



DevNet Conference 2012: Andrew Johnston and Peter Swain

TURISM BLONG YUMI EVRIWAN

TOURISM DEVELOPMENT IN VANUATU

AND THE ROLE OF NEW ZEALAND VOLUNTEERS





INTRODUCTION

Volunteer Service Abroad has undertaken and published a series of case studies to provide evidence of the impact of our work on the families and communities we serve

These case studies form part of the qualitative monitoring and evaluation of VSA's work





CONTEXT – INDIGENOUS TOURISM DEVELOPMENT

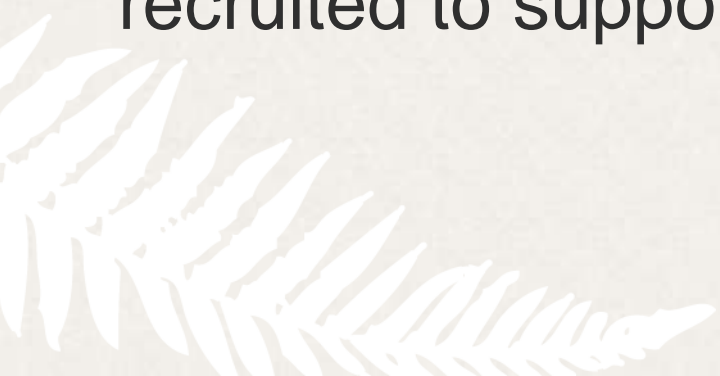
Tourism is an industry that has become a dominant driver of development in Vanuatu

The government of Vanuatu aims to ensure that Tourism is sustainable and beneficial across all provinces



CONTEXT – A RANGE OF VOLUNTEERS

Tourism Business Development Advisers were recruited to support provincial tourism offices





Methodology

Review of relevant literature, archival research, interviews and researchers' observations over two field trips

14 volunteers, 26 partner organisation representatives, 7 stakeholders, 5 tour operators, 10 bungalow providers, and 7 Department of Tourism staff members

23 hours of recordings, 80,000 words in transcription

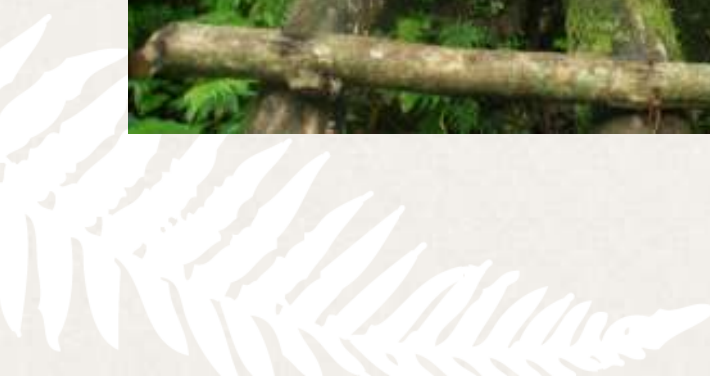
Lesson One: Private, public, and civil society sectors all contribute to productive outcomes



Lesson Two: Putting local people first is a key development principle



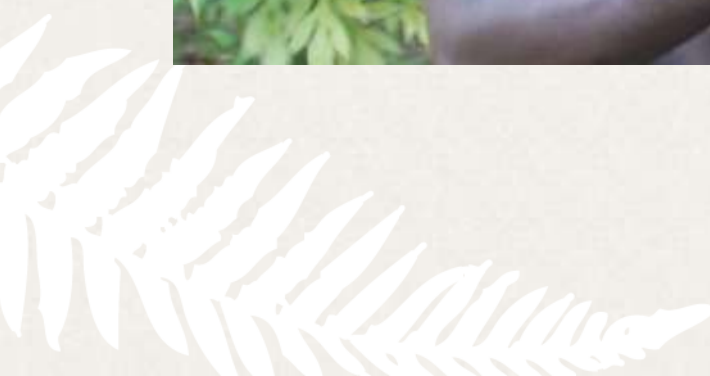
Lesson Three: One size does not fit all



Lesson Four: Working together works best



Lesson Five: Working cross-culturally - good things take time





FINAL COMMENT

This case study reflects the beginning of a long term collaborative strategy.

Thank you to all our Partner Organisations and Volunteers

