

Regional Tertiary Capacity Strategy for Tourism and Agriculture

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International Centre
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Pacific Asia Travel Association
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Tourism in Pacific Island States



- Globally, 900 million international trips a year
- Oceania: 10.7 million international arrivals /yr
- Fiji: 500,000 p.a., F\$ 890 million earnings, 45,000 jobs directly or indirectly.
- Vital to economies of Fiji, Cook Islands, Vanuatu, Samoa and (increasingly) other PICs.
- Economic importance recognised in virtually every regional economic report since 2000 (ESCAP, ADB, AusAID)

To quote:

‘Tourism, one sector that has proved internationally competitive, offers the greatest prospect for economic growth for Pacific Island countries’ (*Economic & Social Survey of Asia & the Pacific, 2008*)

‘Like fisheries, tourism continues to remain a principal driver for economic growth in the region’ (*2007 Pacific Plan Annual Progress Report*)

‘Tourism is driving growth in many Pacific island economies.... [and] outpacing growth in other sectors (2009: *AusAID Pacific Economic Survey*).

HUMAN RESOURCES IN TOURISM



For sustainable tourism development to occur, there is a need to strengthen education & training institutions (2003: *ESCAP Tourism Review 23*).

Pacific Islands Forum, Tonga, 2007: agreement to support HR development in tourism.

Need for education and training in tourism noted in numerous regional surveys:

Pacific Plan (2007)

AusAID *Pacific 2020*

ADB (2008) *Skilling the Pacific*

AusAID (2009) Pacific Economic Survey:

‘..service industries such as tourism need efficient managers & operators if they are to reach their full potential.’

Our background: trying to meet the need.....



- A few courses in tourism from the mid-1990s
- Department of Tourism Studies since early 2000s
- Now a School in the Faculty of Business and Economics (600 students)

STHM: Responsibilities

1. Teaching & Learning.
2. Research (Study, Methodologies, Tendering, Consulting, Publishing).
3. Community Engagement (Internal & External).
4. Administration.

Programmes Currently on Offer



UNDERGRADUATE PROGRAMMES

- Bachelor of Commerce Tourism Management as one major in a double major (Formerly Tourism Studies)
- B.Com in Tourism and Hospitality Management (Formerly BATH)
- B.Com Hotel Management

POSTGRADUATE PROGRAMMES

- P/G Diploma in Commerce (Tourism & Hospitality Management)
- Masters of Commerce (Tourism & Hospitality Management); and
- PhD Tourism Studies

Core Subject Areas

- Introduction to Tourism
- Dimensions in Hospitality
- Marketing for Tourism & Hospitality
- Food & Beverage Mgt
- Tourism Business Operations
- Tourism in Less Developed Countries
- Rooms Division
- Entrepreneurship & Innovation*
- Event & Festival Mgt*
- Front Office & Sales
- Marketing
- Tourism in the South Pacific
- Food & Beverage Services & Cost Control
- Rooms Division & Front Office
- International Tourism
- Integrated Industry Learning Strategic Services
- Management in Hospitality
- Sustainable Tourism
- Planning*

Accreditation....

- All programmes in STHM have international THE ICE Accreditation

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School of Agriculture and Food Technology: Alafua Campus (Samoa)



Mission: SAFT (FBE)

SAFT has the mission to assist in meeting the agricultural & related needs & improving the welfare & livelihood of the communities of the member countries of the University of the South Pacific by:

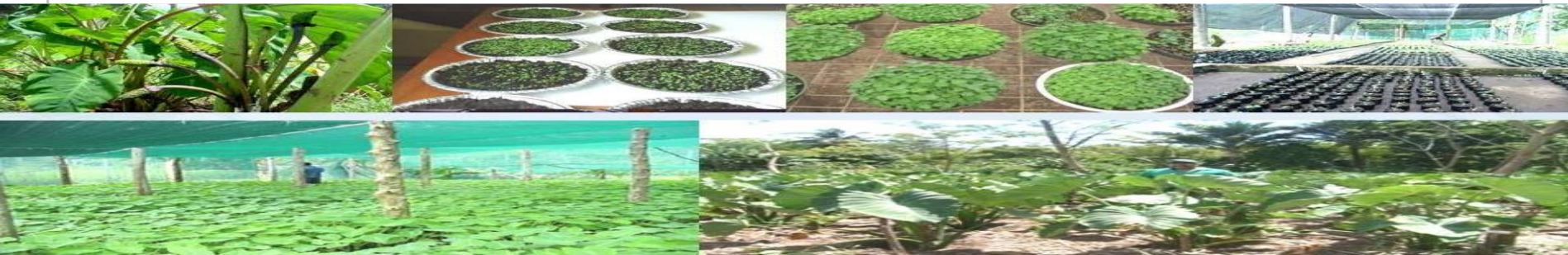
- *Providing agricultural education: through its teaching programmes and indirectly through the training of teachers and advisers.*
- *Developing & adapting new technologies to improve food production & food productivity*
- *Extend opportunities through balanced rural development that is sensitive to long-term community needs for resource conservation & sustainable development.*
- *Disseminating information throughout the region & through collaboration with the Institute for Research, Extension & Training in Agriculture (IRETA).*

SAFT Stakeholder - Based Objectives

- Production of agricultural professionals that would complement and work synergistically with farmers and other stakeholders, to achieve national and regional food security goals.
- Localisation of training to ensure that trained personnel acquire the capacity for identifying, prioritising and addressing the agricultural needs of their countries and the region.
- Serving as an effective instrument for the implementation of the policies of the national and regional governments in agriculture and rural development, thereby contributing prominently towards overall national and regional development.
- Professionalization

Research

- Taro Improvement Project (& Management of PPA) (USP, SPC, MAF)
- Mixed Cropping
- Varietal Trials with Tomato
- Pest & Disease Management in Vegetables & Ornamental Plants (eg. TLB)
- Nursery Management
- Agricultural Chemistry Lab: Soil, Plant & Animal Feed Analysis Service (Lab certified by ASPAC)
- Healthy foods (research concerning cyanide content of cassava)



Others Knowledge-Based Capacities at USP



- Pacific Centre for Environment and Sustainable Development (PaCE)
- Pacific Island Centre for Public Administration (PICPA)
- Geography, Earth Science and Environment
- Institute of Marine Resources

Introduction: Importance of Localized Linkages between Tourism & Food

- Local fresh food supplies to hotels, restaurants, resorts generate positive impacts on domestic agricultural production, farm incomes
- Import substitution (64% food 66% beverage is imported, Economic Statistics Division, 2012)
- Farm to Table Tourism = CSR strategy
- Increased usage by resorts for local produce: improve profitability, living standards of rural areas (an alternative to predominantly subsistence livelihoods)



Food and Tourism

- Tourists spend 24% of expenditure in Fiji on food and 10% on beverage (Bureau of Stats, 2013)
- Food quality is not a high priority on the tourist accommodation rating score list.



Food and Tourism

- Concern about environment
- Interested in health/well-being
- Food is a significant aspect of the tourist's experience of a destination ('glocal').
- Driven by growing trends for authenticity & need to have a high-quality experience



Import substitution – farm to table experience, funded by Taiwan Republic of China



- Project Title: Farm to Table – Celebrating local produce and cuisine
- Implementing Agencies: School of Tourism & Hospitality Management, University of the South Pacific (CROP Agency) in partnership with Foundation of the Peoples of the South Pacific International (FSPI)
- Case studies:
 - i) Holiday Inn Suva and
 - ii) Tanoa Plaza Hotel, Suva.

Crop agency project – Taiwan/Republic of China 2011/2012.....cont



Nazim and Atu

- The project has identified two farmers who supply to the hotels:—Nazim from Natadola and Atu from Lobau who received training and assistance from Taiwanese Technical Mission to diversify their crops and supply Holiday Inn and Tanoa Plaza

White eggplant



Musket Cove Island Resport (Malolo Islands)



- **Reduction of food imports** – Malolo Lailai organic farm Musket Cove created its own organic farm in 2002 planting pineapples and fruit trees to add to the abundance of coconuts followed by planting of vegetables, fruit and herbs.
- Currently (2015) harvesting their first batch of honey & developing coconut plantation- oils, coconut candies, etc., to sell via their own brand.

Musket Cove – case study

Fruit – mangoes, bananas, avocado, pawpaw, sour sop, watermelon, honeydew, short coconut trees, guava, sugar cane, mandarin, lime, cumquat and passion fruit

Root crops – cassava, kumala, dalo

Vegetables – tomatoes, long beans, capsicum, lettuce eggplant, pumpkin, cabbages, cauliflower, broccoli, chili, spring onions, potatoes, cucumber, bele, sweet corn

Musket Cove.....cont

Herbs – mint, parsley, lemon grass, dill, coriander, basil, sage, rosemary

Crucial sustainable principles:

- No chemicals or pesticides used
- Soil fertilizer created from composting kitchen waste, seaweed, shredded office paper., etc.
- Over production, products then sold off to resorts (jams and juices).

Musket Cove nursery



Use of local food at Musket Cove

The Musket Cove Resort menu structured to ensure usage of organic farm produce

- **Breakfast** – lolo buns, purini, babakau, fresh lemon leaf tea, lemon grass tea (coboi), fresh fruit. Bakery items cooked daily, served with home made jam and jellies
- **Lunch** – salads, vegetables and freshly baked sandwich bread & rolls
- **Dinner** – seafood in coconut, lovo night, pig on a spit with local greens and vegetables, curry vegetable with home made chutney

Meals cont.....

- Nama, seaweed (lumi), octopus, kaikoso, crabs
- Sugarcane used as skewers
- **Desserts** – coconut pie, cassava or pawpaw with sugar syrup, fresh fruits
- **Soups** – pumpkin, lettuce, dhal, rourou, tomato
- **Nibbles** – cassava, kumala, vudi, dalo & coconut chips
- **Juices** – fresh lemon, coconut (bu), mango, citrus

What Musket Cove can't grow, is purchased off local farmers and the prison services

Sinalei Resort (Samoa)

- Sinalei buys produce first from it's own staff gardens, and weekly from Apia markets.
- Other commercial growers supply lettuces, mangosteen, rambutan and other specialty fruits.
- Marketing Philosophy: 'Fresh, local and honest food'
- Local fishermen provide octopus, fish, lobster or they shop from the markets.
- Even pork and beef are supplied form local sources.

Pacific Products for Use in Hotels

- Use of local produce improved - root crops for crisps, dried fruit for baked goods, peanuts for snacks, vegetables such as laupele (bele), sweet corn, ulu (uto), in salads, tuna, fa'ai (kai) in pasta dishes



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Sustainable tourism

- Support and promote community vegetable gardens for resorts
- Ensure tourism activities do not interfere with fragile vegetation and wildlife including mangrove and coral reefs
- Ensure reduction of pollution and waste generation



Facilitators

- The Fiji government introduced the 'land bank' initiative
- Government encouraged creation of market gardens in resorts but there is not enough management support and follow up
- Hotels keen to buy local as imports are very expensive
- Chefs & farmers to co-operate so as to cut down on dependence of middlemen
- Use local ingredients in a new way that is appealing to the tourists' palate
- Fortitude (see Mushrooms-Samoa)



Barriers Identified

- Past efforts to grow produce to replace imports have failed due to management concerns
- Lack of infrastructure to support grading, storage and distribution. PGS have started grading tomatoes in Fiji
- Logistics - costings
- Lack of knowledge/experience of hotel cooks (training!)
- Untrustworthy food purchasing agents
- Lack of research



Recommendations

- Research & product replacement
- Seed research
- Teach expatriate, local chefs, cookery teachers and students to cook “Contemporary Pacific Cuisine”
- Expand Pacific organic farming
- Increase use of local food items in menus
- Improve link between agriculture, education & tourism ministries
- Introduce new tropical fruit & vegetable lines to farmers



Recommendations.....cont

- Create an accreditation with the Ministry responsible for Tourism: “Here is our confirmation that your institution is this % local”.
- Tourism excellence awards to include a prize for best village farmer supplying resorts fresh produce
- Ministry responsible for Agriculture to get donors to sponsor retired overseas and local farmers to train young women and men in resort land owner villages
- Ministries of Agriculture, Education and Tourism to raise the profile of cooks and farmers

Further potential

- Farming of micro greens, nama, mushrooms, soya beans, garlic, spices, bamboo shoots, baby corn, mushrooms, coffee, asparagus, berries, mangosteen, rambutan, rose apple, long purple beans
- Production of advocado & candle nut oil
- Creating a Pacific Cuisine will improve exports, as tourists will create a demand for our local produce

