



## SEVENTH MEETING OF THE PACIFIC METEOROLOGICAL COUNCIL (PMC-7)

*"AT THE FRONTLINE OF WEATHER, CLIMATE, WATER, AND OCEAN ACTION IN THE PACIFIC"*

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*"At the Frontline of Weather, Climate, Water, and Ocean Action in the Pacific"*

17-19 September 2024, Warwick Le Lagon-Vanuatu Resort, Port Vila, Vanuatu

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### **Agenda Item 19.2: Weather and Climate Traditional Knowledge for Cultural Tourism Development in the Pacific**

#### **Purpose:**

1. To inform the Members on the progress of the tourism sector's work on the development of regional guidelines for the integration of Culture (including Traditional Knowledge) across sector policies and programmes.
2. To provide the Meeting with an overview the areas and opportunities where tourism intersect with weather, climate and traditional knowledge information

#### **Background:**

1. Each Pacific Island Country and Territory has its own unique and continuously evolving expressions of culture. A wealth of traditional knowledge and skills provide valuable resources for developing more sustainable communities.
2. Cultural tourism has the potential to be a strong driver of economic activity in Pacific nations. It plays an important role in the safeguarding of cultural resources and can help to ensure that tourism is conducted in a respectful and sustainable manner.
3. The Pacific Sustainable Tourism Policy Framework outlines the tourism sector's vision, goals, policies and priorities for the period 2021-2030.
4. Aligned to the 2050 Strategy for the Blue Pacific Continent, the framework contributes to the Resources and Economic Development and contributes to People Centred Development and the Environment and Oceans thematic areas.
5. The Pacific Cultural Tourism Guidelines have been developed to (i) provide direction and guidance for the development of tourism initiatives, policies and programmes and (ii) support the growth of cultural tourism in the region.
6. The Guidelines have been informed by the vision and aims of the Pacific Regional Culture Strategy led by SPC and SPREP's work in Traditional Knowledge.
7. The tourism sector depends on accurate, timely and location/place specific scientific weather and climate information. The evolving developments and





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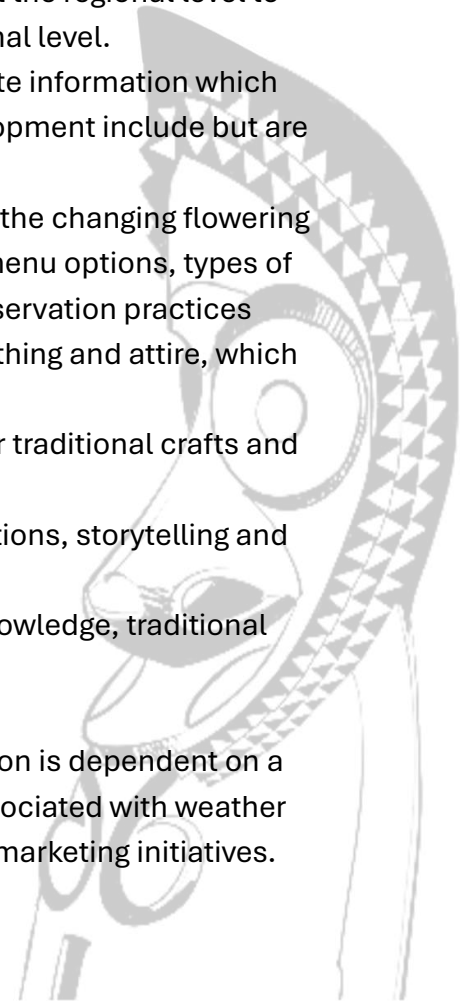
recognition of Traditional Knowledge to bridge the gap between science and community and sector stakeholders' understanding directly impact the development of cultural tourism in the Pacific. A shared approach is therefore fundamental in enabling alignment.

### **Objectives:**

1. The tourism sector is elevating efforts to place people, environment and culture at the centre of destination planning, development and management. A holistic approach to understanding the sector's needs for scientific and traditional knowledge is essential.
2. Opportunities exist to establish clear strategic direction at the regional level to support the advancement of cultural tourism at the national level.
3. Traditional knowledge associated with weather and climate information which directly link to tourism through product/experience development include but are not limited to the following:
  - a. Cuisine and Food Traditions: availability based on the changing flowering and fruiting seasons with these directly affecting menu options, types of food consumed, cooking techniques and food preservation practices
  - b. Clothing and Fashion: availability of traditional clothing and attire, which are common expressions of identity
  - c. Arts and Craft – access to raw materials needed for traditional crafts and impact on livelihoods
  - d. Education and Knowledge Transmission: oral traditions, storytelling and folklore, music and dance
  - e. Environmental practices: traditional ecological knowledge, traditional farming and fishing methods – niche activities
4. The growth of sustainable cultural tourism across the region is dependent on a shared approach to embedding traditional knowledge associated with weather and climate as part of tourism product development and marketing initiatives.

### **Recommendations:**

The Meeting is invited to:





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- **Note** the update on the linkages between weather and climate Traditional Knowledge and the development of sustainable cultural tourism in the Pacific region.
  - **Consider** the Pacific Cultural Tourism Guidelines as a tool to inform future weather and climate Traditional Knowledge policies and programmes for the tourism sector.
  - **Acknowledge** the efforts of the PMC and the Secretariat in engaging the tourism sector at national and regional level through the CROP mechanism.
  - **Note** the need for guidance from the Members on the role of the tourism sector in supporting Traditional Knowledge aspirations.
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