A GREEN GROWTH PATHWAY TO A THRIVING RURAL TOURISM INDUSTRY
A SHARED VISION FOR VANUATU

Supported by the traditional agriculture and fishing sectors, and the rapidly growing tourism industry, Vanuatu’s economy has experienced strong growth in recent years. However, a significant challenge affecting the country’s development is low energy security. Vanuatu remains highly dependent on imported fossil fuels, and in combination with high electricity costs and limited access to electricity in many rural areas, the energy sector is a constraint on further, and more widespread, economic growth. For the tourism industry, in particular, the gap in access to electricity between rural and urban areas is creating a significant challenge. While tourist bungalows (small, basic accommodations) have been established on many of the remote islands, without secure and stable electricity, attracting tourists to distant locations is difficult. As a result, rural households are missing out on important economic opportunities.

To tackle this challenge and bring energy security to remote areas, GGGI is working with the Government of Vanuatu to explore how clean energy could catalyze green growth in the tourism industry. In collaboration with the World Bank, GGGI has helped the Department of Energy to update the National Energy Road Map, which highlights Vanuatu’s vision for 100% renewable energy by 2030. Alongside new energy efficiency targets, the roadmap explicitly adopts a green growth approach, linking Vanuatu’s economic growth engines, like tourism, with renewable energy and energy efficiency opportunities. Rural electrification will allow the tourism industry to benefit from green, inclusive and resilient energy, and bring increased economic benefits to families and communities running tourist bungalows on islands all over Vanuatu.

GROWING THE TOURISM INDUSTRY WITH CLEAN, GREEN ENERGY

With the tourism industry contributing approximately 50% of the economy, tourists are drawn to Vanuatu’s rich culture and stunning landscapes. However, because less than one third of incoming tourists visit the outer islands, bringing vacationers and the economic benefits they provide to more remote areas remains a challenge. Many of the remote islands’ tourism bungalows rely solely on petrol electricity generators, which only provide a few hours of electricity each day. Without a steady electricity supply, tourism operators cannot secure bookings or provide the comforts that international tourists demand, thus missing out on the economic and livelihood opportunities that tourism can bring.

To address this challenge, GGGI is carrying out an in-depth study to explore how solar and energy efficiency technologies could support small-scale tourism operators under Vanuatu’s National Energy Road Map. Working in collaboration with the Department of Energy, the Department of Tourism, and the Australian-funded Technical and Vocational Training Program, GGGI is developing a pathway to easier access to solar energy that will improve tourism services and revenues, provide local employment opportunities, and develop the sector in a sustainable way.

In addition to reducing greenhouse gases, the plan will assist small operators in minimizing their reliance on imported fuel, creating more stable energy costs and supporting business planning into the future. A critical part of GGGI’s work is to facilitate cooperation between government ministries and across economic sectors, but also to support international partnerships, such as with Eco-Tourism Australia. As a result of this collaborative approach, the goal of bringing clean energy to remote small tourism operators in Vanuatu to grow the economy, and show the world Vanuatu’s true, sustainable and remote beauty is now within reach.
HOW WE WORK

As a trusted advisor, GGGI develops strong partnerships with Member countries encouraging long-term vision supported by practical implementation to foster green-growth in the present. GGGI supports stakeholders through two complementary and integrated work streams – Green Growth Planning & Implementation and Investment Policy Solutions – designed to assist in developing, financing and mainstreaming green growth in national economic development plans. GGGI’s interventions emphasize change in four priority areas considered to be essential to transforming countries’ economies including energy, water, land-use and green cities.

“Working with GGGI has been a catalyst in bringing more international partners on board. From day one, GGGI has made it clear that it’s not going to develop new policies unnecessarily, but, instead, work with us to get the work done, keeping partners involved, and building on what we’ve already achieved.”

Mr. Jerry Spooner, Principal Accreditation Officer, Vanuatu Department of Tourism

OUR APPROACH

- Partnering with developing and emerging countries to design and deliver programs and services that demonstrate new pathways to pro-poor economic growth.
- Providing Member countries with the tools to help build institutional capacity and develop green growth policy, strengthen peer learning and knowledge sharing, and engage private investors and public donors.
- Leveraging a comprehensive network and governance structure to facilitate a multi-directional and multi-sectoral sharing of knowledge between South-South countries, while gathering global actors with the potential to set and drive the international agenda on green growth.

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