



TOURISM, ICT & COMMUNITY DEVELOPMENT: GLOBAL PERSPECTIVES, LOCAL APPROACHES

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New Zealand Tourism Research Institute
www.nztri.org

UNEP COAST Project Workshop
Watamu, Kenya, April 27-29 2013

KEY THEMES

- National and regional branding, marketing and development (top-down) **must** be supported by local content (bottom-up)
- Interactive tourists **require** interactive communities – WILL STRUGGLE TO INCREASE YIELD WITHOUT THIS
- Local stories & knowledge enhance ‘sense of place’, competitiveness **and** yield
- ICT can help create more sustainable tourism outcomes – but must be integrated into broader strategy.
- Business can enhance profit through closer interaction with surrounding community – the profit motive meshes with CED.

Cases

1. The Inuit of Baffin Island, Nunavut
2. Eua, Tonga
3. Niue
4. Tuvalu
5. East Cape, NZ
6. Western Southland, NZ

 **MAPS**

[Map of Nunavut](#)

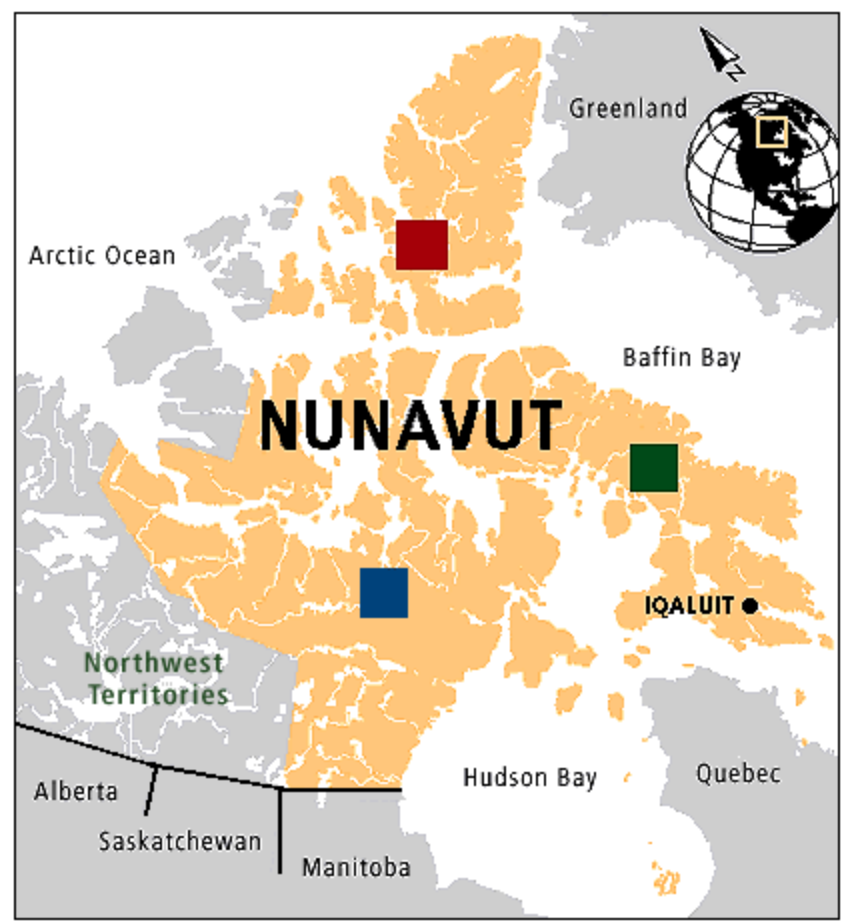
Regional Maps

- [High Arctic](#)
- [Baffin Island](#)
- [Arctic Coast/Hudson Bay West Coast](#)

Street Maps

- [Franklin Inlet](#)
- [Walker Lake](#)
- [Cambridge Bay](#)
- [Inuvik](#)
- [Iqaluit](#)
- [Pelee Dorset](#)

Map of Nunavut



BAFFIN CONTEXT

History of natural resource extraction & 'boom-bust'

Nomadic hunting >>> village economy

Increasing role of government

Nunavut settlement

Natural resource extraction in decline and a growing focus on ecotourism

Nunavut's Landscape: A Portrait of Naked Beauty



Unadorned by trees, Nunavut's snow-and-ice landscapes are breathtaking visions of minimalism

Photos by [Lyn Hancock](#) and [Andrew McCoy](#)
Text by [Lyn Hancock](#)

Huge pans of ice, or floes, linger long into summer on arctic waters, providing breathtaking mosaics for airborne passers-by

Photo by Lyn Hancock ([Copyright warning](#))

According to the cliché, beauty is in the eye of the beholder. Nothing could be more true when it comes to the landscapes of Nunavut. Mention this place to most southerners and they respond with these types of questions: "Isn't it cold and dark? Isn't it covered with snow and ice? There's nothing up there, is there?"

And yet a famous Japanese actor who once drove a snowmobile to the North Pole thought it a wonderland. "Nothing," she said, "ice, snow, cold, nothing else -- can be very, very attractive."

Arctic beauty, I admit, is not pretty in the conventional sense. You'll find no landscaped gardens, no manicured lawns

Relics of the Ice Age: boulders deposited on the tundra by glacial



Winter in Nunavut. Looking south toward the mouth of Pangnirtung



Wild Thing

Herds of caribou, pods of whales, families of polar bears, flocks of murre: Nunavut is just teeming with wildlife. Think you'll see them all in one trip? Not likely

Nanuq — the Inuktitut word for polar bear — looks cuddly, but looks can be deceiving. Visitors travelling on the land in Nunavut are urged to bring along an armed travel guide to act as a bear monitor for them

Photos by [Paul Nicklen](#)
Text by [Mike Vlessides](#)

[\(Copyright Warning\)](#)



Setting: A river bank on the edge of the arctic coast community of Kugluktuk, in Nunavut's Kitikmeot region.

Scene: A visitor gazes over the mighty Coppermine River, contemplating the wild creatures he has come to see.

Dialogue: "Where the hell," I say to myself, "are all the animals?"

Ringed seals are the favored snack of the world's largest land carnivore, the polar

Tourist Characteristics

- **50% HI > \$60,000,
25% >100,000**
- **65% university graduates**
- **Ontario, N.E. USA, Quebec**

Key Motivation to Travel (top 5)

- 1. Environment and scenery**
- 2. Wilderness**
- 3. Hiking/camping**
- 4. Inuit people & culture (p-2nd)**
- 5. Wildlife**

- **Satisfied: friendliness, attractions, quality of arts & crafts**
- **Dissatisfied: cost of accommodation and food, availability of cultural interaction and a & c.**

Economic Issues

INUIT ATTITUDES

Response (%)	1	2	3	4
General Support	92	98	95	85
Economic Benefits	93	88	63	

1. Clyde 2. Pond Inlet 3. Cape Dorset 4. Pangnirtung

Cultural Issues

INUIT ATTITUDES (% of adult residents surveyed)

Response	1	2	3
Cultural Benefits	72	38	7
Perceived Costs	29	37	39

1. Clyde River 2. Pond Inlet 3. Cape Dorset

- Q. What should tourists see/learn about?**
- **Inuit culture/Land wildlife/ visit & meet Inuit**
- **want tourists who will accept local norms.**
 - **some concern over tourism's potential impact on hunting practices (dogs!)**

NUNAVUT AND TOURISM

- limited monetary benefit and few links to food/A&C
- lack of opportunities for cross cultural understanding
- tourists don't know enough before they arrive (packages best) causing some tensions around hunting
- greater control needed



Information Gateway to Nunavut

- Government
- Business
- Land & Wildlife
- Education
- Culture
- Tourism
- Health

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FIND

- Contacts and Web sites
- Nunavut Contacts
- Nunavut Web sites
- keywords

Search

- Nunavut Businesses
- keywords

Search

SEARCH

- nunavut.com
- Nunatsiaq News
- The Nunavut Handbook
- keywords

What's hot up north...

[Searchable Nunavut Business Directory — nearly 500 businesses!](#)

[Live from a hunting camp: video and text dispatches via satellite](#)

[Supporting Arctic Youth \(SAY\) \(in the North and South!\)](#)

[Interviewing Inuit Elders - Volumes One through Five now online](#)

[Nunavut: Basic Facts — all the answers for your school assignment](#)

[Nunavut '99: Changing the Map of Canada — the story of Nunavut](#)

Iqaluit, CA
25°F / -4°C
Mostly Cloudy
at 4:00 PM

[Click for Forecast](#)





THE

Nunavut

H A N D B O O K

- Planning Ahead
- Getting Around
- Destinations
- Activities
- The People
- The Territory
- Land & Wildlife
- Art & Music



BUY THE BOOK



MAPS



SEARCH



PRODUCTS & SERVICES DIRECTORY



TALKBACK

“Do you know the desire to see new land?
Do you know the desire to see new people?”

The great shaman and leader of
the Qitdlarssuaq Inuit Migration, Qillaq-1858

You've found it. The 1999 on-line edition of **The Nunavut Handbook**. Still the world's most comprehensive travel guide to Canada's Arctic — one of the last great eco-tourism and adventure travel destinations on Earth. Nunavut is the new Canadian territory that came into being April 1, 1999. Discover the Inuit, the indigenous people who for countless years have called Nunavut home. Explore Nunavut's diverse and unique wildlife, its national and territorial parks, and much more.



PRESS KIT



PHOTO TOURS



VIRTUAL TOUR



AUDIO



POSTCARDS

Pangnirtung: A Community Snapshot



Hunting seals, camping on the land, playing at 3 a.m. under the summer sun: a few days in a Nunavut community prove that the rhythm of life here is shaped by the land.

Photos by [Andrew McCoy](#) and [Jeanne L. Pattison](#)
Text by [Andrew McCoy](#)

Boats fill the water
once winter
relinquishes its
frozen grip

Photo by Andrew
McCoy ([Copyright
warning](#))

The plane begins its descent, and I try to reassure myself the mountains in front of me are scenery, not obstacles. Dwarfing both the aircraft and the town site below, it makes me realize how small I really am. That uncomfortable feeling resurfaces a few minutes later, when it appears the pilot is about to land on one of Pangnirtung's few straight streets. Dirt roadway turns to gravel runway at the last second, though, and we touch down.



Art Keeps Us Alive



In Nunavut as in other aboriginal societies, art sustains culture. That basic need to communicate the connection to the land surfaces again when Nunavumiut share their world with others

Photos and text by [Lyn Hancock](#)
(Copyright warning)

Martina Kaniak and family with Lyn Hancock at the Cambridge Bay airport
(Copyright warning)



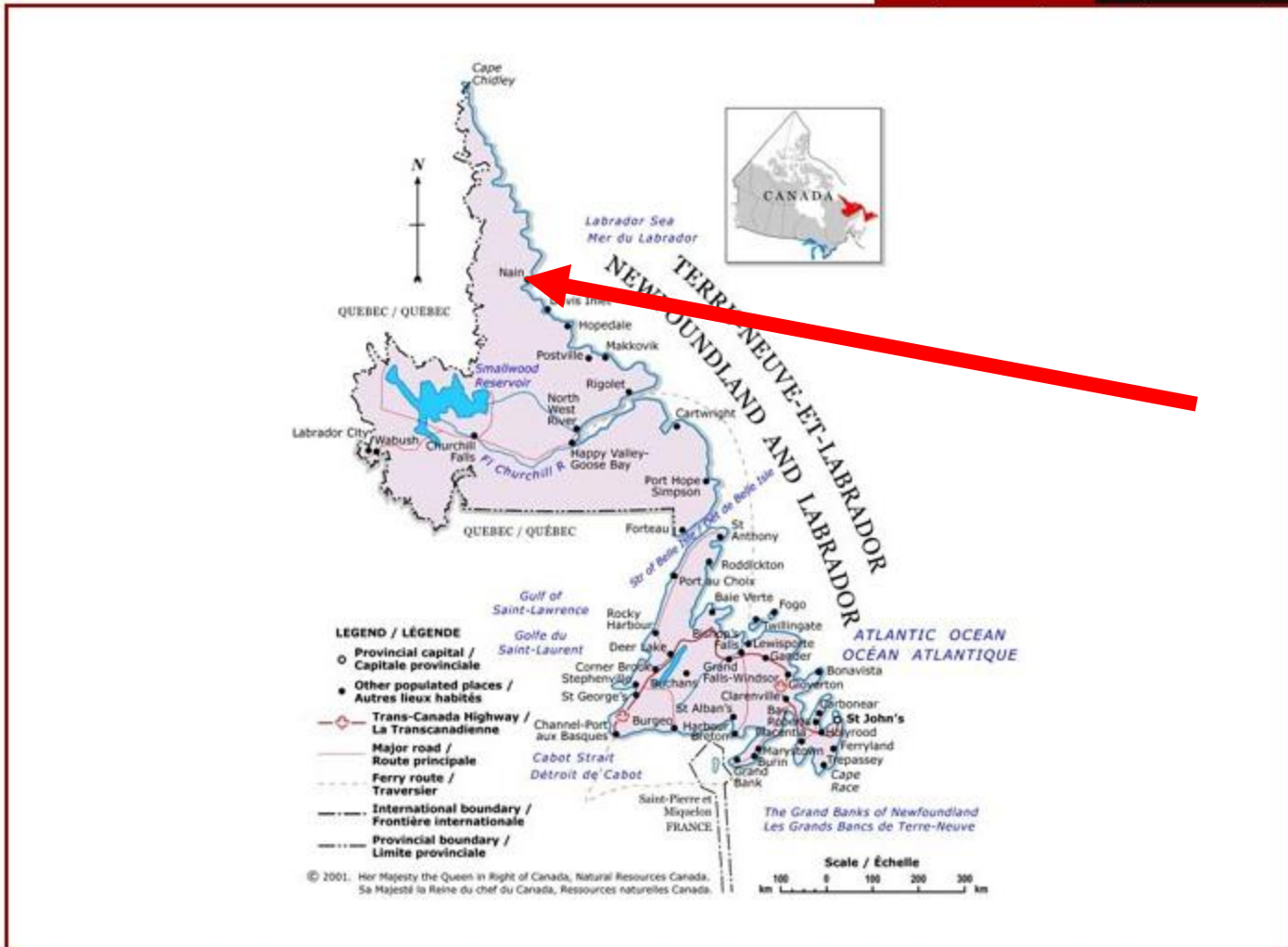
Two residents of Coral Harbour enjoy a laugh over beluga *maktaaq* -- the whale's tasty

On the map, Nunavut seems a vast, empty space. It may be one-fifth the size of Canada, but Nunavut's 25,000 or so people give the territory the feel of a small town.

It's the kind of place where you are likely to know at least *somebody* in any airport or on any street. It's the kind of place where you meet somebody once and 10 years later they still remember your name.

I first met Martina Kaniak at her family camp in Bathurst Inlet when she was a little girl. We spent several afternoons in the tent playing *Ukuq the Man* and





More Information

- Capital - **St. John's**
- Motto - **Quaerite Prime Regnum Dei (Seek ye first the Kingdom of God)**
- Flower - **Pitcher Plant**
- Entered Confederation - **31 March 1949**



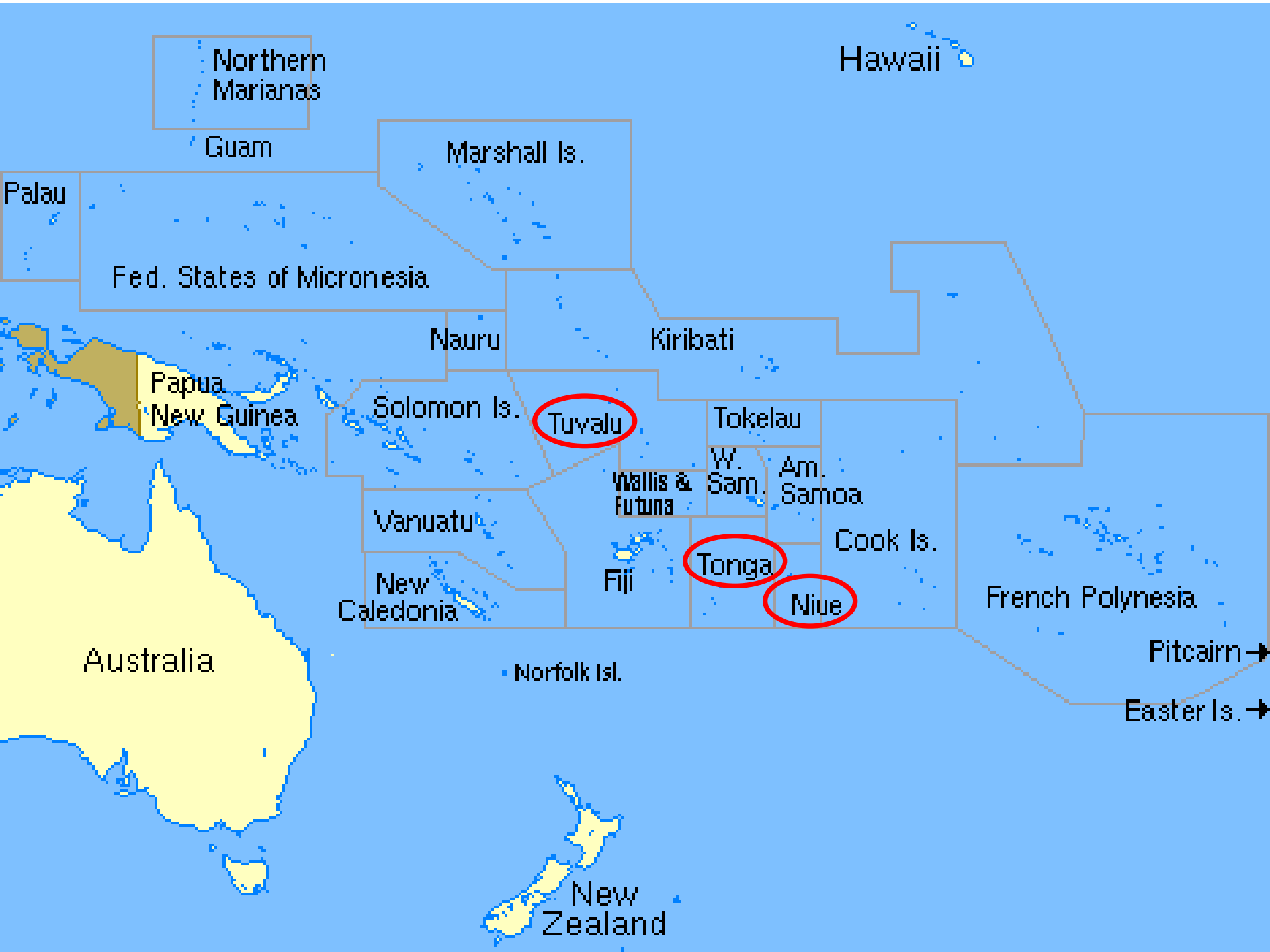






Nunavut tourism

- Has grown and been sustained to become a significant part of the local economy
- Has been a tool to help maintain cultural heritage and encourage the development of 'country food'
- Has led to improved levels of cooperation within/between community
- Significant increase in yield and community engagement
- Growing skills transfer – tourism build awareness of technology



Northern Marianas

Hawaii

Guam

Marshall Is.

Palau

Fed. States of Micronesia

Nauru

Kiribati

Papua New Guinea

Solomon Is.

Tuvalu

Tokelau

W. Sam.

Am. Samoa

Vanuatu

Wallis & Futuna

Cook Is.

New Caledonia

Fiji

Tonga

Niue

French Polynesia

Australia

Norfolk Isl.

Pitcairn →

Easter Is. →

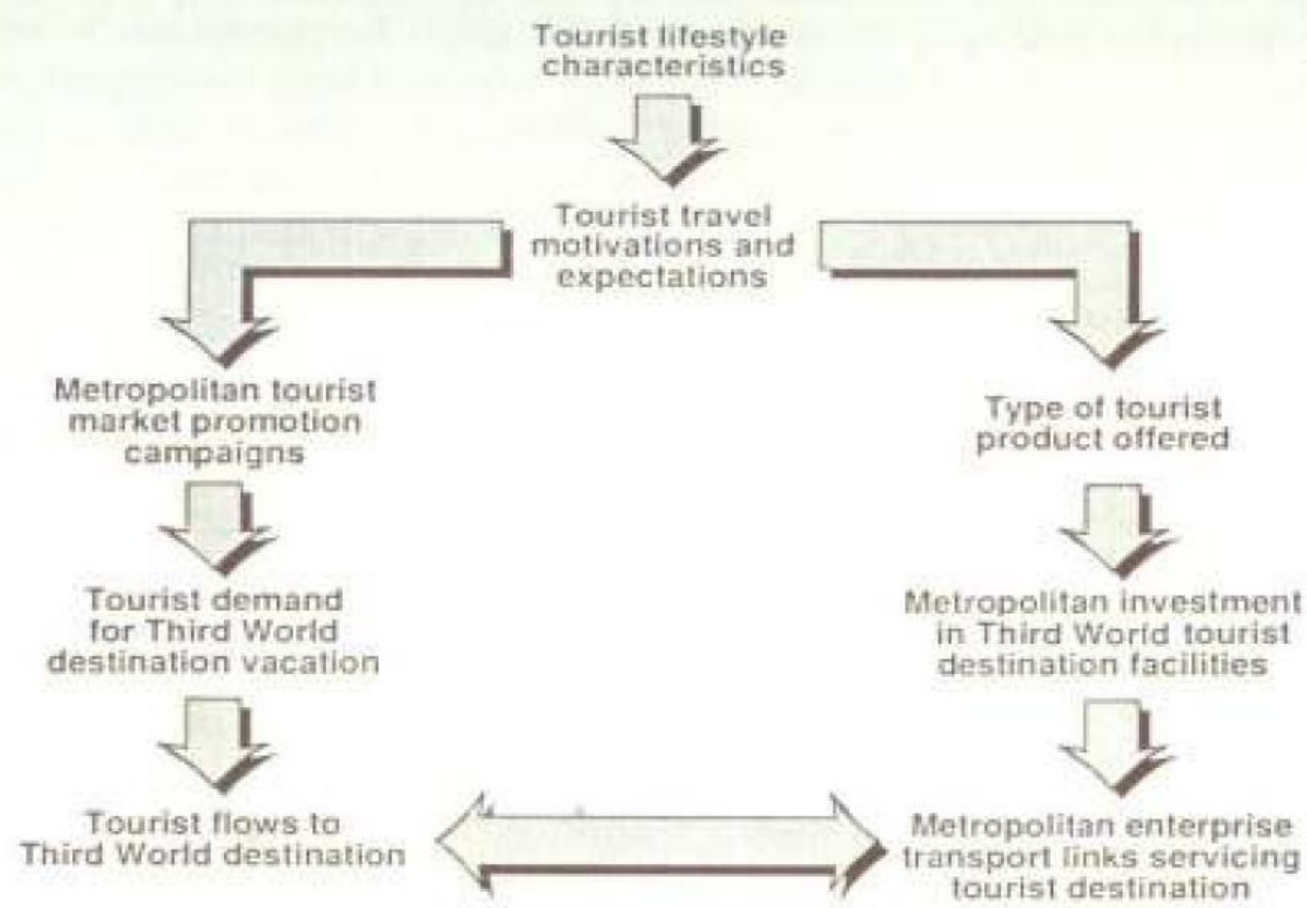
New Zealand

Key themes

- The global – local nexus of tourism marketing and development in Pacific SIDS ‘dependency’
- ICT and tourism linkages – food, culture, everyday life (Tonga)
- ICT and tourism research/decision support – towards low cost barometers that encourage industry collaboration (Niue)
- ICT, climate change and tourism - a way forward? (Tuvalu)
- The digital divide.....



A. International tourism flows: controlling factors



B. The distribution of tourist revenue

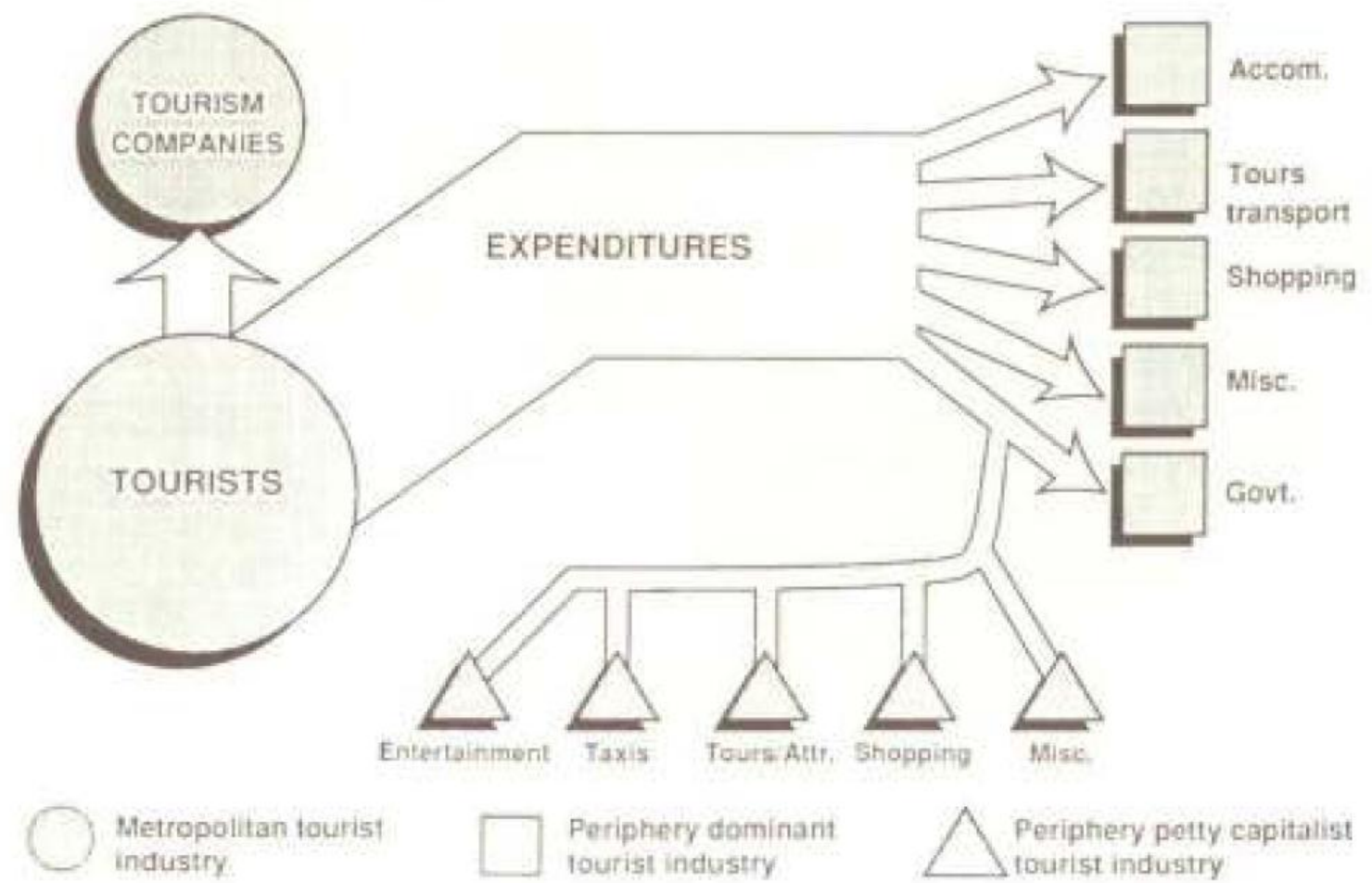


Figure 15.2 Key elements of Britton's model of dependent tourism development. Source: Britton (1981), p.16.

Key areas for economic linkage:

Local food (supply, cuisine, experience)

Local handicrafts (supply, purchase,
experience)

Local cultural experiences (village feasts,
dancing, everyday life)

'PRO-POOR' TOURISM' ??

“Your everyday life is the visitor
experience”

FOOD & TOURISM

	Current Linkage	Consistency	Quality	Range	Potential
Tongatapu	6	6	8	7	High
Vava'u	5	5	8	5	Medium
Ha'apai	3	3	6	3	Low
'Eua	5	3	7	3	Medium

Cuisine – local food for tourist tastes – 3

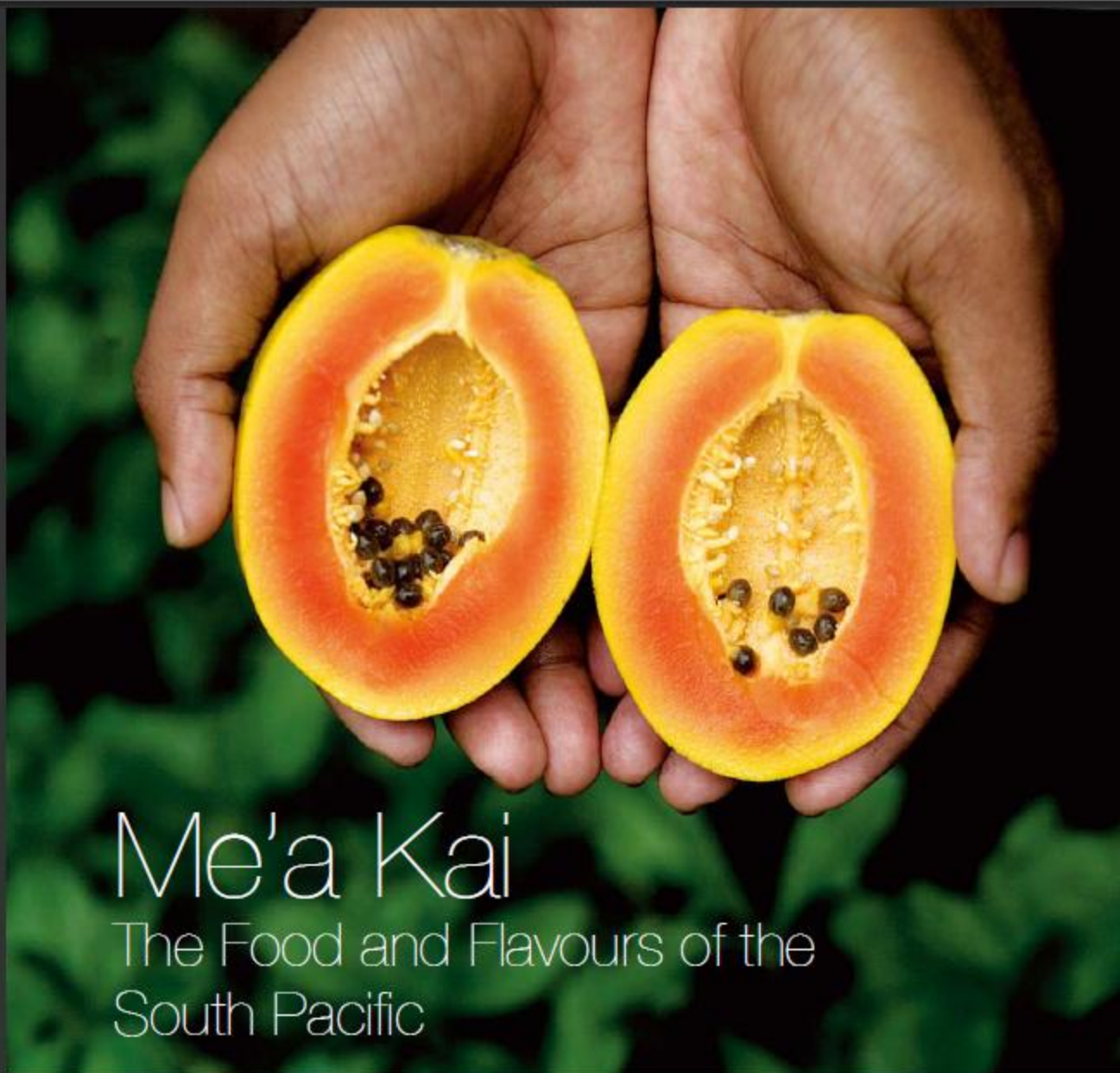
Participation/viewing of food preparation – 3

Food: Issues and Constraints

- access to fish stocks
- range and seasonality of produce (fruit & vege)
- grower focus (big vs small, export vs. local)
- local needs (pigs)
- cross-sectoral communication
- cuisine & taste
- tourist awareness and marketing

A way forward?

- 'Back yard' farming, small networked growers
- Links to youth and women
- Improved understanding between sectors
- Food and sense of place
- Organics
- Souvenirs
- Cuisine – adding value



Me'a Kai

The Food and Flavours of the
South Pacific



Me'a Kai Pacific: Farmer-to-Table

How a cookbook can empower rural economies

The Cook Book

Me'a Kai - The Food and Flavours of the South Pacific
Refined yet authentic local recipes using locally grown ingredients



The Hotels

- Chefs in the hotel restaurants use the cookbook to shape their menus
- Hotel has structured supply arrangements with local farmers



Benefits to the Industry

- Exciting menus and cooking classes based on local cuisine culture
- Lower food costs
- Better food quality
- Staff buy-in: they are "cooking from the heart"
- Eco style marketing opportunities
- Contributes to sustainable tourism
- Positive relationship with local community
- Provides educational opportunities for hospitality students



Benefits to the Guests

- Experience local culture with authentic local dishes
- Dishes made with fresher, locally grown products are more nutritious
- Fijian cooking lessons with local women's groups – new and exciting guest experience



The Farmers

- Supply arrangements with hotels means farmers are growing for an existing sale
- Rural financial stability and prosperity on a micro (village) level
- Empowering micro-business systems, utilizing existing capacities and growing capability

CULTURAL EXPERIENCE

	Current Linkage	Resource	Availability	Interact (Village life)	Potential
Tongatapu	4	7	5	3	High
Vava'u	4	7	5	4	High
Ha'apai	3	8	3	4	High
'Eua	7	9	7	7	High

Cultural Experience: Issues and Constraints

- range and type of experiences (staged vs. Authentic, 'Polynesian' vs Tongan)
- access to experiences
- coordination of experiences
- community awareness
- tourist awareness and marketing
- broader environmental factors

A way forward?

- New ideas/traditional skills development
- Building tour guide capacity & experience
- Stories and communication of culture – youth ambassadors
- Everyday life as visitor experience
- Visitor awareness and marketing
- ‘Whats on’ in Tongatapu, Vava’u, Ha’apai
- ‘Slow tourism’ (bikes...)

BEFORE THE VISITOR ARRIVES

- The internet dominates visitor decision making
- Agents and wholesalers are less important
- Pre-planning is vital – multi island stops necessitate prior organisation



OUR ISLANDS

EXPERIENCE TONGA

Located in the very heart of the South Pacific, Tonga is one of the most scenic and unspoiled of the Pacific Island nations. Whether you're a new or returning visitor, our five unique island groups offer distinct experiences that will entice any traveler. We warmly invite you to explore our islands and discover your ideal travel experience.

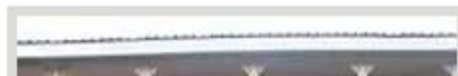
SEE AN AMAZING VIDEO

From the people to swimming with humpback whales. Learn all about Tongan Culture and many more

[Learn more about The Friendly Islands](#)



watch the amazing video of



WHERE TO STAY

Tonga offers a wide variety of accommodation types to suit all budget and preferences. From backpackers,



Tong
Jewel of the

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[Geography](#)

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Your are here!



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to serviced apartments, hotels guesthouses and resorts - Tonga has something to suit any budget and taste. Browse our accommodation database by islands now!

Accommodation by Islands

- :: Tongatapu Island
- :: Vava'u Island
- :: Ha'apai Island
- :: 'Eua Island
- :: Niua Island



THINGS TO DO

A relaxing holiday lying on a beautiful beach, a thrilling fishing trip, an exhilarating dive trip or one of any number of wonderful island experiences - Tonga has it all...

Activities

- :: Diving
- :: Fishing
- :: Sailing
- :: Whale Watching
- :: Surfing
- :: Trekking & Camping
- :: Adventure Sports
- :: Kayaking & Outrigger Canoeing
- :: Events



GETTING AROUND

There are 176 islands in the Kingdom of Tonga and to see them all you need lots of time and your own boat. Tonga's domestic airlines, are keeping the Kingdom's main Islands of Tongatapu, Vava'u and Ha'apai connected...

Getting Around

- :: Getting to Tonga
- :: Rental Cars & Transportation
- :: Tours & Guides
- :: Boats & Ferries
- :: Domestic Airline
- :: Tour Operators/Travel Agents
- :: Visa

Explore the Islands

- Tongatapu
- Vava'u
- Ha'apai
- 'Eua
- Niua

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Tonga Celebrates the Coronation of HM King George Tupou V
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Renewed web site goes live
Miss South Pacific 2007

CURRENT WEATHER FORECAST

Temperature:
Forecast:
Humidity: %
Wind:

Click here for a timetable of cruise vessels to arrive in Tonga, 2009





Tonga
jewel of the pacific

OUR WHALES

CULTURE

TONGA'S CULTURE & PEOPLE

More than its natural history or its socio-economics, Tonga is about its people and its traditional culture. Tongans are welcoming, relaxed, and generally happy. Minor things like delays or noise tend not to cause any stress. Tongans enjoy the beach, collecting from the sea, singing, and dancing. Any occasion, big or small, can become a good reason for getting together to celebrate with friends and family.



About Tonga

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village



The Resort borders a fishing village where guests are welcomed to experience the traditional culture and way of life of the friendly villagers - kava parties, and many aspects of the relaxed 'fakatonga', the Tongan way. In the village, visitors can find two churches (Sunday singing is a must), a school, and a plantation. There are 8 acres of tropical garden and coconut palms providing privacy and walk opportunities. A Paradise for Watersports : Scuba Diving, Windsurfing, Snorkelling, Game Fishing, Kayaks, Surfing. The cuisine is the result of various cultures that reached the Polynesian islands; freshness and local flavour prevails. (Fish caught daily by the Villagers)
Prices: Western Standard Fale: Single/Double T\$330 Triple: T\$380 Quad T\$430 Eastern Fale (Budget): Single/Double T\$250 Triple: T\$320 Quad T\$360 Western Superior: Single/Double T\$350 Tax 15% included and Rates current to 31/3/2010 Address: PO Box 668 Nuku'alofa Kingdom of Tonga Phone: +676 24923 or Tel/Fax +676 21254 Email: royalsun@kalianet.to Website: www.royalsunset.biz Credit Cards: Visa/Mastercard/Amex/Diners Transfers: Yes – 30 minutes boat ride from Nuku'alofa Wharf by admin |  0

... Restaurant and Bar, Swimming Pool, Sundeck, Boutique and Library.

The Resort borders a fishing village where guests are welcomed to experience the traditional culture and way of life of the friendly villagers - kava parties, and many aspects of the relaxed 'fakatonga', the Tongan way.

In the village, visitors can find two churches (Sunday singing is a must), a school, and a plantation. There are 8 acres of tropical garden and coconut palms providing privacy and walk opportunities. ...

Excerpt: ... borders a fishing village where guests are welcomed to ...

[Read full post...](#)

GUEST HOUSES & BUDGET ACCOMMODATION



Dec 18th, 2007 [Alibaba's Guest House](#)

Located within a walking distance to the beach and only minutes to town. A friendly, comfortable, peaceful and relaxing atmosphere. Ideally located and reasonably priced...[more >>](#) [Blue Banana Beach House](#)



community



OUR WHALES

SEARCH RESULTS

FIRST CONTESTANT FOR THE MISS HEILALA PAGEANT 2009

Jul 7th, 2009

This great search was powered by [Search Unleashed](#).
Your search caused a kitten to cry. Help to prevent this by getting the site owner to support this software.

... year old Jean Marie lists her interests as listening to music, dancing, reading, participating in **community** service, and learning about her Tongan heritage and culture.

The Heilala 2009 Festival Committee has also received interests from Australia, New Zealand and USA. They are expecting a total of around 10 contestants for this year's pageant.

The Orientation program for the Miss Heilala 2009 Pageant will commence on Monday, 20 July, when the registration closed on July ...

by poini | 0

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Tonga

Jewel of the Pacific

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food

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... spot for buffet dinner and floorshow. Nothing is spared in providing a variety of traditional **foods** garnished with garden vegetables and every variety of tropical fruits available at the time. You will be entertained in the warm, flame-lit night in dancing and songs inside 'Hina Cave'.

Buffet Dinner, floorshow and live band every Wednesday and Friday night at 7:00pm.
Lunch every Sunday at 2:00pm - bring your families and friends.

* Pick-up from the Dateline Hotel (at an extra ...

by admin |  0

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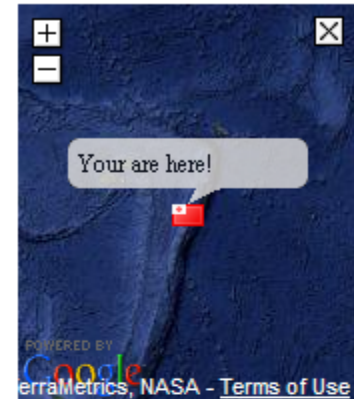
[Read full post...](#)

ROYAL TONGA INTERNATIONAL HOTEL

Mar 4th, 2008Royal Tonga International Hotel was officially opened on October 9th, 2007. It is easily accessible and only 17 kilometers from the city centre and a 2minute drive from the Fua'amotu International Airport and local terminal. Royal Tonga International Hotel offers 78 elegant spacious guest rooms, a Presidential Suite and a Luxurious Suite. All rooms have been designed to make your stay a truly memorable one with its modern amenities and peaceful location.



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Religion closely follows the family in importance, and almost all Tongans are churchgoers. This staunchly Christian nation honours Sundays across every island group—the Sabbath is declared forever sacred in the Tongan Constitution. Almost everything (except bakeries, a few restaurants, and resorts) is closed. No sporting events take place, it is unlawful to work or trade, and most tours do not operate. Contracts signed on a Sunday are void. It is inadvisable to create any disturbance, operate noisy equipment, or be loud on Sundays.

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[Kingdom Promoted to American Market](#)
[Renewed web site goes live](#)
[Miss South Pacific 2007](#)

CURRENT WEATHER FORECAST

Temperature:
Forecast:
Humidity: %
Wind:

POLLS

What do you enjoy most in Tonga?

Tonga Way of Life (39%, 389 Votes)

Beaches & Water Sports (25%, 242 Votes)

Tonga History & Culture (18%, 173 Votes)

Festivals & Events (10%, 103 Votes)

Adventure (8%, 78 Votes)

Total Voters: 985

[Polls Archive](#)



'Eua island Sitesearch

'Eua Island What New

Getting to 'Eua

Trekking/Hiking/4WD

Whale Watching

Accommodation

Horse Trekking

'Eua Rainforest

'Eua Island Beaches

Tongan Culture

History of 'Eua

legends of 'Eua

'Eua Island Crafts

'Eua Ecotourism

Scuba Diving

Rock Climbing

Map of 'Eua island

'Eua Pictures & Video

General Information

Guide To Tongatapu

Travel Resources

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'Eua Island, Naturally Beautiful

'Eua Island is located only 17.5km eastsoutheast from Tonga's main island, Tongatapu. It is noted for it's unique physical characteristics. From the low lying beaches on the western side to the dramatic cliffs of the east coast with 'Eua's National Park boasting lush tropical rain forest, which is the largest in the Kingdom of Tonga.


'Eua Island is the oldest and the highest in the Tongan island group, it is geographically not related to the rest of Tonga, it is 30 million years older.



'Eua is the least developed island in Tonga. If you are looking for bars / nightclubs, restaurants and a wine list that speaks for it's self, you have

Build Your Website

Contact Us

 **Subscribe**

 **RSS**

 **Google**

 **MY YAHOO!**

 **MY MSN**

 **newsgator**

 **Bloglines**

'Eua is the least developed island in Tonga. If you are looking for bars / nightclubs, restaurants and a wine list that speaks for it's self, you have come to the wrong place, **BUT** if your looking for nature at its best, **this is it**, 'Eua Island is naturally beautiful.

The people's culture and traditions are very much still intact.

On most nights locals can be found drinking Kava Tonga in community halls and anyone is welcome to join. The sound of tapa cloth being made is present in nearly all villages along with local woman weaving their valuable mats, baskets and ta'avala (mats that you wear). The women are more than happy to share with you their craft and even show you the basics.



The best trekking in the south pacific can be found in 'Eua. The treks are through rainforest where trees such as the Banyan believed to be over 800 years old grow, pine plantations, along ridges and scaling cliffs to caves along the coast, through grassy plains that wild horses call their home and rocks that scatter the land forming what is known as the "rock gardens", to the natural limestone archway and golden deserted beaches.

Come to 'Eua and enjoy some of the best camping, horse riding, rock climbing, caving, scuba diving and Whale watching that can be done from land or from small local boats, making this Island unique to the Pacific.



Home

'Eua island Sitesearch

'Eua Island What New

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Whale Watching

Accommodation

Horse Trekking

'Eua Rainforest

'Eua Island Beaches

Tongan Culture

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legends of 'Eua

'Eua Island Crafts

'Eua Ecotourism

Scuba Diving

Rock Climbing

Map of 'Eua island

'Eua Pictures & Video

General Information

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'Eua Handicrafts

Eua handicrafts are known for their quality and durability. From the Kava bowl through to fine, and elaborate tapa cloths 'Eua island Tonga has a huge variety of different crafts to offer.

Wood carvings were at one time an important part of Tongan culture not so much now days but they are still being made here on 'Eua island.



Tonga Gods Ha'atua handicraft shop



'Eua island Sitesearch

'Eua Island What New

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Trekking/Hiking/4WD

Whale Watching

Accommodation

Horse Trekking

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Build Your Website

'Eua Island, Naturally Beautiful

'Eua Island is located only 17.5km eastsoutheast from Tonga's main island, Tongatapu. It is noted for it's unique physical characteristics. From the low lying beaches on the western side to the dramatic cliffs of the east coast with 'Eua's National Park boasting lush tropical rain forest, which is the largest in the Kingdom of Tonga.


'Eua Island is the oldest and the highest in the Tongan island group, it is geographically not related to the rest of Tonga, it is 30 million years older.




'Eua is the least developed island in Tonga. If you are looking for bars / nightclubs, restaurants and a wine list that speaks for it's self, you have

Build Your Website

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'Eua is the least developed island in Tonga. If you are looking for bars / nightclubs, restaurants and a wine list that speaks for it's self, you have come to the wrong place, **BUT** if your looking for nature at its best, **this is it**, 'Eua Island is naturally beautiful.

The people's culture and traditions are very much still intact.

On most nights locals can be found drinking Kava Tonga in community halls and anyone is welcome to join. The sound of tapa cloth being made is present in nearly all villages along with local woman weaving their valuable mats, baskets and ta'avala (mats that you wear). The women are more than happy to share with you their craft and even show you the basics.



The best trekking in the south pacific can be found in 'Eua. The treks are through rainforest where trees such as the Banyan believed to be over 800 years old grow, pine plantations, along ridges and scaling cliffs to caves along the coast, through grassy plains that wild horses call their home and rocks that scatter the land forming what is known as the "rock gardens", to the natural limestone archway and golden deserted beaches.

Come to 'Eua and enjoy some of the best camping, horse riding, rock climbing, caving, scuba diving and Whale watching that can be done from land or from small local boats, making this Island unique to the Pacific.



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Tonga Gods Ha'atua handicraft shop



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The stories and legends of Eua

'Eua Island is the oldest island in the Tonga it is 40 million years older and has some great myths, legends and stories. Below are just a few for your enjoyment.



Click on the links below for more 'Eua stories

[How King Taufa'ahau Defeated Laufilitonga, The Tu'i Tonga And Became The Reigning King Of Tonga. HAU PEA KUI \(Blinded by Victory\)](#)

#	Visits	Page	
1	192	27.79%	/
2	62	8.97%	/Tongan-Culture.html
3	35	5.07%	/accommodationeua.html
4	32	4.63%	/whalewatching.html
5	27	3.91%	/storieslegendsofEua.html
6	23	3.33%	/GETTINGTOEUAISLAND.html
7	22	3.18%	/HOWTHEFIRSTKINGOFTONGACAMETOPOWER.html
8	18	2.60%	/Tongatapu.html
9	17	2.46%	/Trekking.html
10	16	2.32%	/General-information-on-eua.html
11	15	2.17%	/Euaislandsouthernrockgarden.html
12	15	2.17%	/map-of-eua-island.html
13	15	2.17%	/pictures-eua-island.html
14	15	2.17%	/sitesearch.html
15	14	2.03%	/Eua-island-blog.html
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17	13	1.88%	/Eua-Island-Beaches.html
18	13	1.88%	/Lakufaanga.html
19	13	1.88%	/euasclubdivingeua.html
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30	5	0.72%	/HowEuaislandgotitsName.html
31	4	0.58%	/THEORIGINOFTHESPRINGSVEIFEUEAISLAND.html
32	4	0.58%	/TOAFOTULOI.html
33	4	0.58%	/eua-LokupoBeachTrek.html
34	3	0.43%	/The-Eua-Ecotourism-Association.html
35	2	0.29%	/Fangatavebeachtrek.html

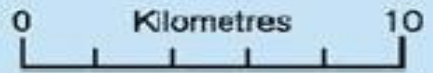


SUMMARY

- Current linkages are not strong but have potential to be developed
- Constrained by current marketing focus and content
- Constrained by local factors and coordination between sectors (supply <-> demand)
- Answers lie in both global and local initiatives



SOUTH
PACIFIC
OCEAN

















UNFORGETTABLE

Fakaalofa lahi atu! Welcome!

AIR NEW ZEALAND 

Find our lowest fares to Niue

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Swim with whales and dolphins. Experience it now, watch the video! (638kb Flash). [Video](#)

Walk amongst flocks of butterflies in virgin rainforest. Dive within dramatic underwater cathedrals in water teeming with life.

Cycle beneath avenues of perfumed frangipani. Discover tiny swimming coves that might well be all yours for the whole day.

Explore the most breathtaking caves in the South Pacific. Gaze upon breaching whales from your breakfast table. Snorkel over bright corals in warm tropical water acclaimed as being amongst the clearest in the world.

Niue offers you the chance to experience your dreams.



Niue Visitor Departure Survey



Information for participants

The Niue Government has commissioned a survey to learn about who is coming to Niue, why, and what they spend. This research is being conducted by the New Zealand Tourism Research Institute at Auckland University of Technology, New Zealand. This survey will offer valuable insights on the contributions tourists can make in sustainably enhancing the links between the tourism and agriculture sectors in Niue.

In this survey, we would like to know about your last visit to Niue. Upon completing the survey you will be given the option to enter a draw to **WIN \$100 NZD**. We would ask you to complete the survey within two weeks from the date of your last trip. As a recent visitor, we'd appreciate you taking a few minutes to fill in this survey. This information gathered will help plan the development of tourism opportunities, as well as understand the linkages between tourism and agriculture in Niue.

The survey is voluntary and completely anonymous. It will take approximately 20 minutes to complete. To participate simply click on the Take the survey button below.

The survey will be ongoing but please complete it within a few weeks of returning home from your holiday.

By completing this survey you are giving consent to participate in this research.

[Take the survey](#)

The results of this research will be used in academic publications and presentations in the future. Thank you for your participation.

For further information about this research contact:

Project Coordinator: Carolyn Nodder: email carolyn.nodder@aut.ac.nz, phone 09 921 9999 ext 8892
Research Supervisor: Simon Milne: simon.milne@aut.ac.nz, phone 09 921 9245

What do I do if I have concerns about this research?

Any concerns regarding the nature of this project should be notified in the first instance to the Research Supervisor, Simon Milne: simon.milne@aut.ac.nz, phone 09 921 9245.

Concerns regarding the conduct of the research should be notified to the Executive Secretary, AUTEK, Madeline Banda, madeline.banda@aut.ac.nz 09 921 9999 ext 8044.

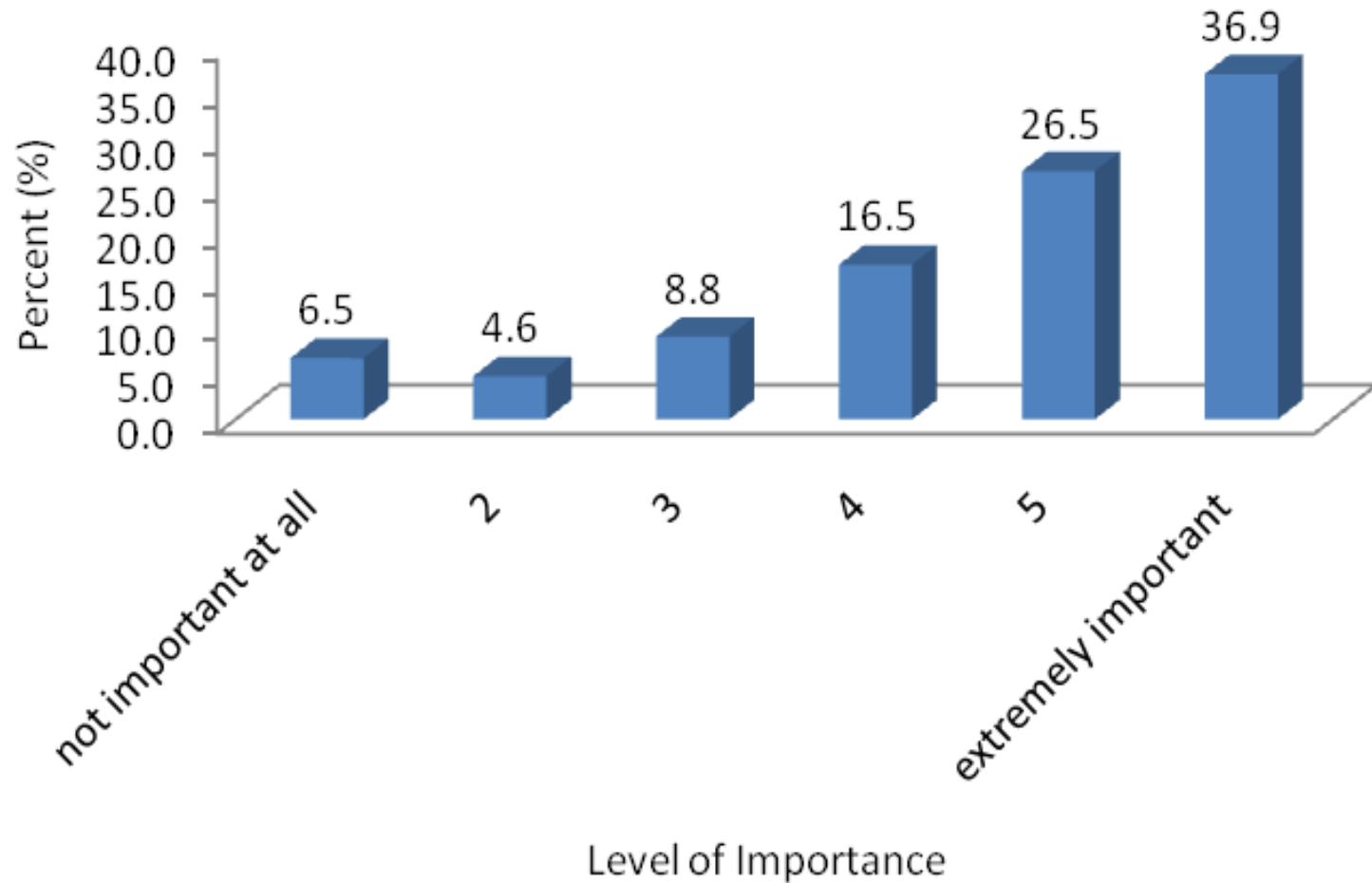
Local contact in Niue: Frank Sioneholo
Acting Head, Invest Niue/EPDS, Premiers Department, Government of Niue.
P.O.Box 95, Alofi, Niue. Ph: (683) 4148 Fax: (683) 4232, 4010.

Approved by the Auckland University of Technology Ethics Committee on **31/03/08**, AUTEK Reference number **07/224**

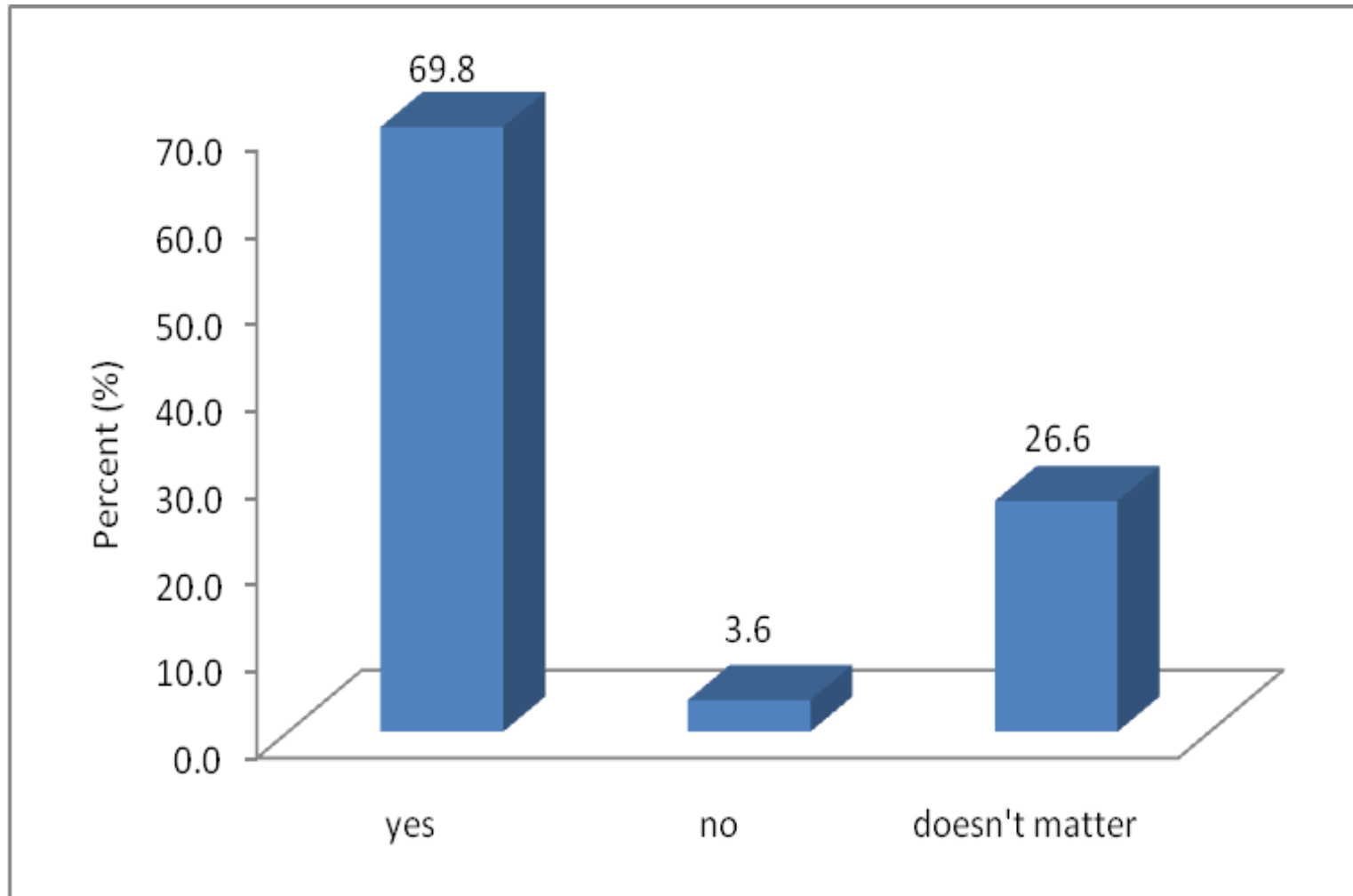


Sources of Information	Mean
Internet	4.6
Word of mouth	3.8
Prior personal knowledge	3.7
Travel books/guides	3.5
Travel agent	2.6
Television	2.1
Auckland's Pasifika Festival	1.7

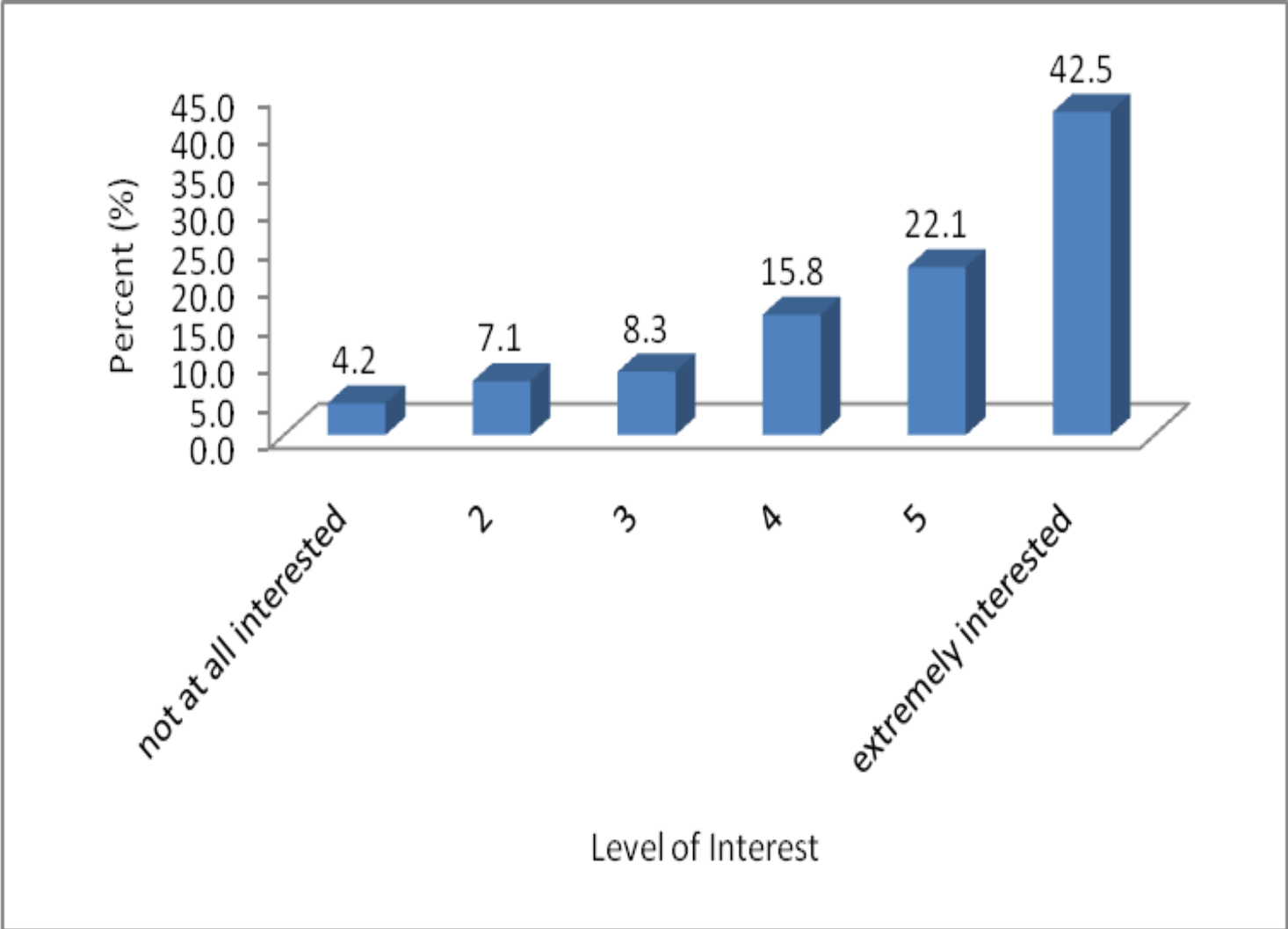
Importance of Internet for travel planning



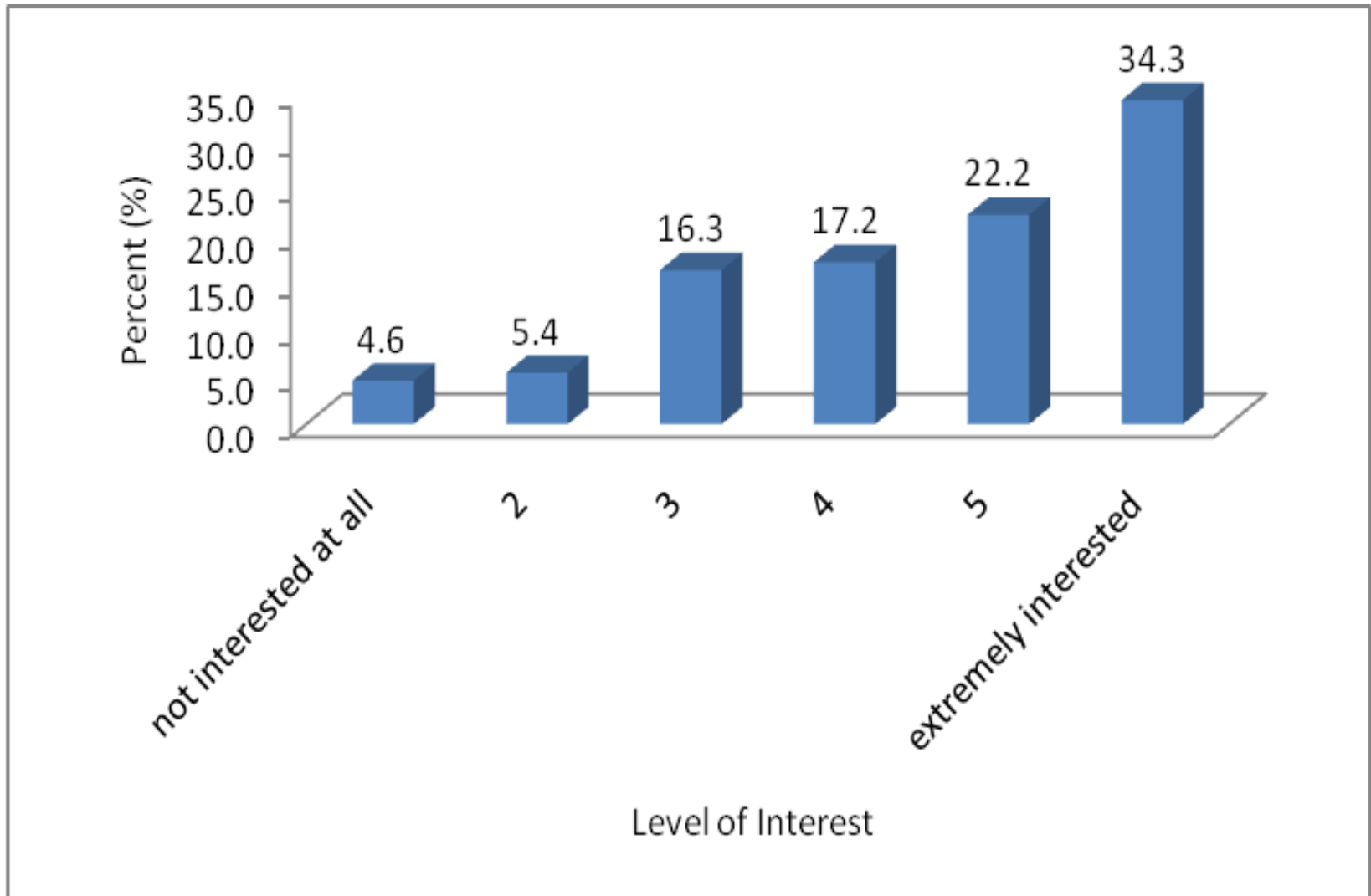
More local food?



Interest in Village Feast?



Interest in seeing HCs produced?

















NPO Tuvalu overview project

We are in now

1,598
10,000

Build the Future with 10000 Tuvaluans

[about TUVALU](#)

[about This Project](#)

[Event](#)

[Google Earth](#)

[Partnership](#)

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NANUMEA



NIUTAO



NANUMAGA



NUI



VAITUPU



NUKUFETAU



FUNAFUTI



NIKULAELAE



The international community must realize that global warming is not an irrelevant issue that we may face sometime in the future, but a threat of tremendous immediacy that affects us all.

Who can portray this message better than the people of Tuvalu, whose lives are under threat from rising sea levels?

By capturing the vibrant character of the Tuvaluan people and taking their voice to the world stage, we aim to give new life to the fight against global warming. By 2015, we will take photographs and interviews of all 10,000 Tuvaluans, the result of which will be published in a photo essay, and taken to exhibitions around the world.

We can not let this beautiful country with its vibrant people and rich cultural heritage disappear beneath the waves!

The future of Tuvalu is your and our future.

NEWS

26/Sep/2010

The project data of [NIUTAO](#) became possible



We are doing what we can by planning trees, overhauling the farmland, etc. If this island become uninhabitable due to the sea level rise, I would like to move somewhere safe.

Tumau 30 years old



Japanese page

Contact us

NPO Tuvalu Overview



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Tuvalu Election Results by tuvaluislands.com (Sep.2010)

The coverage of the 3rd island, Nukufetau, is done for "[Build the future with 10,000 Tuvaluan](#)" project (Sep.2010)

Shuichi Endou was appointed to [Goodwill Environment Ambassador](#) by the Government of TUVALU. (20/JUL/2010)

Tuvalu Overview is covered by one of [the major German TV station, n-tv](#). (05/03/2009)

This week's show



Drowning islands

One photographer's quest to save a remote island from global warming. CNN's Kyung Lah reports.

[Watch this week's show](#)

[Last week's show](#)



Saving Tuvalu



One man's mission to record the lives of the people of Tuvalu in the Pacific Ocean has become a clarion call to protect hot spots around the world already feeling the effects of climate change.

[View the gallery of Tuvalu](#)







Convention on Biological Diversity



You are here: **Home**

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News

08/07/08
Second Workshop of the Series: Islands, Central and South Pacific Region

The second workshop of the series to support the web-based technology capacities of indigenous tourism operators in the Pacific region will take place in Samoa on the 3rd through the 5th of November 2008 in Samoa.

[More]

Home

Workshop Series on Indigenous Communities, Tourism and Biodiversity: New Information and Web-based Technologies

The Secretariat of the Convention on Biological Diversity is currently organizing a series of workshops on new information and web-based technologies within indigenous communities. The workshops are intended to support the sustainable use and management of biodiversity in tourism through bolstering the web-based capacities of indigenous tourism operators.

The workshop series aims to support the management of biodiversity-friendly tourism activities, the web-based capacity of indigenous tourism operators, and the marketing of the culturally and biologically sustainable aspects of indigenous tourism products. The workshops are also intended to be fora for networking and exchange of information on specific challenges facing indigenous tourism operators.

The workshops are being held in five bio-geographical regions of the globe (the Arctic, islands, dry lands and deserts, forest-basins and mountains), areas whose beauty, isolation, significant biodiversity and indigenous communities attract large numbers of eco and cultural tourists.

More information can be found at the [Convention on Biological Diversity website](#).

Workshop II: Islands, Pacific Region
3-5 November 2008, Samoa

Samoa has been chosen to host the workshop for indigenous island communities in the Pacific region. Samoa is centrally located, reasonably accessible and has the infrastructure necessary to support an international meeting. SPREP headquarters are located in Apia, Samoa and the organization will be well placed to host the event and provide local knowledge useful in making the workshop a success.



Indigenous Tourism and Biodiversity Website Award

Planeta.com and the United Nations Secretariat of the Convention on Biological Diversity (SCBD) are collaborating to showcase best practices in web-based technologies helping indigenous people manage tourism in a biodiversity-friendly way.

Indigenous tourism websites that promote sustainable practices and educate visitors on cultural protocols and biodiversity conservation are eligible to win Planeta.com's Indigenous Tourism and Biodiversity Website (ITBW) Award. Nominees include indigenous owned and operated tourism businesses around the world.

The Indigenous Tourism and Biodiversity Website Award has been designed in partnership with the SCBD to motivate indigenous tourism operators and associations to improve their online communication and to highlight the best practices of indigenous and local communities (ILCs).

The winner of the first ITBW Award will be announced at a significant international tourism event to be determined. Nominations will be accepted until November 30, 2008. Voting takes place in January 2009.

This award is part of a larger initiative by the SCBD, aimed at building capacity for ILCs with the view to support and strengthen sustainable tourism initiatives through the use of new information and web-based technologies. It is a complement to the Indigenous Communities, Tourism and Biodiversity Workshop Series: New Information and Web-based Technologies that started in Quebec, Canada in 2007, with a focus on the Arctic Region, and will continue in the Pacific in November 2008, Latin America in 2009 and Africa in 2010.

Throughout the workshops, indigenous and local communities from each region are developing their own web based tools and methods with a view to improving their websites and their capacity to reflect traditional ways in conserving indigenous land, and to allow potential visitors and clients to learn about indigenous practices and cultures.



TO FIND OUT MORE ABOUT THE AWARD, ELIGIBILITY, AND HOW TO APPLY, PLEASE VISIT:

www.planeta.wikispaces.com/itbw



Summary

- ICT and CI is not a 'silver bullet'
- Needs to be developed and managed to meet different contexts
- Needs to be viewed in an incremental fashion
- Doesn't replace personal contact, solve conflicts and change attitudes – but can help
- Ignoring ICT as an option only leads to a greater digital divide
- tourism can help to close that divide – providing a 'hook'