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PRESS RELEASE

South Pacific Action Strategy for Green Tourism

Participants at a one day Regional Workshop on Green Tourism were introduced to Key Action strategies on Tourism's response to Climate Change in Nuku'alofa, Tonga. The outcomes of the Action Strategy for Green Tourism were presented to tourism industry participants from around the region by Ross Hopkins and Dr Susanne Becken of TRIP Consultants.

The workshop highlighted three key strategies for the region's tourism sector to follow. These strategies included Green Tourism Communication, Mitigation and Adaptation. Developing and Implementing a Communications Plan on Climate Change and the South Pacific Tourism Industry was identified as one of the key action points of the communication strategy. Mitigation initiatives to reduce GHG emissions which bring climate benefits in the longer term needed to be encouraged. Adaptation to manage Climate Change should be implemented as an integral part of national and tourism development planning, environmental management and disaster management.

south-pacific.travel's Chief Executive, Mr Tony Everitt in opening the workshop said "globally there is a growing consumer demand for environmentally based products and clean and green destinations. The South Pacific could be the ideal destination for this growing demand. Currently the Pacific is a low generator of carbon emissions but potentially the future impacts in the Pacific will be significant thus more efforts to reduce climate change must be encouraged. south-pacific.travel is taking a proactive approach to this issue with the recently adopted Green Tourism Action Plan which has been developed to facilitate mitigation, adaptation and communication on the issue of tourism and climate change".

The Action Strategy for Green Tourism and the Regional Workshop held in October in Tonga were funded by PROINVEST.



south-pacific.travel's Sai Too Go (left) with Susanne Becken and Ross Hopkins at the workshop in Tonga

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