

Summary Outcomes of the inaugural Pacific Talanoa for Women in Tourism

Theme: Thriving Together: Gender Equality for Tourism Growth and Transformation

Wednesday 13th November 2024

2:00PM to 5:30PM

Pacific Islands Forum Secretariat, Main Conference Room, Suva

Overview

The Inaugural Pacific Talanoa for Women in Tourism, themed *"Thriving Together: Gender Equality for Tourism Growth and Transformation,"* brought together 78 tourism leaders, policymakers, private sector, partners and stakeholders across the Pacific Islands to advance discussions on the role of women in tourism focusing on the opportunities, challenges and pathways for collaboration.

Key Outcomes

- 1.** The contribution of women is essential for responsible tourism development, not only to drive economic growth but to ensure that our cultural values are embedded in the way tourism evolves. Policies and government regulations play a key role, but we also need women represented at every level to influence change and address challenges like limited access to education, training, resources, and funding.
- 2.** Regional frameworks in the Pacific provide a foundation for gender equality and women's participation in governance, but the priority now is implementing these commitments into real change at national and local levels. This requires continued support, monitoring, and cultural adaptation led by the Pacific Community (SPC), Pacific Tourism Organisation (SPTO), the

Council of Regional Organisations in the Pacific (CROP) Agencies as well as private sector, Non- Government Organisations, partners and donors.

3. The event underscored the critical importance of having women in leadership roles, creating a platform for leaders in the sector to share insights and best practices on implementing gender-responsive policies that foster inclusivity and equitable opportunities for all.
4. The Talanoa recognised the central role of private sector stakeholders and non-state actors, advancing gender equality in tourism and the importance of increased collaboration in all future initiatives.
5. Participating organisations noted the Gender Audit activity that was undertaken with technical support from the Asian Development Bank Pacific Private Sector Development Initiative, committing to act on its recommendations and integrate gender-responsive measures in Pacific tourism policies and strategies.
6. The Talanoa identified early priorities from the Gender Audit Regional Synthesis Report preliminary findings to put into practice gender mainstreaming for national tourism offices. These priorities include policies and strategies, leaders' commitments, institutional commitments and goals and targets.
7. Participants also identified other regional priorities, including addressing immediate barriers for women in tourism such as limited access to capacity development, resources, promoting women's leadership, and implementing

inclusive policies and creating supportive conditions for women, especially in vulnerable and informal roles.

8. The Talanoa discussions were enriched by contributions from national tourism organisation's who took part in the gender audit, sharing their findings of existing good practice and promising entry points to mainstream gender equality.
9. **Next Steps:** Over the next 12 months, SPTO with the support of SPC through its Gender Equality Flagship and regional partners, in consultation with national tourism offices, private sector, Non-Government Organisations, partners and owners will develop a Pacific Tourism Gender Action and Resourcing Plan, informed by the insights from the regional synthesis report gender audit to advance gender equality in tourism, for presentation at the 2025 Pacific Sustainable Tourism Leadership Summit. The Talanoa outcomes will guide actions that champion gender equality and equity, ensuring that Pacific tourism contributes positively to the economic empowerment of women in the region.

Annex 1: [Final Concept Note and Programme](#)

Annex 2: [List of Participants](#)