is keen to develop a tour. 	<ul style="list-style-type: none"> • Traditional owners do not have access to credit to develop the area. • Lack of health and hygiene facilities. • Low education level of family. Minimal English skills. • Low quality of workforce in terms of skills sets and training. Low skill level 	<ul style="list-style-type: none"> • Provide training and history of site to family to develop tour. • Offer as a package linked to nangol. • Could link to a local boat transport operator to develop tour package. 	<ul style="list-style-type: none"> • Lack of tourism related information available. • Increasing dissatisfaction among tourists visiting nangol, unmet necessities and expectations, threatening potential of new products.

	<ul style="list-style-type: none"> • Easy to access from Pangl. • Good area for snorkeling. • Current upgrading of road from Lonorore airport to Ranputor will increase access and lower costs for tourists. 	<p>and lack of training opportunities available to local people. Less women engaged in workforce.</p> <ul style="list-style-type: none"> • Lack of destination branding and marketing for South Pentecost. • Lack of proactive representation from PENMA Tourism Council to develop and market products such as these. 		
Waterfall trek from Point Cross to Bay Matili	<ul style="list-style-type: none"> • Variety of landscapers, beautiful river network. • Scenically beautiful, lookouts to Ambrym. • Good quality trails. • Beautiful swimming spot for tourists. • Walk is suitable for all levels of fitness. 	<ul style="list-style-type: none"> • Traditional owners do not have access to credit to develop the area. • Walk to waterfall crosses three traditional owners' boundaries; therefore ownership of walk could be difficult to coordinate. • Low quality of workforce in terms of skills sets and training. Low skill level and lack of training opportunities available to local people. • Lack of proper infrastructural facilities. Lack of health and hygiene facilities. • Lack of coordinated efforts by the state and private stakeholders towards ecotourism. • Lack of destination branding and marketing for South Pentecost. • Lack of proactive representation from PENMA Tourism Council to develop and market products such as these. 	<ul style="list-style-type: none"> • Small villages on way to waterfall could benefit from selling refreshments and handicrafts. • Could promote the importance of sustainability and conservation of catchment areas to local villages. • Point cross could develop bungalows for trekkers to stay at. • Potential to train and employ young people from Point Cross in tour guiding and hospitality. • Provides employment for boat transport operators. 	<ul style="list-style-type: none"> • Emergence of similar trails opening on neighbouring islands. • Could open up sensitive areas to too many tourists. • River system is under increasing pressure from over clearing in upper catchments. • Increasing dissatisfaction among tourists visiting nangol, unmet necessities and expectations, threatening potential of new products. • Lack of tourism related information available.
Palemsi Titanic Rock walk and Pentecostal Eco Trail	<ul style="list-style-type: none"> • Variety of landscapers, beautiful river network. • Scenically beautiful, lookout over Bay Homo. • Agro-ecotourism potential where walk passes through water taro gardens 	<ul style="list-style-type: none"> • Traditional owners do not have access to credit to develop the area. • Trails have not yet been developed to the rock. • Low quality of workforce in terms of skills sets and training. Low skill level 	<ul style="list-style-type: none"> • Potential to spread the tourism benefits from Pangl to Palemsi. • Potential to train and employ young people from Palemsi in tour guiding and hospitality. • Could promote the importance of 	<ul style="list-style-type: none"> • Could open up sensitive areas to too many tourists. • River system is under increasing pressure from over clearing in upper catchments. • Emergence of similar trails opening

	<ul style="list-style-type: none"> • Beautiful swimming spot for tourists. • Both trails are suitable for all levels of fitness, would not take more than 2 hours of time. • Current upgrading of road from Lonorore airport to Ranputor will increase access and lower costs for tourists. 	<ul style="list-style-type: none"> and lack of training opportunities available to local people. • Lack of proper infrastructural facilities. Lack of health and hygiene facilities. • Lack of coordinated efforts by the state and private stakeholders towards ecotourism. • Lack of destination branding and marketing for South Pentecost. • Lack of proactive representation from PENMA tourism council to develop and market products such as these. 	<ul style="list-style-type: none"> sustainability and conservation of catchment areas to local villages. • Could spread the benefits of cruise ship passengers as both trails are located conveniently close to the landing site for cruise ships. • Potential for DoF and DoE to develop educational signs on both trails which explains tree species and their ecological functions, coconut crab life cycle and nesting sites of the Megapodes. 	<ul style="list-style-type: none"> on more developed neighbouring islands. • Increasing dissatisfaction among tourists visiting nangol, unmet necessities and expectations, threatening potential of new products. • Lack of tourism related information available.
Queen Elizabeth land dive site and lookout, Salap	<ul style="list-style-type: none"> • Scenically beautiful, lookout over Bay homo. • Land tenure is secure • Significant cultural heritage attached to site • One family lives there and is keen to develop a tour. • Easy to access from Pangl for cruise ship passengers. • Current upgrading of road form Lonorore airport to Ranputor will increase access and lower costs for tourists. 	<ul style="list-style-type: none"> • Traditional owners do not have access to credit to develop the area. • Trails have not yet been developed to the site. • Very steep climb to site physically challenging for some. • Low quality of workforce in terms of skills sets and training. Low skill level and Lack of training opportunities available to local people. • Lack of proper infrastructural facilities. Lack of health and hygiene facilities. • Lack of coordinated efforts by the state and private stakeholders towards ecotourism. • Lack of destination branding and marketing for South Pentecost. • Lack of proactive representation from PENMA tourism council to develop and market products such as these. 	<ul style="list-style-type: none"> • Potential to spread tourism benefits from Pangl to Salap. • Pride among Sa people in communicating story of Queen Elizabeth visiting nangol. • Potential to train and employ young people from Salap in tour guiding. 	<ul style="list-style-type: none"> • Increasing dissatisfaction among tourists visiting nangol, unmet necessities and expectations, threatening potential of new products. • Lack of tourism related information available.

Handicraft centre and craft classes at Pangi	<ul style="list-style-type: none"> • Provides direct employment for women. • Makes use of high tourist numbers from cruise ship. • Location provides more products for cruise ship tourists to visit in short amount of time • Provides a one stop shop for tourists to buy handicrafts. • Gives tourists the opportunity to gain skills and create their own pieces. • Current upgrading of road from Lonorore airport to Ranputor will increase access and lower costs for tourists. 	<ul style="list-style-type: none"> • Lack of proper infrastructural facilities. Lack of health and hygiene facilities. • Women have been too busy in gardens losing handicraft skills. • Lack of coordinated efforts by the state and private stakeholders towards ecotourism. • Lack of destination branding and marketing for South Pentecost. • Lack of proactive representation from PENMA Tourism Council to develop and market products such as these. 	<ul style="list-style-type: none"> • Could re-engage women in making handicrafts and passing knowledge to children. • Potential to bring women from different communities together through training workshops. • Potential to spread the tourism benefits among women from different communities throughout South Pentecost. 	<ul style="list-style-type: none"> • Lack of tourism related information available. • Profits are not managed well causes tension among communities. • Increasing dissatisfaction among tourists visiting nangol, unmet necessities and expectations, threatening potential of new products.
Bunlap custom village	<ul style="list-style-type: none"> • Provides tourists with a close up of cultural traditions and Kastom. • Provides people from Bunlap with income generating opportunities. • Nice, easy walk through bush. • Current upgrading of road from Lonorore airport to Ranputor will increase access and lower costs for tourists. 	<ul style="list-style-type: none"> • Road to Bunlap is of poor quality, parts of road are dangerous. • Transport expense to Bunlap is high. • Monopoly over transport, very few trucks servicing this road. • Bunlap community is starting to disperse into other areas, not so many people living in community. 	<ul style="list-style-type: none"> • Cultural and kastom longevity through tourism demand. • Provides Ranwas with income generating opportunities such as accommodation and refreshments when tourists pass through on way to Bunlap. 	<ul style="list-style-type: none"> • Lack of tourism related information available. • Increasing dissatisfaction among tourists visiting nangol, unmet necessities and expectations, threatening potential of new products. • Since the paramount chief passed there are significant changes happening in the community which could impact on kastom and traditional lifestyle.
Hot Springs	<ul style="list-style-type: none"> • Outstanding natural feature, demonstrates volcanic activity. • Nesting sites for rare bird. • Boat from Lonorore airport. • Site is close to shoreline from boat, all ages and fitness levels can access. • Current upgrading of road from Lonorore airport to Ranputor will increase access and lower costs for tourists. 	<ul style="list-style-type: none"> • Lack of coordinated efforts by the state and private stakeholders towards ecotourism. • Lack of destination branding and marketing for South Pentecost. • Lack of proactive representation from PENMA Tourism Council to develop and market products such as these. 	<ul style="list-style-type: none"> • Water to boiling point, potential for cooking demonstrations from local community. • Provides opportunities for local village to generate tourism income. • Potential to train and employ young people from local village in tour guiding and hospitality. • Provides employment for boat transport operators. 	<ul style="list-style-type: none"> • Lack of tourism related information available. • Increasing dissatisfaction among tourists visiting nangol, unmet necessities and expectations, threatening potential of new products. • Increasing dissatisfaction among tourists visiting nangol, unmet necessities and expectations, threatening potential of new products.

CHAPTER 4: RECOMMENDATIONS FOR ECO-CULTURAL TOURISM DEVELOPMENT IN SOUTH PENTECOST.

4.1 Listing nangol as a UNESCO World Heritage Site

This section consists of a SWOT analysis detailing the pro's and con's for a planned translocation of the current *nangol* activities to its original traditional location in view of the intended nomination of the site as a UNESCO World Heritage Site from a tourism point of view. As stated in section 2.3.1 the actual site that *nangol* originated on is difficult to determine with many alternate theories being put forward from Sa interviewees. While it is beyond this preliminary market and situation analysis to determine the accurate original traditional location for the *nangol*, it will be suggested for this SWOT analysis that the UNESCO World Heritage site for *nangol* is determined to be located in the vicinity of either Bunlap or Panodkon.

Nangol site	Strengths	Weaknesses	Opportunities	Threats
Nominated as a UNESCO World Heritage site, only one site operates for tourism.	<ul style="list-style-type: none"> • Provide stronger marketing in an international setting. • Attracts higher spending tourists, with more time. • Addresses issues of authenticity as nomination would require specific Kastom practices to be performed. • More opportunities for secondary income sources through transport of tourists, accommodation, catering, stores, handicrafts, tours. 	<ul style="list-style-type: none"> • Transport constraints due to limited vehicles. • High costs of transporting tourists to Nangol site. Over 10,000vatu one way from airport. • Infrastructure constraints such as: quality of road. Boats need upgrading, protection from weather, lifejackets. • Lack of health, toilette and wash facilities. 	<ul style="list-style-type: none"> • Nomination could provide opportunity to reform governance structure to be more equitable. • One site would mean a more sustainable use of vines and timber for tower construction. • Could encourage overnight travelers as the distance is too far from airport for a day trip. • Provincial government could issue a regulation or by-law which does not allow for one day visits for nangol. 	<ul style="list-style-type: none"> • Becomes too expensive and difficult to get to for majority of tourists travelling to Vanuatu. Results in smaller numbers of tourists coming to South Pentecost. • Leaves no time for cruise ship passengers to participate in other tourism activities. • Traditional authority figure of site exerts control of nangol and profits.
Continues to be conducted at Lonwaren, Pangl, and Londot.	<ul style="list-style-type: none"> • Each site caters to a specific type of tourist. • Convenience of locations attracts large numbers. • Cruise ship passengers have more time to engage in other tourism products as site is close to docking harbor. 	<ul style="list-style-type: none"> • Continues to be controlled by a small number of traditional authority figures and exogenous actors. • Encourages day visitors only as each site is so convenient for tourists that they don't spread any further than the nangol site. 	<ul style="list-style-type: none"> • Increased number of international liners visit Pangl nangol site from work being conducted through Pangl Port of Call. • The Intellectual Properties Act is implemented to close Lonware nangol site and spread tourists further from airport. 	<ul style="list-style-type: none"> • Continued over-commercialisation of nangol compromises integrity and loses value to tourists. • Unsustainable use of vines and timber for towers impacts on CCA "Bay Homo" and threatens future generations for performing nangol.

4.2 Priority tourism development nodes in South Pentecost

Figure 42. demonstrates a spatial framework identifying priority tourism development nodes in South Pentecost (see section 3.1 for detailed explanation of products).



FIGURE 42. GOOGLE IMAGE DETAILING PRIORITY TOURISM DEVELOPMENT NODES IN SOUTH PENTECOST

4.2.1 DEVELOPING PRIORITY TOURISM DEVELOPMENT NODES

The development of projects within “Bay Homo” (Pangi handicraft and information centre, Palemsi titanic rock walk and Pentecostal Eco trail, Queen Elizabeth site and Captain Cooks rock) could be listed as priority lead projects to be considered for the tourism management plan. As stakeholders have noted an urgency to raise the port of call rating for South Pentecost it is essential to concentrate on developing this area initially. Once these products have been developed and infrastructure has been upgraded the priority could shift to other development nodes to cater for overnight travelers.

At present the Pangi Port of Call has been rated as quite low compared to its counterparts at Mystery Island and Port Vila. It has been suggested that not addressing the issues surrounding the low rating will deter cruise liners from docking at Pangi. Improving the port of call rating requires developing improved port infrastructure for ease of access and encouraging land based development around the port to support tourism and retail activities.

The improvements planned for the jetty at Pangi could be further enhanced by developing a volunteer group to beautify the bay area. Pangi residents could work with PPTC and SPTA to develop a handicraft and tourism information centre right on the shore line in Pangi (as suggested in section 3.1) to attract tourists coming straight off the cruise ship. Toilets and wash facilities could be set up in this location alongside a small café to serve light snacks and refreshments. The organisation of transport services could be made from the information centre as well as tours and cultural performances.

Landowners for Palemsi Titanic rock walk and Pentecostal Eco trail could manage the maintenance of the treks, while DoF and DoE could provide signage along the treks informing tourists of tree and animal species. Small transport boats could be parked at Pangi jetty ready to take people on tours to Captain Cooks rock and Banmatmat nature reserve. The information centre could hire out snorkeling equipment to tourists with profits going to the running of the centre. These improvements to Pangi and Bay Homo would cater for people traveling by air also and would work to encourage longer visitation to the area.

4.3 Recommendations to manage tourism in South Pentecost

4.3.1 INSTITUTION SET-UP

It is recommended that the MALBANGBANG Council of Chiefs come together to discuss the future site of the *nangol*. Although all Sa villages in South Pentecost have rights to perform *nangol* as they wish, it appears the way this has been managed in the past is fraught with negative impacts on the people of South Pentecost and has been shown to be counterproductive for developing South Pentecost into a sustainable tourism destination.

It is proposed that the MALBANGBANG Council of Chiefs work with the STPA, PPTC and Vanuatu Cultural Centre to agree on one *nangol* site which optimises the potential that can be gained from the diversity of tourists visiting South Pentecost. As was detailed in the SWOT analysis in section 4.1 if *nangol* is relocated to Bunlap or Panodkon (if it is determined that either of these are the original site) in view of the intended nomination of the site as a UNESCO World Heritage Site, it may exclude international cruise ship passengers due to time constraints. Also infrastructure and transport issues make it virtually impossible to transport large groups to either of these locations.

Therefore it would be in the interests of the MALBANGBANG Council of Chiefs to work alongside the Vanuatu Cultural Centre and tourism industry stakeholders to come to an agreement on a *nangol* site that is accessible to tourists (whilst not being so convenient that it discourages overnight stays) and maximises economic potential of tourism to South Pentecost.

In 2011 the Malbangbang Council of Chiefs lead by the late Chief Telkon Wetas established a new tourism council named the Wawan Tourism Council to deal with tour operators and agents interested in visiting the *nangol*. Under the Wawan Tourism Council a trust account was opened in which all revenue belonging to the *nangol* was to be transferred to this account. It was suggested that the Wawan Tourism Council had the authority to stop any person or tour agent who has not respecting the new system. Yet there was very little information available during primary or secondary data collection on the Wawan Tourism Council suggesting that it most likely ceased operation with the passing of Chief Telkon Wetas.

While the development of the Wawan Tourism Council demonstrates the awareness among the Malbangbang Council of Chiefs in regards to protecting the *nangol* of over-commercialisation, it was put forward from many Sa participants that the development of a *nangol* committee should contain members from every Sa community in South Pentecost and not be limited to chiefs or exclude women.

A proposed organisational structure of the *Nangol* management committee is detailed below in figure 8. The *Nangol* management committee would directly engage and have representative members from the Malbangbang Council of Chiefs and the PPTC. It would operate at the area level alongside the Pangl Port of Call, SPTA and SPTC. This committee would be responsible for overseeing the *nangol* only and not be responsible for other tourism activities operating in South Pentecost.

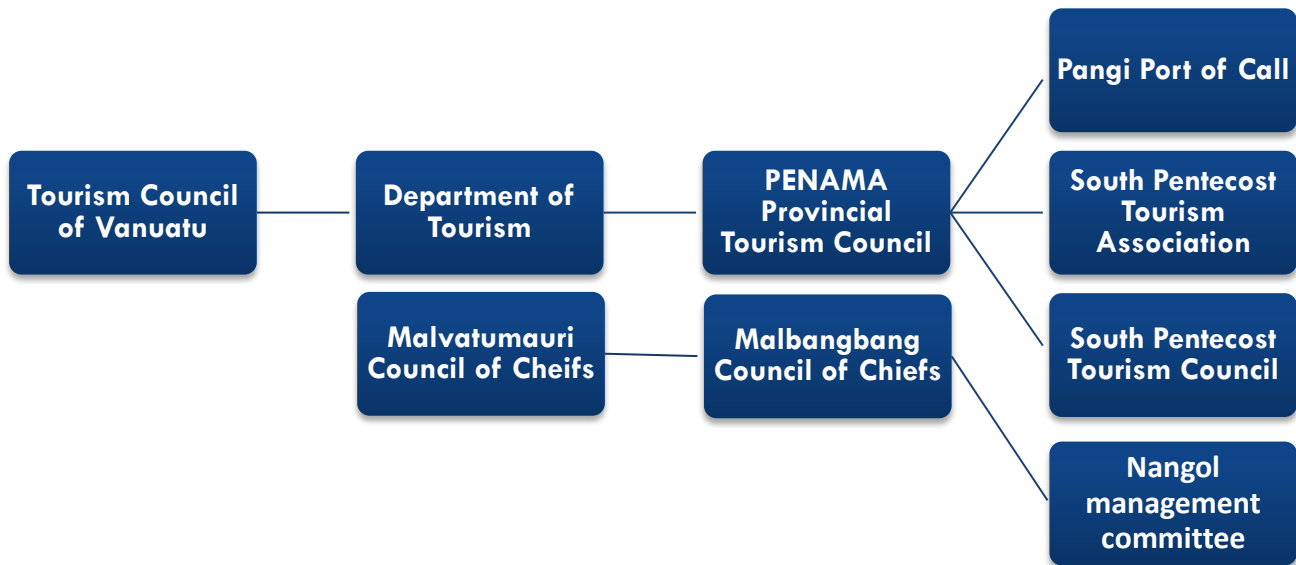


FIGURE 43. PROPOSED STRUCTURE OF INSTITUTIONS TO MANAGE TOURISM IN SOUTH PENTECOST

It was envisioned that this committee could be responsible for the operations and financial management of the *nangol*. Representatives from each village could become members of the committee and labour for tower construction, performances and diving could be shared among the villages with a fee paid to each person who works for the *nangol* presentation. Remaining profits could be put into a South Pentecost development fund which could be accessed for social development and empowerment related community projects such as: education; medical transfers to Port Vila; infrastructure upgrades; and the management of the CCA “Bay Homo”.

Collecting funds for the management of CCA “Bay Homo” through the *nangol* revenue frees secondary small scale tourism products such as transport, handicrafts, tour guiding, educational and cultural activities and accommodation and catering from paying levies. Tourists will be more inclined to pay extra levies for the primary tourist activity then secondary ones.

The development of a central handicraft centre at Pangi similar to the one found in Port Vila but on a much smaller scale could provide opportunities for women to be involved in the tourism industry while addressing some of the constraints experienced by women such as land ownership. Female interviewees spoke of their

involvement in women's groups both within and across communities which could be utilised to operate the handicraft centre. While many communities and stakeholders felt that the best arrangement for the centre would be community owned and operated it could also allow for entrepreneurship among individuals through the sale of produce. It was put forward that participating women could contribute a share of their profits to the maintenance and operations of the handicraft centre and take turns in operating the centre. This would allow women to continue their vital roles in the gardens and looking after children while giving them the opportunity to generate some income.

Communities and stakeholders noted that the Pangi Port of Call (as mentioned in more detail in section 2.3.3) could continue to oversee the development of and upgrade of Pangi Port and "Bay Homo". The committee could develop and implement a strategy to guide future tourism development in Pangi and around "Bay Homo" which improves the rating of Pangi Port of Call while also aligning activities to eco-cultural tourism principles and conservation and protection of the CCA "Bay Homo". Cruise ship levies could be collected through the Pangi Port of Call and used to fund infrastructure upgrades as well as the maintenance and management of the CCA "Bay Homo".

4.3.2 INFRASTRUCTURE AND SERVICES

South Pentecost is accessible by air on a sealed airstrip all year round. There has been a need identified for upgrading of the airport in terms of information services, and hygiene facilities. Transport from the airport to Pangi needs improving. The ferry service with small boats needs upgrading to have shelter from sun and rain.

It is difficult to get large bags from the airport to the shore where the small boats dock. It is recommended that there is coordination with a truck at the airport to transport people to the ferry service. The ferry service takes almost 30 minutes to get to Pangi and should therefore serve some beverages on board for guests.

The standard of roads in South Pentecost are generally less than satisfactory with some parts of the road from Pangi to Ranwas being potentially life threatening. The findings suggest in order to develop the listed tourism products in section 4.2 significant infrastructure upgrades and maintenance are required for the main roads, Lonorore airport and "Bay Homo" jetty to encourage increasing numbers of air arrivals and cruise ship visitors. These recommendations are also highlighted in section five, strategy five of the PPTP. While development was set to begin on the road from Lonorore airport to Ranputor, there was no suggestion of upgrading the road past Ranputor or from Pangi to Ranwas. Alongside the upgrading of roads there would need to be some investment made into increasing road transport services as currently there is only one main road transport operator in South Pentecost.

The upgrading of “Bay Homo” Jetty could provide a means to raise the rating of this port of call which at present is considerably lower than the rest of Vanuatu’s ports. Raising this rating would also require the development of public amenities, addressing the cleanliness issues found with toilets in general and an information centre located near the jetty that could be easily identified by tourists.

This information Centre could display brochures for tourism products that cater for cruise ship passengers. It could also work as a booking office providing access via telephone, email and two way radio communication network and phone and internet access for tourists and local operators and a handicraft and souvenir shop. This facility would require flushing toilets, wash facilities, interpretation facilities and catering. It was also envisioned by communities and stakeholders that this centre could be utilised by air travelers staying overnight, as Pangl has the potential to be the central hub of South Pentecost for people travelling to the area.

Limited access to power, telephone, and internet and email communication are experienced in many parts of South Pentecost. As a result communicating information to people without access to these services is problematic. While section 5, strategy 1, recommendation 1.2 of the PPTP stipulates the advantages of establishing a Visitor Information Centre, it has been recommended that this centre be located in Saratamata, Ambae. Some stakeholders suggested having only the one visitor information centre for PENAMA province will not accommodate cruise ships docking at “Bay Homo” and is therefore not sufficient to meet tourists’ needs in South Pentecost.

4.3.3 CONTRIBUTION TO LOCAL ECONOMIC DEVELOPMENT

Ecotourism is one of the fastest growing sectors with an estimated growth rate of 10-15%. This unprecedented growth rate is driven by the demands of increasingly affluent adventure and nature travelers seeking more remote and natural environments (Scheyvens, 1999). Yet these types of travelers are also becoming increasingly aware of greenwashing and the use of eco and cultural tourism as merely a marketing tool. Within many countries in the South Pacific the concept of ecotourism has been “promoted within a particularly narrow band of conservation and business thought which has often failed to appreciate the role of social and political values within sustainable tourism development” (Rudkin & Hall, 1996, p. 223).

The way in which ecotourism is approached in South Pentecost will be critical to its success. This demonstrates the importance to develop ecotourism in South Pentecost which starts from the needs, concerns and welfare of local communities. Therefore the development of Vanuatu's tourism sector to date with its emphasis on outside investors and control may not be a suitable form of development for South Pentecost.

Ecotourism development needs to acknowledge the importance of social dimensions in addition to environmental and economic improvements. Therefore local communities of South Pentecost need to be empowered to decide how the tourism costs and benefits are shared among the different stakeholders (Akama, 1996). Stakeholders noted if the power brokers are allowed to continue on with operating a monopoly of tourism services in South Pentecost than increasing tourism to the area will only intensify the negative social impacts while providing little for majority of people's livelihoods.

All communities exhibit some form of inequality which can be exacerbated by increased access to tourism industry. Therefore, social development and empowerment will only occur when ecotourism profits are used to fund community projects, infrastructure improvements such as water supply systems, waste treatment facilities, in addition to education and health facilities. Secondary sources of income from tourism can be sourced by individual entrepreneurs such as transport, handicrafts, tour guiding, educational and cultural activities and accommodation and catering.

The foreign domination of parts of the tourism sector and the lack of backward linkages with other sectors has inhibited many of the local economic opportunities that can be derived from tourism development. Many interviewees spoke of their awareness around this issue and expressed a desire for tourism development to be focused on supporting the development of Ni Vanuatu owned and operated businesses. Many small scale tourism businesses such as accommodation and tours can be incorporated into a range of diversified income streams such as subsistence gardens, animal production, and commercial crop production such as taro, kava and copra. This model of business can increase opportunities for local people while still safeguarding them from the volatility of the tourism industry. In this regard the seasonality of the tourism industry as a result of the *naghol* season would not be as much of an issue as rural people would have other forms of economic activity to supplement the slow periods.

Surveys conducted on the economic impact of cruise tourism in Vanuatu (Naitu, 2007) have found that cruise ship tourism can create opportunities for self-employment as market vendors, transport and tour operators. This form of income generation is especially significant for marginalised groups such as women and youth. Some of the returns from market stalls can be significant with one study suggesting on a cruise ship day in Port Vila most small vendors could earn between \$50 to \$150 AU. Female handicraft and clothing stall vendors noted even higher earnings of up to \$800 a day (Scheyvens & Russell, 2013).

Supporting stronger linkages between the tourism industry and other sectors such as agriculture and fisheries can benefit many rural people who may not have the skills or desire to be directly involved in the tourism industry. The sale of fresh produce direct to accommodation enterprises and cruise ships offers farmers the potential to increase their income generation. As most of the produce is sold in Port Vila there is significant savings to be made in reduced transport by selling produce locally. This would require support from intermediaries to enable rural people to produce products which link to the supply chain and meet the standards of cruise ship operators and private industry. Other sectors which could benefit from increased tourism development are the harvesting of trees for accommodation construction, maintenance people, cleaning, and furniture production.

By enabling the local population to be key actors in identifying and addressing their livelihood priorities, processes can be implemented to design the objectives, outputs and project activities to respond to these smallholder needs (Addinsall et al., 2015). Westoby (2010, p. 86) describes the Melanesian economy as a 'networked economy' which he suggests "emphasises individual effort within reciprocal networks of exchange and obligation".

Therefore future ecotourism projects could encourage individual entrepreneurs to gradually develop innovative cash economy activities based on secondary tourism activities that supplement traditional activities, while working within informal community and culturally based social protection systems which govern primary tourism operations such as *nangol*.

Psychological empowerment will manifest in the local communities of South Pentecost when people have access to disposable income, feel optimistic about their future, trust in the abilities of their community members, continue to be self-reliant and demonstrate pride in their *kastom*, traditions and beliefs. All of these factors can be enhanced by involvement in ecotourism that is developed from the bottom up with long term strategies over short term gains.

4.3.4 CAPACITY BUILDING PROGRAMS/COURSES

The findings suggest the key issue underpinning the successful implementation of eco-cultural tourism in South Pentecost is education and training. The key elements to the success of eco-cultural tourism are local control in the planning, development and maintenance of these sites (Pociovalisteanu & Niculescu, 2010). Yet there is a continued lack of involvement of Ni-Vanuatu in the tourism industry, which could be seen as a testament to the failure of tourism and hospitality training and education. The findings suggest the importance of reviewing skills shortages in South Pentecost and broadening as well as targeting training to incorporate a range of skills to support tourism activity.

To enable South Pentecost to become an ecotourism destination there must be a diversity of training implemented. The forms of tourism training currently available in Vanuatu are concerned more with developing skills to work for someone else with little training in entrepreneurship and small business management.

Communities and stakeholders suggested tourism training needs to support and encourage entrepreneurship among the Ni-Vanuatu population. However there are contextual issues which need to be considered. Firstly, it is important to clarify that entrepreneurship training in the Western sense would not be appropriate for many Ni-Vanuatu, particularly those in rural environments whose livelihoods largely evolve around a more traditional economy. This would require training to not follow the western curriculum of teaching entrepreneurs the principles of individualistic, risk-taking and profit maximisation and instead focus on providing skills that enable entrepreneurs to be adaptable and flexible, with the ability to balance traditional, social and familial demands, with their business goals.

Many interviewees that were either operating or interested in establishing accommodation and transport services lack basic financial literacy skills and have limited understanding of managing and promoting a tourism business. Training support required by interviewees consist of accessing credit, training in marketing the business, enabling linkages to networks, product quality and meeting visitor expectations. It is particularly important that training provides Ni Vanuatu business owners with the capacity to develop new products and services which appeal to the types of tourists travelling to South Pentecost. It is essential that these products meet tourists' expectations as well as serving the sector more generally through the supply of goods and services. This type of training would need to be supplemented with ongoing support over ad hoc training schemes.

There have been recent advancements in the growth of local tourism in MALAMPA and SANMA provinces through the Training and Vocational Education and Training (TVET) for tourism training and coaching program. This was part of a strategic partnership between TVET and DoT through a Memorandum of Understanding (MoU) to support the development of Ni-Vanuatu tourism businesses in the outer islands through improved training, industry coaching and coordination (Charlie, 2014). The second phase of the TVET tourism training program will build on progress to date in these provinces while also extending to the TORBA province.

It is recommended that SPTA identifies potential and existing tourism operators in need of training and works with the PPTC to focus heavily on gaining access to the TVET for tourism and coaching program. Currently there is no TVET training centre on Pentecost which is hindering access to training. To address this issue PPTC would need to provide a letter of request to the Director of Tourism to request a TVET centre on Pentecost.

For PPTC to provide the necessary support to enable training of tourism operators in South Pentecost the operations budgets for the department would need to be addressed. As the PPTC office is not located in Pentecost and there are limited funds available for the provincial tourism officer to visit Ni Vanuatu businesses it makes it difficult to provide ongoing support for rural small tourism businesses in South Pentecost. DoT acknowledged the need for an increased presence of the PPTC in South Pentecost and has suggested that they will be providing PPTC with an international volunteer to meet this need and assist in capacity building of the PPTC staff.

TVET tourism trainers are registered through the Vanuatu Qualification Authority (VQA) who are responsible for accrediting all training modules. DoT contracts VQA to administer TVET trainers to deliver certificate one and two in tourism training as well as Tour Guide Leader Certificate on South Pentecost. Although over time there has been an increase in the number of tourism training and education courses available through these organisations, training and education through TVET alone cannot empower Ni-Vanuatu to start and manage their own tourism businesses. TVET specifically focuses on training people already in the tourism industry to enhance their skills. As very few people are currently involved in the tourism industry in South Pentecost there is a need to access tourism training through DoT which focuses on encouraging potential tourism operators while providing them with access to finance and skills to manage day to day business operations.

Many interviewees that were looking to upgrade, extend or start out in accommodation services suggested the need for more information on what standards of accommodation tourists are seeking and how to build accommodation based on the principles of ecotourism. The implementation of the VTPC and the OMS, which is

to be delivered by the DoT, (see section 2.1) has the potential to address the standards of many of the accommodation services in South Pentecost in addition to transportation services, tour operators and activities. The aim of this program is to enable a business operator to become accredited, indicating they have met the set of nationally endorsed tourism operator's minimum standards. This program provides for an opportune time for tourism operators (and potential ones) in South Pentecost to receive training and attend awareness workshops to improve services.

As the requirements of ecotourism accommodation and services are not included in the VTPC and OMS it is recommended that measures are made to incorporate ecotourism principles into the training administered by the DoT to enable South Pentecost to create a brand for their destination.

Communities and stakeholders suggested training that incorporates local content into goods that can be purchased as souvenirs/artefacts or consumed by tourists would be very beneficial for communities. Currently majority of souvenirs/artefacts sold in Vanuatu are imported goods. The findings demonstrate the advantage of encouraging the manufacture of local products, especially wood crafts and handicrafts such as mats, jewelry and bags. Many interviewees suggested that due to demands from gardening and looking after children they have had little time for handicrafts, with some feeling as if they have lost some of these skills.

Many stakeholders believed that women in particular would benefit from coordinated training and creative workshops that bring together different women's groups not only from South Pentecost but also neighboring islands to either retrain or upskill in manufacturing handicrafts.

There was also some keen interest among many interviewees in the development of packaged food products to sell to tourists. Items such as roasted nuts, dried fruits and coconut oil and water were seen as potential products. This would require a diverse range of training programs such as safe food handling, food preparation and retail. There would also need to be a component of training that addresses product compliance in line with New Zealand and Australian quarantine biosecurity legislation.

There is currently no replanting of the vines for *nangol*, further investigation is therefore warranted into propagating the vines. There has also been no investigation into agroforestry and growing the vines needed

for *nangol* alongside other cash generating crops. There is potential for capacity building in agroforestry through the integration of scientific institutions both locally and internationally in collaboration with Department of Forestry, Agriculture and Industry. These stakeholders could help to address meeting the needs of the establishment of *nangol* towers while also providing for livelihoods through the production of larger varieties and better quality agricultural products in support of a supply chain with local products for the tourism market of local produce to the tourism markets.

4.3.5 MAXIMIZING TOURISM ECONOMIC POTENTIAL

To really enable tourism development in South Pentecost to contribute to people's livelihoods it is important to identify developmental constraints and limitations. There is still a tendency in South Pacific economies to see tourism as a panacea for economic and social development. As a result concerns regarding leakage, local ownership and control, equitable distribution among communities, linkages with the wider economy and environmental degradation have been largely ignored. Aligning with the emerging focus from government policy and planning to support the growth of small, locally owned and or community owned tourism businesses there is a space for development in South Pentecost to be based on small, alternative style tourism enterprise which services small groups of specialised travelers. Sofield (2003) case studies on tourism development in the Solomon Islands, Fiji and Vanuatu show that empowerment of communities to participate in tourism development requires strong policy commitment, a legal framework protecting the rights of all stakeholders and sensitive, socio-culturally grounded preparation, implementation and monitoring of projects over the long term.

The Pangl Port of Call is rated quite low compared to its counterparts in Port Vila and Mystery Island. Numbers of visitors docking at "Bay Homo" jetty have also decreased since 2009 (VNCTAP, 2012). The findings suggest a number of measures can raise the port of call rating such as developing more products that are accessible to cruise ship passengers. These products would also appeal to air travelers once the infrastructure upgrade of the road from Lonorore airport to Pangl has taken place.

While it has been suggested that *nangol* be nominated as a World Heritage Listing and potentially be moved to the original (although not confirmed) site in Bunlap or Panodkon, Having a *nangol* site close to "Bay Homo" would enable international cruise ship visitors to visit the *nangol* with enough time to participate in other activities in close proximity. This site would also encourage overnight visitors as it is quite a journey from Lonorore airport.

While the agricultural sector does not produce the level of foreign earnings that the tourism industry does it still remains a significant part of the economic and social development of the country. For traditional landholders in South Pentecost subsistence agriculture and the sale of produce domestically still remains the predominate mainstay of socioeconomic life.

Therefore there is potential for agriculture to contribute to the creation of economic revenue in South Pentecost through agro-ecotourism.

Linking agro and ecotourism is increasingly gaining importance as a viable economic development activity for rural areas in developing countries. Cavaliere (2006) distinguishes agrotourism from agro-ecotourism as a shift from rural tourism based on conventional agriculture to generating financial incentives for sustainable agricultural practices and the protection and enhancement of a farm's natural resources. Internationally, cultural and heritage landscapes such as traditional agricultural land are increasingly being acknowledged for their economic and social significance (Timothy & Boyd, 2003).

The Vanuatu Cultural Centre in Port Vila has recommended not just listing *nangol* as a World Heritage Listing but also looking into listing their traditional agricultural practices such as the unique way they crop taro and yams, and their irrigation systems. This provides opportunity for developing interpretation facilities, both passive and active of the cultural significance and uniqueness of these areas. Agro-ecotourism could also align with the management guidelines of the CCA "Bay Homo".

There is potential to gain revenue for the management of the CCA "Bay Homo" by creating a conservation levy for cruise ship tourists paid by the cruise ship company. A fee could also be charged for each person arriving by plane at the airport. This would be preferable over charging tourism operators a daily permit fee to enter the CCA "Bay Homo" as it would be borne by the tourism operators. A CCA "Bay Homo" committee would need to be developed to manage the collection of these fees and the distribution of funds to manage the CCA "Bay Homo".

A fundamental problem exists with the high degree of economic leakage throughout Vanuatu's tourism industry. Tourists are spending minimal amounts locally due to a lack of products and high degree of imports.

The VNCTAP (2012) highlights the excessive amounts of souvenirs/artefacts that are currently sold are imported goods. Stakeholders note that increasing locally made products to sell to tourists could address this. Recommendations made in section 4.3.1 with the creation of a visitor information and handicraft centre in Pangji, could provide access for local people wishing to sell hand made goods to tourists. This would enable better distribution of tourism income across villages and provide greater access to women into to the tourism industry. As mentioned in section 4.3.4 many community members suggested coordinating training to encourage handicraft production and upgrade their skills. This would require training days and creative workshops that bring together local people across regions (predominately women).

There is a lack of catering in South Pentecost, as the few bungalows available cater predominantly for guests. Creating a commercial style kitchen in Pangji where people are trained in safe food handling could provide a space for local cuisine to be prepared for tourists. This could also enable the production of packaged goods such as local nuts, dried fruit and coconut water and oil to be sold.

As mentioned in section 4.3.4 the findings highlight the current skills shortage of people in South Pentecost.

Many people in South Pentecost are unaware of how to develop eco-tourism accommodation and tours having never experienced ecotourism themselves.

Stakeholders suggested the advantage of developing training that is diverse enough to enable South Pentecost to become a destination in which people with different skills work together to create an outstanding ecotourism destination. The current one size fits all approach to tourism training in Vanuatu is not targeted well to ecotourism development in outer islands.

4.3.6 OUTLINE MARKETING STRATEGIES TO PROMOTE SOUTH PENTECOST AS A TOURISM DESTINATION AND ATTRACT PRIVATE INVESTORS.

Surveys on tourism demographics throughout the South Pacific shows 34% of travelers could be categorised as adventure, culture and nature based travelers. This 34% were also the most likely to travel to the outer islands for natural and cultural experiences (SPTO, 2005). Many of the tourism products highlighted in this report cater for these niche markets such as snorkeling, hiking, fishing, agricultural and cultural based tours, fishing and nature based activities. These types of niche products have been described as particularly important to destination economies (SPTO, 2005, pg.11). Potential tourism products for South Pentecost such as the WWII relics at Captain Cooks sight, the Queen Elizabeth site in Salap, and the handicraft centre and

custom performances align with the increasing interest in the Pacific's history and colonial past, including WWII relics highlighted by SPTO (2005, pg. 11).

In regards to private investment, what came out of the data collected was that many landholders want to establish small operations, which are locally owned and controlled. They referred to Tanna in regards to how tourism development in that region has flourished while also keeping foreign investment to a minimum. As this report is intended to represent the views and aspirations of the people of South Pentecost there is little that can be added regarding foreign investment opportunities in the report.

Research coming out of Samoa and the Cook Islands tourism industry showed a very high percentage of locally owned tourism businesses, up to 80% in Samoa. These businesses collect well over 70% of the direct tourism expenditure (Milne, 1997) and provide a range of informal and formal sector jobs. These locally owned tourism businesses such as family owned accommodation bungalows have been described as effectively rejuvenating many rural villages (Schilcher, 2007). This focus on locally owned development in these countries has enabled governments and communities to retain significant control over their cultural and natural assets (Scheyvens & Russell, 2009). Tourism development on Efate, Vanuatu demonstrates a contrast to the development in Samoa and Cook Islands with 90% of coastal land now alienated. The predominance of foreign investment properties often excluded coastal access for communities and has resulted in a source of tension between Ni-Vanuatu and expatriates.

Marketing locally owned and operated tourism businesses can be described as the most definitive hurdle to competing in the Vanuatu's tourism industry. The SPTO was created from an informal association of Pacific national tourism organisations in 1986 with EU funding to address marketing issues experienced by locally owned and operated tourism businesses (Scheyvens & Russell, 2009). Yet the SPTO's funding has changed over the years from donor funded to relying heavily on member governments and the private sector. This has resulted in a change of focus over the years from having a broad mandate for developing locally owned and operated tourism in the region to encouraging large scale industry growth through SPTO marketing and promotions.

The SPTO has developed a tourism enterprise tool-kit targeted at small and medium enterprises (Milne, 2007), yet the annual membership fee for SPTO (NZ\$280) in addition to extra marketing related charges excludes a vast amount of small-scale local tourism operators. This has resulted in small scale tourism operations particularly in the outer islands feeling little assistance from SPTO.

There are potential strategies to enable locally owned and operated tourism businesses to be able to compete within Vanuatu's tourism industry. One such strategy which is being implemented by the DoT is the

VTPC and OMS which is described in detail in section 2.1. This strategy will enable accredited businesses to be marketed comprehensively by the VTO and DoT while providing these organisations with the assurance that they are not recommending businesses that will taint Vanuatu's tourism industry with negative reviews due to customer dissatisfaction. DoT expressed that once tourism businesses in South Pentecost have been accredited they will receive much more marketing exposure than they are currently receiving.

There is potential for DoT to incorporate principles of ecotourism into the VTPC and OMS guidelines and develop an accreditation system which supports locally owned ecotourism development such as Ecotourism Australia's accreditation program.

If DoT was to see this as a viable strategy there could be further marketing opportunities by marketing accredited locally owned ecotourism accommodation and products to potential niche markets. This would also give locally owned and operated tourism businesses a competitive advantage over foreign owned large scale resorts. This is a way to reduce leakages and improve on the local economy. However this needs special consideration in terms of capacity building to educate people on operating a ecotourism business.

Whether tourism can really benefit communities in South Pentecost relies on policies and actions of key institutions such as: building communal benefits into the tourism planning particularly for the *nangol* in regards to ensuring all sectors of the community gain some benefits; implementing a stay at least two nights policy for people flying in to see the *nangol*; developing business experience among local populations and providing access to credit; a more proactive representation of provincial and national governments; and a change of SPTO's focus to marketing and supporting locally owned businesses in outer islands.

4.3.7 RECOMMENDATIONS FOR FURTHER STUDY

There is a definite lack of both qualitative and quantitative analysis investigating Vanuatu's tourism markets especially in regards to drivers of destination choice, drivers of satisfaction and expectations. While there has been some research conducted on cruise tourists visiting Vanuatu (SPTO, 2014), this analysis was limited to Port Vila and Mystery Island with little detailed analysis of the outer islands. This report was undertaken out of the *nangol* season with very limited time to perform detailed feasibility studies including financial analysis on the particular product development initiatives. Therefore there is room for thorough market research which links analysis on the data collected in this report with an analysis of potential or actual visitors to South Pentecost. It is recommended that some secondary analysis be conducted during the *nangol* season specifically

analysing an actual profile and expectations of tourists visiting South Pentecost to greater inform future tourism strategies.

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APPENDIX 1: STAKEHOLDER ENGAGEMENT

The following people were engaged in this report via email, interviews and/or workshop presentations.

- Presley Dovo – NPC
- Anjali Nelson – Live and Learn
- Andrina – Live and Learn
- Tate Hanington – Director of Forestry
- John Watson – Deputy Director of Forestry
- Richard Shing – Cultural Centre
- Mark Kalotap - Department of Environment
- Dona Kalfatak – Department of Environment
- John Tarisine – Island Holiday Tours
- George Borugu – Director of Tourism
- Brenda Andre – Vanuatu Cruise Ship Representative, Department of Tourism
- Janet Samuel – Department of Tourism
- Marcelino Ambong – Director of Cultural Center
- Jerry Spooner – Accreditation and business licenses, Department of Tourism
- Allain Kalfapun - Marketing - Vanuatu Tourism Office (VTO)
- Evergreen Tours
- Air Vanuatu Island Tours
- Albert Williams – Director of Environment
- Pastor Shem Termar – Landowners Representative
- Molu Bulu – FAO consultant-GEF 5
- William Gani – FAO consultant-GEF 5
- Kalnar Arthur – FAO consultant-GEF 5
- Joseph Bule – Panlike Guest House, Ranputor
- Lesley Mera – PENAMA Provincial Tourism Officer
- Pastor Ronaldson Bule – Palemsi
- Pastor Keith – Palemsi
- Isacc Bule – Palemsi
- Clement – Nak Bungalow, Pangi
- Rosaline – Cheselyn's tour & accommodation, Pangi
- Peter Bebe – Bay Homo
- Luke Sali – (father was owner of Nagol Bungalows when in operation)
- Chief Luke Vako – Londot Bungalows
- Reginald – Church leader, Wali
- Edward Bonga – Church priest, Pointcross
- Noel Waters – Pointcross
- Augustine Tabal – Pointcross
- Chief Patrick Bule – Wanuru
- Paramount Chief Philemon Tamtam – Ranputor

- Bebe Telkon – Bunlap (youngest son of the late paramount chief)
- Chief Tom Bule – Ranwas
- Haggi Tor – Ranwas
- Chief Harry Waback – Pangi
- Chief Amon Bule – Sanael Village