



## RECOMMENDATIONS FOR TOURISM STAKEHOLDERS IN VANUATU

### 6 Steps to Disaster Recovery

**How can adventure tourism help the affected communities in Vanuatu and other developing countries recover faster from natural hazards?**

The quantitative data showed that Vanuatu's main problems are a marketing-dilemma, a lack of leadership, a lack of accessibility (information and infrastructure) as well as a lack of funds and building material, and ongoing challenges caused by climate change (e.g. El Niño).

The main needs the tourism stakeholders addressed were a good and stable leadership (less corruption), positive marketing and improved accessibility to draw more tourists, aid, and funds e.g. for infrastructure repairs, and extensive training for Disaster Preparedness.

Ni-Vanuatu are a resilient, proud and happy people. They have a lot of experience with disasters. Rather than having to rely on foreigners providing them with aid and imposing their ideas of what's good for them, they want to create more homegrown solutions. The qualitative research shows that adventure tourism can support them in achieving this objective. [Here's how >>>](#)

### **STEP 1:**

Increase positive marketing and PR activities. This should draw more tourists.

### **STEP 2:**

If possible, adjust flight prices (Air Vanuatu) and create more inter-island shipping connections (consider developing expedition ship sector). Improving the accessibility will support the communication efforts.

### **STEP 3:**

Make sure the trails are clean, attractions well maintained and open to the public, provide adequate signposting, and train local guides. Generally make sure service providers are well trained and ready to receive guests. Good service and good food are key to customer satisfaction, even in adventure travel.

### **STEP 4:**

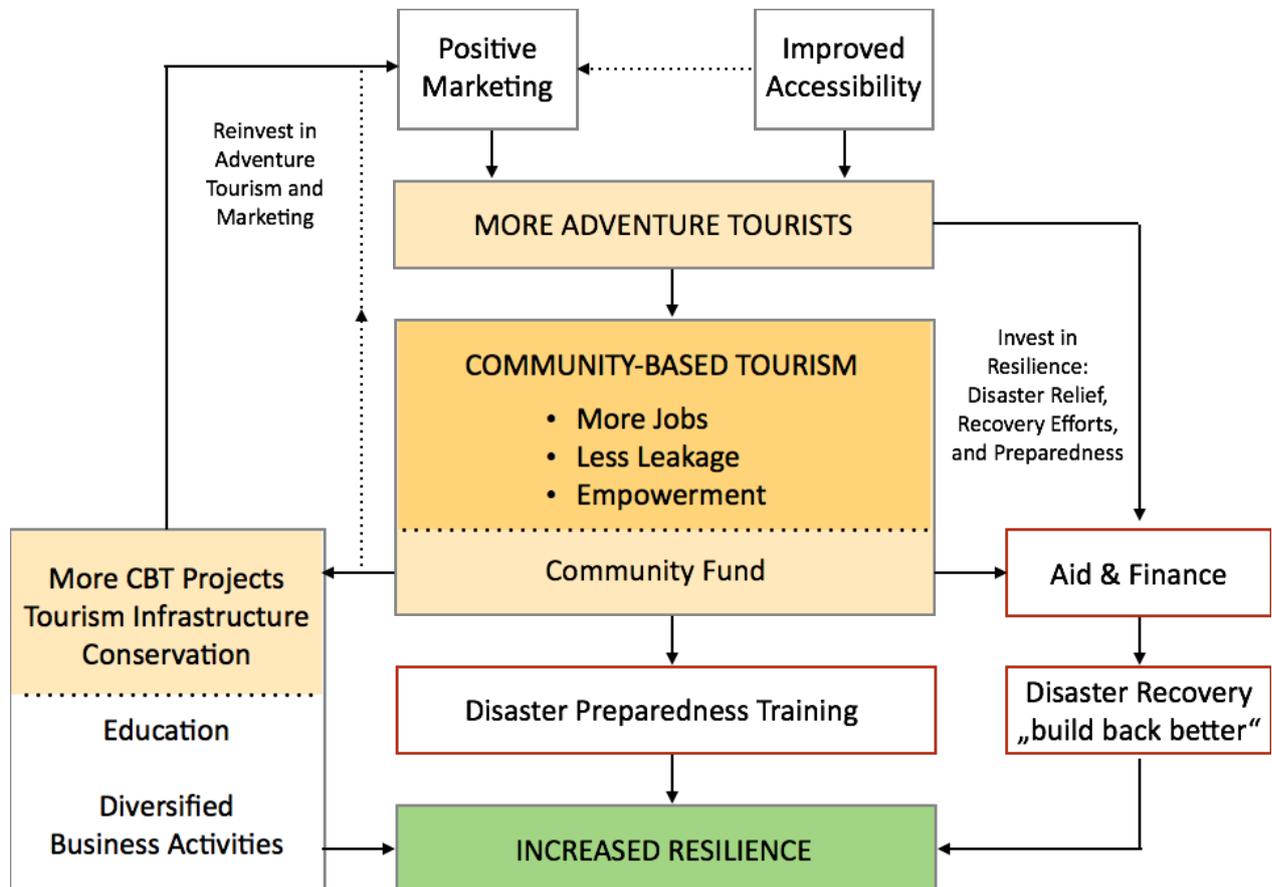
Bring small adventure travel groups to islands that are “ready”; islands that have not been affected or have already recovered, meeting the requirements addressed in the qualitative analysis. Depending on the type of the travelers your tour is designed for (soft adventure or hard adventure), the accommodation can be as basic as a hammock or tent. Otherwise homestays or small-scale hotels are recommended.

### **STEP 5:**

Develop community-based tourism businesses through the value supply chain, such as community meals along the trek or a weaving cooperative. Consider creating, branding, and marketing thematic routes as this can help to bring tourism into the rural areas. Since small-scale adventure travel creates deep linkages into the local economy, it reduces leakage, and more money stays in the community. Install a community fund for shared profits and shared development projects to reduce “jealousy”. A part of this money should be used to finance Disaster Preparedness training.

## STEP 6:

Demand Disaster Preparedness training. Hire experts and use a train-the-trainer model to spread the knowledge through the communities.



*Figure: Adventure Tourism as a Catalyst for Disaster Recovery and Resilience in Vanuatu (Giftge, A., 2015)*

**Outbound tour operators can contribute** to the recovery by raising funds through their customer base. Additionally, they can create charity itineraries and donate some or all of the profits made from these tours to local organizations under local leadership that are executing locally-initiated projects (more tourists would then also mean more funds). The tour, however, should focus on the cultural and natural assets of the country instead of the disaster. Only visit places that are *ready*. Expedition ships might want to consider providing transportation for the delivery of aid and building materials as this may help the communities in the outer islands.