Terms of Reference

Working Title: Pacific Islands: Synergies between Tourism Growth and Product Development

Start Date: As soon as possible
Duration: 11 months (May 2019-April 2020)

1. Introduction

This document was developed by the UNWTO Regional Support Office for Asia and the Pacific (RSOAP). The project is financed by the Asia Pacific Tourism Exchange Center (APTEC), the supporting body of RSOAP, and it aims to provide knowledge, case studies and recommendations on tourism product development. This project is also developed with the technical support of the South Pacific Tourism Organization (SPTO).

2. Research Background

International tourist arrivals reached 1.4 billion in 2018, making it the eight consecutive year of steady growth and positioning tourism as one of the most resilient and strongest economic sectors in the world. According to the UNWTO Tourism Towards 2030 Forecast, the tourism sector appears to be on track to reach 1.8 billion arrivals by 2030, with emerging destinations expected to see the highest growth.

In addition to arrivals, tourism has become a force both in economic and cultural aspects, for example, employment creation and economic development, financial source for cultural and environmental conservation, and a vehicle to promote cultural diversity.

Among the UNWTO regions, the Asia and the Pacific achieved a 6% growth in 2018 welcoming 343 million international arrivals. More specifically, the Oceania subregion also recorded a 6% growth in 2017, largely due to increase in connectivity and demand from major markets such as North-East Asia (UNWTO, 2018).

The growth in tourism arrivals parallels the shifting behaviour of tourists who are becoming more demanding about the choice and quality of tourism offerings as well as the benefits they could gain from selecting one destination over another. Consequently, destinations face new challenges in the competitive environment as they try to implement innovative efforts to develop and maintain high-quality products and services in order to meet these new demands while at the same time ensuring the prosperity of the local community and sustainable development. Some of these destinations are found among the Pacific Islands (PI).

The PI states are blessed with innate natural beauty, diverse biodiversity and pristine seas, attractive for visitors from around the world; however, despite these notable similarities, they face challenges in exploring a unique opportunity to attract new markets, diversify their product and create new revenue sources.

In addition, although there is a high dependency on tourism as a main economic force among PI states, many states face additional challenges in the future of their tourism development, namely, limited human and financial resources, infrastructure, accessibility, carrying capacity, and impact to biodiversity. Considering the challenges and opportunities mentioned above, it is essential to develop tourism that not only is attractive to the visitors, but a sector that also promotes employment opportunities, generates new partnerships, fosters the creation of SMMEs’, and engages the local community.

1 The Asia Pacific Tourism Exchange Center is a foundation composed of members from the public and private sectors from the Kansai Region in Japan. It was established in 1995 as an additional financial source for the UNWTO Regional Support Office for Asia and the Pacific.
3. Objectives of the study

To help address the challenges and opportunities stated above, this research aims to serve as a tool to:

a) analyze current efforts of tourism product development in Pacific Island states, i.e.: inbound trends, visitor demographic and demands;
b) identify opportunities for product development that promote local entrepreneurship initiatives and community engagement in Pacific Island States;
c) provide good practice scenarios from across the region and other island states; and
d) encourage intraregional collaboration and benchmarking among Pacific Island destinations.

4. Content and structure

This publication aims to be a practical tool for Pacific Island States and any other island state with similar challenges. The report shall comply with the author guidelines provided by UNWTO Regional Support Office for Asia Pacific (RSOAP) and its contents will be indexed as follows:

- **Style and length:** length of report should be no more than 100 pages (60,000 words), including case studies on countries in the region and highlights of good practices.
  - Paperback, A4 size, full color;
  - Written in English;
- **Executive Summary:** highlight key trends in tourism demand in Pacific Island states; challenges and opportunities for product development, and summarize the most applicable recommendations identified from the good practice cases;
- **Introduction:** Overview of tourism statistics, e.g.: growth, trends, etc.
  - include relevant principles from Tourism Product Development Handbook (UNWTO, 2011);
  - Situation analysis, including competitiveness and product offerings in the Pacific Islands.
- **Case studies:** (At least 10 cases) This section will provide an overview of PI states, including, but not limited to, current tourism status, tourism policy, government strategy, management, public-private partnerships, product development plans, SMMEs development, local community engagement, carrying capacity, etc.

  Potential case studies include, but are not limited to: Samoa, French Polynesia, Vanuatu, Solomon Islands, Papua New Guinea, and Federal States of Micronesia, Kiribati, and Republic of the Marshall Islands, Tuvalu, and Timor Leste.
- **Good practice cases** (At least 5 examples): These cases will be featured throughout the report and will highlight other island states that have successfully tackled the challenges identified in the cases above. This section is not limited to cases from the Pacific Islands and can include other countries and regions, e.g.: the Maldives, Seychelles, Caribbean, etc.
  - Fiji: investment
  - Cook Islands: innovation, digital strategy
  - Palau: carrying capacity assessment and responsible tourism initiative “Palau Pledge”
  - Okinawa, Japan: product development
  - Jeju Island, Republic of Korea: Jeju Olle Trail and route development
  - Hainan, China: Heritage management and protection
5. Deliverables and timeline

The lead consultant will electronically send monthly reports outlining: stakeholders contacted, summary of findings, any problems encountered and steps for the following month.

In addition, below is a detailed timeline of deliverables and deadlines.

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Timeframe</th>
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<tbody>
<tr>
<td>Applications and synopsis by interested candidates</td>
<td>6 May 2019</td>
</tr>
<tr>
<td>Work plan</td>
<td>2 weeks after contract signing</td>
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<tr>
<td>Study outline and progress reports</td>
<td>July 2019</td>
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<tr>
<td>Preliminary-findings presentation at SPTO’s Board Meeting (TBC)*</td>
<td>October 2019 (Niue)</td>
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<tr>
<td>Draft report</td>
<td>November 2019</td>
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<tr>
<td>Final report**</td>
<td>January 2020</td>
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* Additional details to be confirmed.
** Does not include editing time.

6. Budget

This project is fully financed by the contributions of APTEC member companies and organizations. The total budget is JPY 4,000,000 (USD 36,100 as of April 2019).

7. Role of APTEC

- Selection, hire and supervision of consultant
- Manage and supervise overall research
- Finance total publication cost
- Edit, publish and promote publication

8. Potential Research Partner

South Pacific Tourism Organization (SPTO)

9. Potential Research Resources

UNWTO has produced and collaboration on the relevant reports below, which could be considered as resources for this publication:

- Handbook on Tourism Product Development, 2011;
- Policy and Practice for Global Tourism, 2011;
- Challenges and Opportunities for tourism Development in Small Islands Developing States, 2012;
- Mekong River-based Tourism Product Development, 2016;
10. Proposal evaluation

Proposals will be evaluated and scored based on the qualifications below.

<table>
<thead>
<tr>
<th>Implementation plan</th>
<th>60 points</th>
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<tbody>
<tr>
<td>Is the purpose of the study fully understood and represented in the plan?</td>
<td></td>
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<tr>
<td>Does the plan include clear and detailed objectives and methodology?</td>
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<tr>
<th>Experience and ability of the consultant</th>
<th>40 points</th>
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<tr>
<td>Minimum ten years of professional experience in the field of tourism, tourism destination management, sustainable development, or a related field;</td>
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<td>Previous tourism development experience in the Pacific Islands;</td>
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<td>Knowledgeable about current tourism trends in the Pacific Islands;</td>
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<td>Demonstrated experience as an author;</td>
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<td>Previous experience working with tourism public sector and international organizations is an asset.</td>
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<td>Excellent writing and organization skills.</td>
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