TAHITI
FRENCH POLYNESIA

GSTC DESTINATION ASSESSMENT

December 2023

ACKNOWLEDGEMENTS

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ACRONYMS

ADEME	Agence de l'environnement et de la maitrise de l'énergie
CCISM	Chambre de Commerce, d'industrie, de services et des métiers (Chamber of Commerce, Industry, Services and Trades)
CETOP	Centre d'étude du tourisme en océanie Pacifique (Center for Oceania-Pacific Tourism Studies)
DIREN	Direction de l'environnement
FM27	Fāri'ira'a Manihini 2027
GSTC	Global Sustainable Tourism Council
GSTC-D	GSTC Destination Criteria
IATA	International Air Transport Association
ISPF	Institute of Statistics of French Polynesia

EXECUTIVE SUMMARY

French Polynesia 2023

GSTC expert assessors completed an unbiased assessment of the management of the destination's compliance with the GSTC Destination Criteria (GSTC-D), the global standard for sustainable destinations.

French Polynesia was designated a French overseas territory in 1946 and given a Territorial Assembly on 25 October 1946. French Polynesia's constitutional status, its institutions, legal powers and relationship with France is defined by statute which has been amended several times since 1946 by the French Government, and most recently in 2004. In May 2013, French Polynesia was reinscribed on the UN list of Non-Self-Governing Territories. French Polynesia uses its own flag, seal and anthem in conjunction with French national symbols. It comprises 118 geographically dispersed islands and atolls under five archipelagos stretching over more than 5.3 million square kilometres, approximately the size of Europe. French Polynesia's main island, Tahiti, became a French protectorate in 1842, and France took possession of French Polynesia as a whole in 1880.

French Polynesia proactively set the policy to prevent being a mass tourism destination. The Government's policy is to favor longer stays and spread the flow of tourists and the financial benefits among the different islands by implementing infrastructure improvements and investments. They expect it will ease the pressure on the best-known destinations, islands such as Tahiti, Moorea and Bora Bora, while exposing lesser known. As of 2022, there were a total of 242,907 visitors and 218,750 tourists recorded, where the population was 283,007 in 2017.

The GSTC Destination Assessor conducted an assessment of current tourism activities and management approaches with the support of Tahiti Tourisme. The assessment included a 10-day onsite visit by the assessor who interviewed relevant authorities and stakeholders to verify compliance with the GSTC-D. This report presents the combined findings of these efforts.

The GSTC-D consists of 4 pillars: (A) Sustainable Management; (B) Socioeconomic Sustainability; (C) Cultural Sustainability; and (D) Environmental Sustainability. The evaluation of French Polynesia's performance across four pillars revealed that the (B) Socio-economic Sustainability pillar scored the highest with 2.49, followed by (A) Sustainable Management (2.25), (D) Environmental Sustainability (1.77), and (C) Socioeconomic Sustainability (1.53). The average score across all four pillars was 2.07,

indicating good performance (Level 4) based on the evaluation of 38 criteria. Although French Polynesia demonstrated generally good performance, there are some issues that need to be addressed in order to improve overall performance. Immediate action should be taken to address these concerns and improve conditions.

INTRODUCTION

Global Sustainable Tourism Council

The Global Sustainable Tourism Council® (GSTC®) is an independent and neutral organization, legally registered in the USA as a 501(c)3 non-profit organization that represents a diverse and global membership, including national and provincial governments, leading travel companies, hotels, tour operators, NGO's, individuals, and communities – all striving to achieve best practices in sustainable tourism. It is a virtual organization, with staff and volunteers working from all six populated continents. GSTC is also an ISEAL Community Member.

The GSTC establishes and manages global standards for sustainable travel and tourism, known as the GSTC Criteria. There are two sets: Destination Criteria for public policy-makers and destination managers and Industry Criteria for hotels and tour operators. They are the result of a worldwide effort to develop a common language about sustainability in tourism. They are arranged in four pillars: (A) Sustainable management; (B) Socioeconomic impacts; (C) Cultural impacts; and (D) Environmental impacts. Since tourism destinations each have their own culture, environment, customs, and laws, the Criteria are designed to be adapted to local conditions and supplemented by additional criteria for the specific location and activity.

The GSTC Criteria form the foundation Accreditation for Certification Bodies that certify hotels/accommodations, tour operators, and destinations as having sustainable policies and practices in place. GSTC does not certify any products or services but provides accreditation services directly in non-EU countries and through its partner Accredia, the Italian National Accreditation Body, in the EU and to accredit Certification Bodies.

GSTC Destination Assessment

The GSTC Destination Assessment is designed to introduce the destination management team to the core elements necessary to develop sustainable policies and practices. The Assessment process allows a destination to participate directly in the application of the GSTC Criteria to the destination, to understand the destination's sustainability status against the world's leading standard, and to identify areas for improvement based on the Criteria.

The GSTC Criteria aim to address "sustainability" from a holistic perspective—reviewing overall governance, socio-economic benefits to the destination, cultural and heritage preservation, and environmental performance. These factors all lead to a favorable investment climate, a strong sense of place, and a high quality of life for residents and visitors. The GSTC destination assessment is not an audit and does not constitute any verification or endorsement of the destination's policies, practices, or status by the GSTC. The objective of the assessment is to provide the destination with an overview of current good practices and risk areas, a demonstration of the practical application of the GSTC Destination Criteria (GSTC-D) for stakeholder capacity building purposes, and a tool for internal use to improve destination policy and practice to align with international best practice and the GSTC Criteria.

The GSTC-D has been built on decades of prior work and experience worldwide, and they consider the numerous guidelines and standards for sustainable tourism from every continent. The GSTC-D v2.0 is the first revision to GSTC-D. The GSTC-D v2.0 includes performance indicators designed to guide in measuring compliance with the Criteria. Application of the Criteria will help a destination to contribute towards the 2030 Agenda for Sustainable Development and the 17 Sustainable Development Goals.

Tahiti Tourisme is launching a communication campaign to raise awareness among the local population about The Islands of Tahiti's development strategy, dubbed the Fāri'ira'a Manihini 2027 (FM27). A strategy that, for the next five years, aims to position French Polynesia as a flagship destination for inclusive and sustainable tourism.

This strategy has been created through collaboration with the local population and various public and private tourism stakeholders. The goal is to implement an action plan until 2027 that will protect natural resources, maximize the benefits of tourism for the local population, and provide visitors with a high-quality experience. The Ministry of Tourism of French Polynesia initiated this collaborative approach between public and private tourism stakeholders. As a member of the GSTC, Tahiti Tourisme fully supports the implementation and promotion of the strategy and adopts the global criteria in its delivery.

To facilitate the destination assessment, Tahiti Tourisme was the liaison for the assessment.

In selecting the GSTC-D to guide French Polynesia's strategic development, the destination joins an elite group of forward-thinking destinations prioritizing international best practices. As French Polynesia follows steps to adopt all the GSTC-D, the destination can better market itself to individuals who believe in and embrace sustainability practices.

Based on the GSTC Destination Assessment, French Polynesia cannot claim GSTC's endorsement of the destination or its policies. However, it would be appropriate for the destination to market that it

participated in the GSTC assessment, and is committed, if true, to adopting the world's leading sustainability criteria for tourism development.

It is recommended that findings and recommendations resulting from this GSTC assessment be used:

- to inform action on destination sustainability planning and project work

- to catalyze decision-maker support for a destination tourism sustainability agenda

- as a training and education tool

- for monitoring and evaluation of destination performance

- as an input into the strategic planning process that Tahiti Tourisme has underway for sustainable tourism development in French Polynesia

Figure 1. Closing Workshop

Photo by Mihee Kang

Introduction

French Polynesia is an overseas collectivity of France and its sole overseas country. It comprises 118 geographically dispersed islands and atolls under five archipelagos stretching over more than 2,000 kilometers in the South Pacific Ocean. The total land area of French Polynesia is 3,521 square kilometres with a population of 278,786 (Aug. 2022 census). The largest and most populated island is Tahiti, in the Society Islands. The archipelagos are[1]:

The Society Islands get the name from Captain Cook, as a tribute to the Royal Society of London who sponsored his first voyage here (1769). It is both the demographic and economic heart, being home to

[1] [Theme Factsheets (calameo.com)](calameo.com)

87% of the population (243,290 inhabitants in 2017) and more than 90% of the GDP. The Society Islands are separated into two groups: the Windward Islands and the Leeward Islands.

- The Windward Islands The group consists of four high islands: Tahiti, Moorea, Mehetia, Maiao and one atoll, Tetiaroa. All are inhabited (except Mehetia, where access is restricted) and their combined population of 207,330 people (primarily on Tahiti and Moorea) represents ¾ of the total population. The capital (Papeete) is found on the island of Tahiti (which of itself makes up a quarter of French Polynesia's land surface), as well as Faa'a International Airport, the regional port, and numerous administrative services, the university, the hospital, museums, industrial zones and most businesses. It is also the arrival point for international tourists visiting The Islands of Tahiti. Moorea, the nearby sister island, is a well-known tourist destination.

- The Leeward Islands These 9 islands (with around 35,000 inhabitants) in the western part of the Society Islands include: Huahine, Raiatea, Taha'a, Bora Bora, as well as Tupai and Maupiti; as well as three atolls: Mopelia, Scilly and Bellinghausen. The Leeward Islands get their name from their position relative to the trade winds. They have a total surface area of 430 km^2 (166 mi^2). Geologically older than the Windward Islands, they are each surrounded by huge reefs, gradually transforming into atolls, in the next several million years. The motu (islets) that perch atop the reefs and the colors of the lagoons are the main tourist attractions. Bora Bora has its reputation as the "Pearl of the Pacific", and the Taputapuatea marae, a sacred site on Raiatea, has been listed as UNESCO World Heritage.

The Tuamotu Islands are composed of 76 coral atolls that do not rise more than a few meters above sea-level. They are sprinkled across 1 million km² of ocean, making up just 775 km^2 (299 mi^2) of land. The population (15,460 individuals) is just 6.5% of the total French Polynesian population. With their extensive groves of coconut palms, planted in the 19th century onwards, the archipelago's economy hinges on the production of coprah (dried coconut meat, which is sent to Tahiti to make coconut oil). The culture of Tahitian cultured pearls has also deeply modified the Paumotu lifestyle. The Tuamotu Islands are also an unmissable destination for those who love the ocean. There are many watersports on offer, in particular scuba diving on Rangiroa and Fakarava. The Tuamotu Islands are composed of 76 coral atolls that do not rise more than a few meters above sea-level. They are sprinkled across 1 million km² of ocean, making up just 775 km^2 (299 mi^2) of land. The population (15,460 individuals) is just 6.5% of the total French Polynesian population. With their extensive groves of coconut palms, planted in the 19th century onwards, the archipelago's economy hinges on the production of coprah (dried coconut meat, which is sent to Tahiti to make coconut oil). The culture of Tahitian cultured

pearls has also deeply modified the Paumotu lifestyle. The Tuamotu Islands are also an unmissable destination for those who love the ocean. There are many watersports on offer, in particular scuba diving on Rangiroa and Fakarava.

The Gambier Islands are located 1,650 km (1,025 mi) southeast of the island of Tahiti, extending on from the Tuamotu Islands chain, the Gambier Islands are made up of 8 high islands (the 4 main ones being Aukena, Taravai, Akamaru and Mangareva, with a combined area of 22,8 km² or 9 mi²), a few islets and an atoll, Temoe. The population of around 1,420 people have tried to turn the isolation to their advantage. The huge lagoon, that encircles the 8 islands, became the largest producer of nacre (mother of pearl) in the 19th century. Today it is also one of the main pearl farming centers. Between 1830 and 1870, the Catholic missionaries Caret and Laval ordained the building of an impressive architectural complex, which includes SaintMichel's Cathedral on Rikitea, which was restored in 2012.

The Marquesas Islands are nicknamed "The Land of Men, Te Henua Enana", sitting 1,500 km (932 mi) northeast of the island of Tahiti, nearest to the Equator, the Marquesas Islands includes 12 high islands, only six of which are inhabited (Nuku Hiva, Ua Pou, Ua Huka, Hiva Oa, Fatu Hiva and Tahuata) as well as one atoll. The 9,350 inhabitants, living on a land surface of 1,000 km² (386 mi²), represents 3,6% of French Polynesia's population. The landscapes are spectacular: rocky peaks, cliffs, deep bays, steep valleys. There are important archaeological remains including striking stone tiki. The ancient Marquesan culture – for which tattoos are an important symbol of cultural identity – is expressed through the dance and traditional dances (haka) as well as through the art of sculpting wood and stone. Famous occidental artists (e.g., Melville, Loti, Gauguin, Brel, etc.) have contributed to making the name of these agricultural islands, notable for their citrus production.

The Austral islands are situated the furthest South, the Austral Islands include five high islands (Raivavae, Rurutu, Tubuai, Rimatara, Rapa) and the atoll of Maria, giving a total land area of 175 km² (68 mi²). Sparsely populated (6,970 inhabitants) – barely 2% of the Polynesian population, the Austral Islands compensate for their isolation (between 500 – 311 mi – and 1,240 km – 771 mi – southeast of the island of Tahiti) by their cooler climate that permits agricultural production (e.g., taro, potatoes, vegetables, coffee, etc.) that are exported to the island of Tahiti. On Rurutu, coastal cliffs, formed by uplifted coral reef are riddled with caves. Tubuai keeps alive the story of the Bounty's mutineers (one novel, two films) that, after fleeing Tahiti, tried to settle there, before finally choosing Pitcairn. Among other things, the Austral Islands are also reputed for their crafts (e.g., weaving, hats, tīfaifai, etc.).

Figure 2. Islands of French Polynesia

Source: Islands of Tahiti | Society, Austral, Marquesas & Tuamotu (tahititourisme.ca)

Table 1. Overview of French Polynesia

Name	Land area (km²)	Population 2022 Census	Density (per km²) 2022	Notes
Socity Islands	1,597.6	245,987	154	14 islands (9 high islands and 5 atolls), divided into two groups: the Windward Islands, including the island of Tahiti, and the Leeward Islands, which includes Bora Bora, the most famous of them.
Marquesas Islands	1,049.3	9,478	9	Situated 1,500 km (932 mi) due North of Tahiti are the 13 islands (12 high islands, 1 atoll) – six of which are inhabited – of the Marquesas Islands.
Tuamotu Archipelago	698.7	15,159	22	Lying 300 km (186 mi) northeast of the island of Tahiti, the Tuamotu Islands are made up of 76 atolls scattered in a 1,600 km (994 mi) long chain.
Gambier Islands	27.8	1,570	56	At their eastern extremity, 1,700 km (1,056 mi) from Tahiti, the Gambier Islands consist of 8 high islands and 1 atoll.
Austral Islands	147.8	6,592	45	600 km (373 mi) south of Tahiti are the 5 high islands and one atoll that make up the Austral Islands. The entire network of islands has a tropical climate, refreshed by the steady trade winds, with two marked seasons, the austral summer (from November to April) being the warmer and wetter period.
Total	3,521.2	278,786	79	118 high islands and atolls (75 inhabited at the 2017 census; 46 uninhabited)

Source: French Polynesia - Wikipedia and Theme Factsheets (calameo.com)

Tourism Status[2]

As of 2022, there were a total of 242,907 visitors and 218,750 tourists recorded. These numbers have increased from 82,546 visitors and tourists in 2021. The number of cruise passengers also increased from 12,326 in 2021 to 42,610 in 2022.

- Tourism nights: 3,733,678 (January to November 2022)

- Average stay: 17 days (2022)

- Tourists: 218,750 (2022)

Between January 1 and August 31, 2023, tourist numbers in French Polynesia were at 170,924, 31% more tourists compared to the same period in 2022. North America and France represent more than 77% of tourist arrivals during this period.

Figure 3. Market share per region
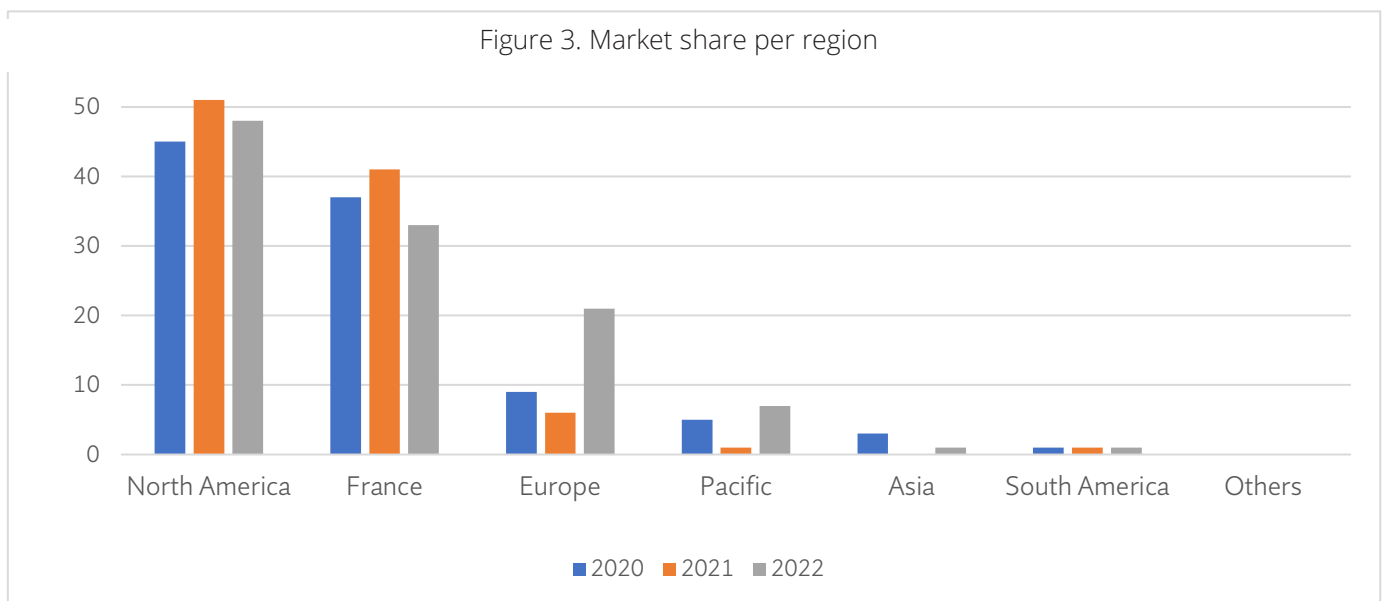
Source: [KEY STATISTICS AND DATA | Tahiti Tourisme's corporate website](#)

Tourism is starting to pick up again, and it's not only limited to certain types of accommodations. North America and mainland France are leading the way in the tourism rebound this year. The Pacific region, Europe, and Asia are still lagging behind compared to 2019 because these destinations only became accessible in the second half of 2022. Despite this, the average length of stay has increased by 2.2 days compared to 2019, resulting in an increase in the number of tourist nights from 3,535,000 to 3,734,000.

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[2] All the statistics mentioned in this text are sourced from Tahiti Tourisme.

International air traffic is gradually returning to pre-pandemic levels, while domestic air traffic is already higher[3].

Table 2. Statistics of tourism businesses

Item	Stock	Newly opened businesses	Closed businesses
Hotels and other accommodation services	1,469	17	9
Catering service (food and drinks)	1,598	4	8
Passenger transport service	1,017	5	3
Travel agencies	37	1	0
Rental of transport equipment	222	3	0
Cultural services	9	0	0
Recreational service and other leisure services	260	2	5
Total tourism sector	4,612	32	25

Source: ISPF. 2022. Points Conjoncture

Table 3 shows tourism impact to French Polynesia's economy. Tourism contributes 20% to the all employment based on the tourism jobs created in 2019.

Table 3. Tourism impact in French Polynesia

Item	Description
Jobs created by tourism	12,000 direct jobs representing 20% of all employment in French Polynesia in 2019
Economic impact	50 billion XPF in 2015 64.9 billion XPF in 2018 53 billion XPF in July 2019 Tourists spent on average 300,000XPF per visit

Source: KEY STATISTICS AND DATA | Tahiti Tourisme's corporate website and Tahiti Tourisme's corporate website

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[3] ISPF. 2022. Points conjuncture. 79: Tourisme: Year 2022.

As of October 8, 2023, 51,743 plane tickets (IATA[4] only) have been sold for stays in French Polynesia between October 1, 2023 and March 31, 2024, an increase of +3.2% compared to the same period in 2022[5].

Table 4 shows travel characteristics of visitors from the top 5 markets: United States, France, Canada, New Zealand, and Australia. Their average length of stay is 10 days or more and diving/snorkeling is one of the top activities.

Table 4. Travel characteristics of top five markets

Country	Number of Tourists (2022)	Average length of stay (day) (2019)	Average spending per tourist per stay (XPF) (2018)	Popular companion (2019)	Top three activities (2019)	Top three destinations (2019)
USA	94,446	10	326,592	Couple (63%) Four people (10%) Solo (10%)	Diving/Snorkeling Land tours Spa/Hiking	Tahiti Bora Bora Moorea
France	71,305	25	290,000	Couple (49%) Solo (23%)	Diving/Snorkeling Land tours Hiking	Tahiti Moorea Bora Bora
Canada	9,507	13	326,592	Couple (65%) Solo (13%)	Diving/Snorkeling Land tours Hiking	Tahiti Bora Bora Moorea
New Zealand	5,096	11	241,000	Mostly Couple	Diving/Snorkeling Land tour Shopping	Tahiti Moorea Bora Bora
Australia	4,468	12	241,000	Mostly Couple	Diving/Snorkeling Land tour Shopping	Tahiti Bora Bora Moorea

Source: OUR MARKETS | Tahiti Tourisme's corporate website
Note: The year refers to the year of ISPF (Institute of Statistics of French Polynesia) data publication.

[4] International Air Transport Association
[5] Tahiti Tourisme. 2023. The watch of the markets. n°52 of October 18, 2023. OUR MARKETS | Tahiti Tourisme's corporate website

ASSESSMENT METHODOLOGY

GSTC Assessment Process

The process of the GSTC Destination Assessment consists of the following phases, as summarized below.

Figure 4. GSTC Destination Assessment Process

Pre-desktop Assessment	Onsite Assessment	Desktop Assessment	Report Submission
Stakeholder mapping, document mapping, onsite assessment planning, communication with destination liaison	Introductory workshop, meetings and interviews with stakeholders, site visits, closing workshop with preliminary findings	Review of all documents and information collected, create a report, peer review, feedback from destination	

French Polynesia Assessment Process

GSTC assessor conducted the assessment following the below process and schedule.

Figure 5. French Polynesia Assessment Process

August–September 8, 2023	September 11-20	October – November	November	December 2023
Pre-Desktop Assessment	Onsite Assessment: Workshops, Interviews, and Site visits	Destination Assessment Report Draft	Review by Destination Liaison Team GSTC Internal Peer Review of Draft Report	Final Assessment Report Submission

Pre-desktop Assessment

Two main tasks for pre-desktop assessment are stakeholder mapping and document mapping.

Stakeholder Mapping: Identify the key stakeholders who should be involved in the assessment, among those who represent all stakeholders from the private and public sectors. Tahiti Tourisme liaison team completed the stakeholders mapping the details in Annex B.

Document Mapping: Identify the policy documents that address the GSTC Destination Criteria. This includes relevant legal data such as laws, regulations, or guidelines.

These tasks were executed through close communication with a destination liaison team from Tahiti Tourisme. Mr. Frédéric Chin Foo from Tahiti Tourisme supported the preparation, including scheduling onsite visits and interviews.

Onsite Assessment

The liaison team supported the planning of the onsite assessment. During the onsite assessment, they arranged site visits, stakeholder group meetings, and an opening workshop with relevant stakeholders.

The onsite work began on September 11th, 2023, with an introductory opening workshop. The destination's operation, management, and cooperation systems are assessed based on the GSTC-D by interviewing various stakeholders and visiting significant sites in French Polynesia. Interviews were planned based on the stakeholder mapping and the desktop assessment. The places visited were chosen to represent the destination's tourism and have an impact on sustainability. The main places visited were Tahiti, Bora Bora, Moorea, and Rangiroa. Ms. Gina Bunton, Ms. Vaihere Lissant, and Frédéric Chin Foo joined the onsite visits to the three islands.

The closing workshop for sharing preliminary findings from the GSTC assessor was held on September 20th, 2023. After the closing workshop, the partcipipants held group activities to discuss each sector, including hotels, tour operators, civil socities/consultancies, and public agnecies.

Desktop Assessment

During the desktop assessment, a report was created based on the results of the onsite assessment and additional secondary data analysis. A peer review was conducted by Dr. Kelly Bricker internally at GSTC to enhance the objectivity and rationality of the evaluation results. The GSTC assessor analyzed the destination's feedback before finalizing and submitting the destination's sustainable tourism assessment report.

Destination Involvement

During the process, different stakeholders were engaged and supported the assessment.

Figure 6. Interview sessions and site visits

GSTC Assessment Tools

Evaluation Criteria Compliance

The destination is assessed against all GSTC Destination Criteria and the results are shown with different colors and scores. The evaluation starts with individual indicators. The compliance level of each criterion and pillar is calculated based on the average of the indicators and criteria, respectively.

Figure 7. Scoring process

Compliance with pillars (5 levels)	Average score of criteria per pillar
Compliance with criteria (5 levels)	Average score of indicators per criterion
Compliance with indicators (4 levels)	Score between 0-3 per indicator
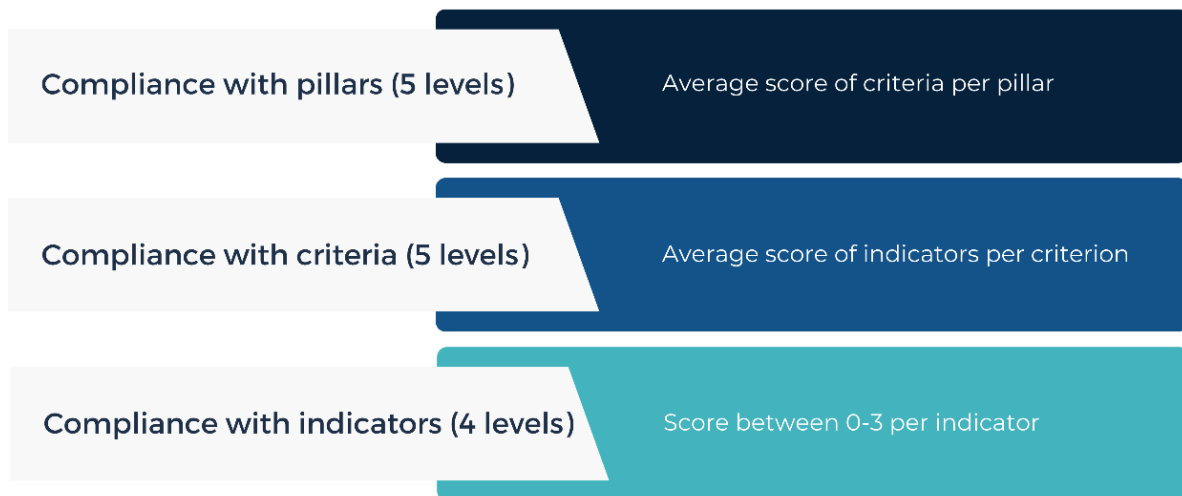
Indicator Scoring: Each indicator is evaluated based on evidence discussed, produced, or observed. Indicators are scored "0" if no documents or evidence exist, "1" means that documentation exists, but there is no evidence of implementation or ongoing work, "2" means there is evidence and implementation, and "3" states that there is evidence and implementation, as well as improving trends.

Criterion Scoring: Once indicators are reviewed, a score is calculated for each criterion. The criterion score provides an overview of performance, ranging from "Areas of Risk" <1, "Areas of Moderate Risk" 1.00-1.49, "Needs Improvement" 1.50-1.99, "Good Performance" 2.00-2.49, and "Excellent Performance" >2.5.

Pillar Scoring: Each pillar score is calculated based on average criteria scores. The pillar score provides an overview of performance, ranging from "Level 1" <1 to "Level 2" 1.00-1.49, "Level 3" 1.50-1.99, "Level 4" 2.00-2.49 and "Level 5" >2.5.

Figure 8. Indicator, Criterion, and Pillar Evaluation

Indicator Scoring		Criterion Scoring		Pillar Scoring	
No document exists	0	Areas of Risk	<1	Level 1	<1
Document exists	1	Areas of Moderate Risk	1.00 - 1.49	Level 2	1.00 - 1.49
Document and evidence of implementation	2	Needs Improvement	1.50 - 1.99	Level 3	1.50 - 1.99
Document, evidence, and improving trends	3	Good Performance	2.00 - 2.49	Level 4	2.00 - 2.49
Not applicable in the destination	NA	Excellent Performance	≥2.50	Level 5	≥2.50

Importance-Performance Analysis

Destinations often differ in natural, cultural, and social characteristics. Thus, the perceived challenges and the prioritization of which issue to resolve may vary. Destination stakeholders decide the importance and performance levels of each GSTC Criteria accordingly. The perceived importance and performance are measured based on the following scale: "1" Low Importance/Performed, "3" Moderate Importance/Performed, and "5" High Importance/Performed.

The survey was completed via a printed questionnaire[6] and an online Google survey link. Both the questionnaire and online survey form were prepared in French to enhance the accessibility of the stakeholders. The French Polynesia liaison team collected the completed questionnaires and coded data into an Excel spreadsheet. The assessor completed the data analysis.

The importance-performance survey results were designed to be compared alongside the GSTC assessment result, assigning three values to each criterion — the GSTC assessed performance score versus the perceived importance and performance of the criterion. The criteria can be divided into four quadrants, as shown in the following figure, by plotting the criteria as points on a two-dimensional graph, where one axis indicates performance and the other perceived importance.

Figure 9. Importance-Performance Analysis Model
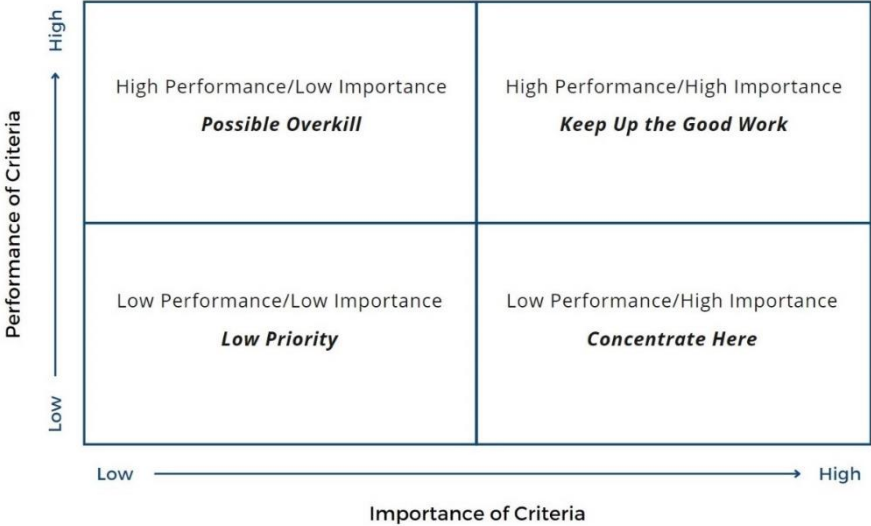
ASSESSMENT RESULTS

Summary of Assessment Results

Out of the 174 indicators analyzed, 77 (44.6%) were rated "green," 35 (20.1%) were rated "yellow," 46 (26.4%) were rated "pink," and 16 (9.2%) were rated "red". The assessment results indicate that French Polynesia has made progress in sustainable management and socio-economic sustainability. However, more attention needs to be given to cultural and environmental sustainability.

The following tables present an overview of the GSTC Destination Assessment of French Polynesia.

Table 5. Summary of GSTC Destination Assessment of French Polynesia

GSTC Pillars	A	B	C	D	
	Sustainable Management	Socio-Economic Sustainability	Cultural Sustainability	Environmental Sustainability	Total # (%) indicators
NO DOCUMENT EXISTS	0	1	3	12	**16 (9.2)**
DOCUMENT EXISTS	13	4	13	16	**46 (26.4)**
DOCUMENT & EVIDENCE EXISTS	11	7	3	14	**35 (20.1)**
DOCUMENT, EVIDENCE & IMPROVING TRENDS	27	20	7	23	**77 (44.3)**
NOT APPLICABLE IN DESTINATION	0	0	0	0	**0**
TOTAL	51	32	26	65	174 (100)

The following charts show the destination's assessment results per pillar, followed by the performance level per pillar based on the scoring of indicators and criteria.

Figure 10. Performance of each pillar, with percentage of indicators per colour

Destination Management

Socio-Economic

Culture

Environment
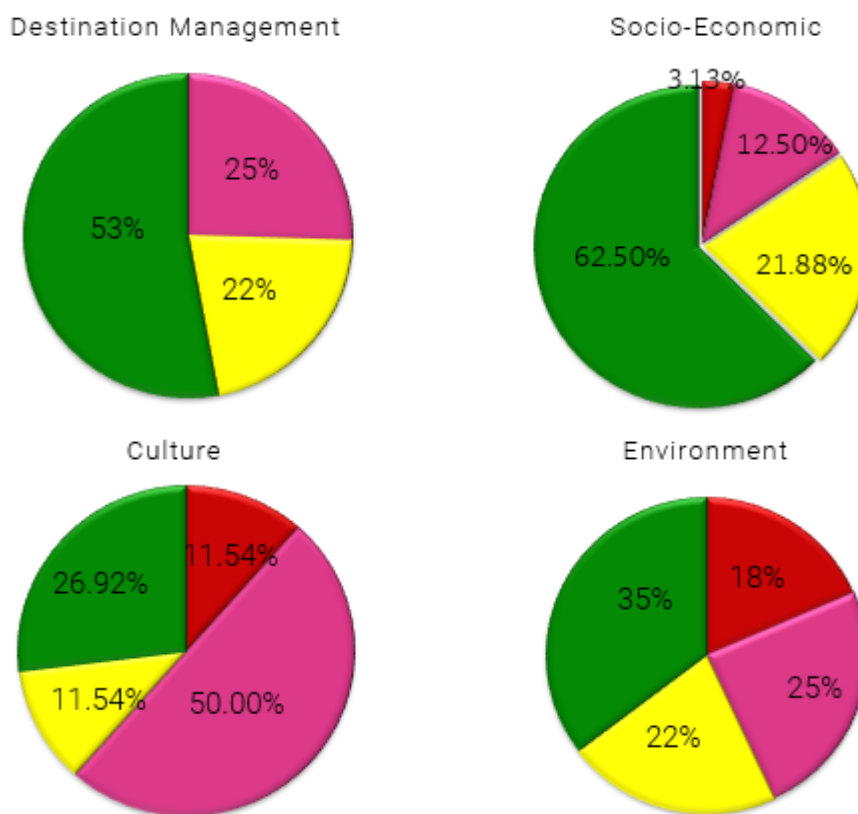
Table 6 shows the performance levels of 38 criteria. Of these, 28.9% were rated as "Excellent", 26.3% were rated as "Good" performance, while 26.5% were rated as "Moderate Risk" and "Risk" areas.

Table 6. Numbers and percentage of criteria per performance level of French Polynesia

Performance level (Criterion Score)		# of CRITERIA	% of CRITERIA
AREAS OF RISK	<1	2	5.3
AREAS OF MODERATE RISK	1.00 - 1.49	8	21.1
NEEDS IMPROVEMENT	1.50 - 1.99	7	18.4
GOOD PERFORMANCE	2.00 - 2.49	10	26.3
EXCELLENT PERFORMANCE	≥2.50	11	28.9
Total		38	100

Table 7 displays scores by criterion and pillar. Pillars A and B scored "Level 4 (Good Performance)" and the other two scored "Level 3 (Needs Improvement)". Average scores for criteria and pillars are 1.82 and 2.07, respectively.

Table 7. French Polynesia GSTC Destination Criteria and Pillars' Performance Scores

CRITERION	CRITERION NAME	Criterion SCORE	Pillar SCORE
A1	Destination management responsibility	2.60	2.25
A2	Destination management strategy and action plan	3.00	
A3	Monitoring and reporting	1.50	
A4	Enterprise engagement and sustainability standards	1.40	
A5	Resident engagement and feedback	1.60	
A6	Visitor engagement and feedback	1.50	
A7	Promotion and information	2.33	
A8	Managing visitor volumes and activities	3.00	
A9	Planning regulations and development control	2.83	
A10	Climate change adaptation	2.00	
A11	Risk and crisis management	3.00	
B1	Measuring the economic contribution of tourism	2.33	2.49
B2	Decent work and career opportunities	2.75	
B3	Supporting local entrepreneurs and fair trade	3.00	
B4	Support for community	2.00	
B5	Preventing exploitation and discrimination	3.00	
B6	Property and user rights	2.50	
B7	Safety and security	3.00	
B8	Access for all	1.33	
C1	Protection of Cultural Assets	1.33	1.53
C2	Cultural artefacts	2.00	
C3	Intangible heritage	2.25	
C4	Traditional access	1.00	
C5	Intellectual Property	1.33	
C6	Visitor management at cultural sites	0.60	
C7	Site interpretation	2.20	
D1	Protection of sensitive environments	2.33	1.77
D2	Visitor management at natural sites	1.83	
D3	Wildlife interaction	1.83	
D4	Species exploitation and animal welfare	2.00	
D5	Energy Conservation	1.75	
D6	Water stewardship	1.20	
D7	Water Quality	2.40	
D8	Wastewater	3.00	
D9	Solid waste	1.86	
D10	GHG emissions and climate change mitigation	1.20	
D11	Low-impact transportation	0.50	

D12	Light and noise pollution	1.33	
AVERAGE SCORE of Criterion and Pillar		**1.82**	**2.01**

Figure 11. French Polynesia performance level per pillar
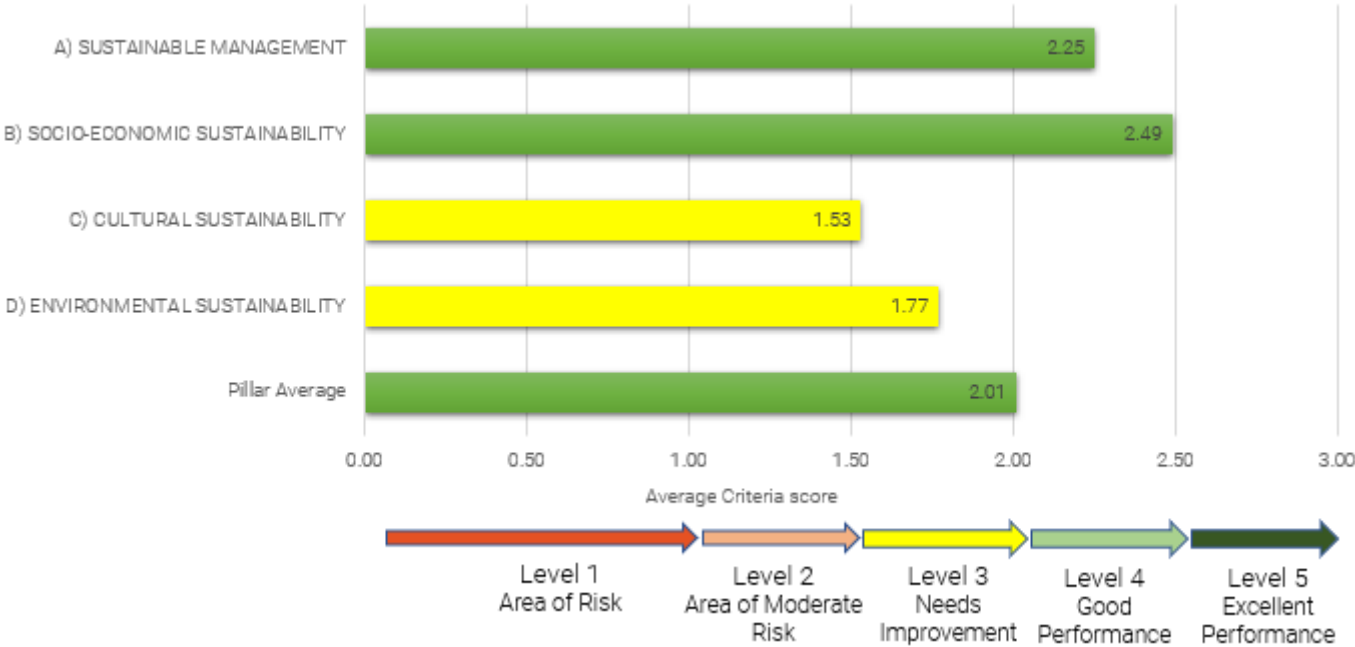
Importance-Performance Analysis Results

After the onsite assessment in French Polynesia, 16 stakeholders from different groups were invited to participate in the Importance-Performance(I-P) survey. The survey was prepared through an online form.

The types of respondents are shown in Figure 12.

Figure 12. Importance-Performance survey participants
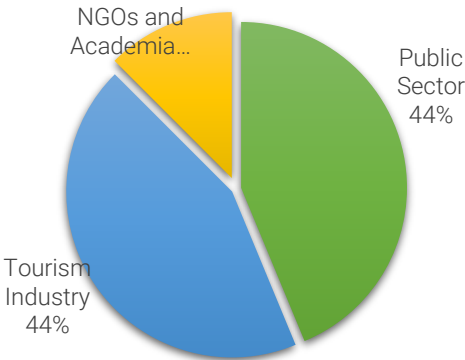
The results of the analysis are shown in Figure 13, Firgure 14, and Table 8. Stakeholders evaluated all criteria as 'High performance-High importance' or 'Low performance-High importance', which are the 1st and 4th quadrants.

Figure 13. The results of importance-performance analysis
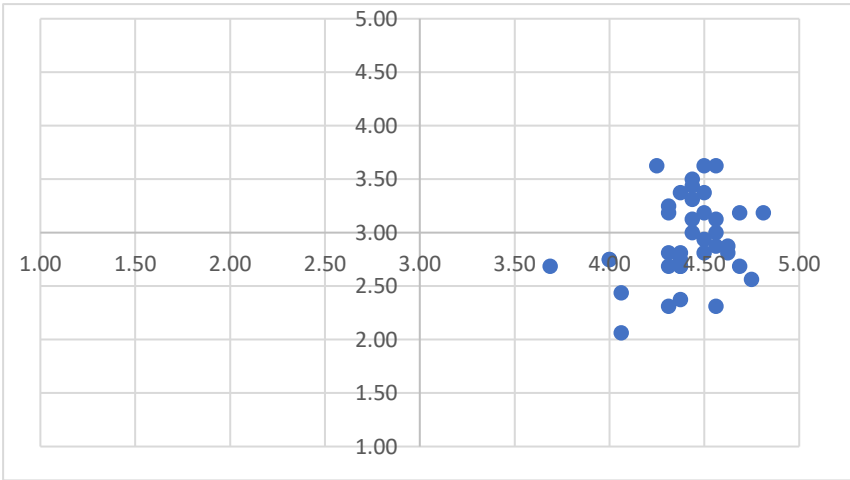
Figure 14 displays the importance-performance analysis results for each pillar. Sustainability was evaluated as not achieved well, while Pillars A and D had lower performance compared to Pillars B and C.

Figure 14. Results of each pillar's importance-performance analysis
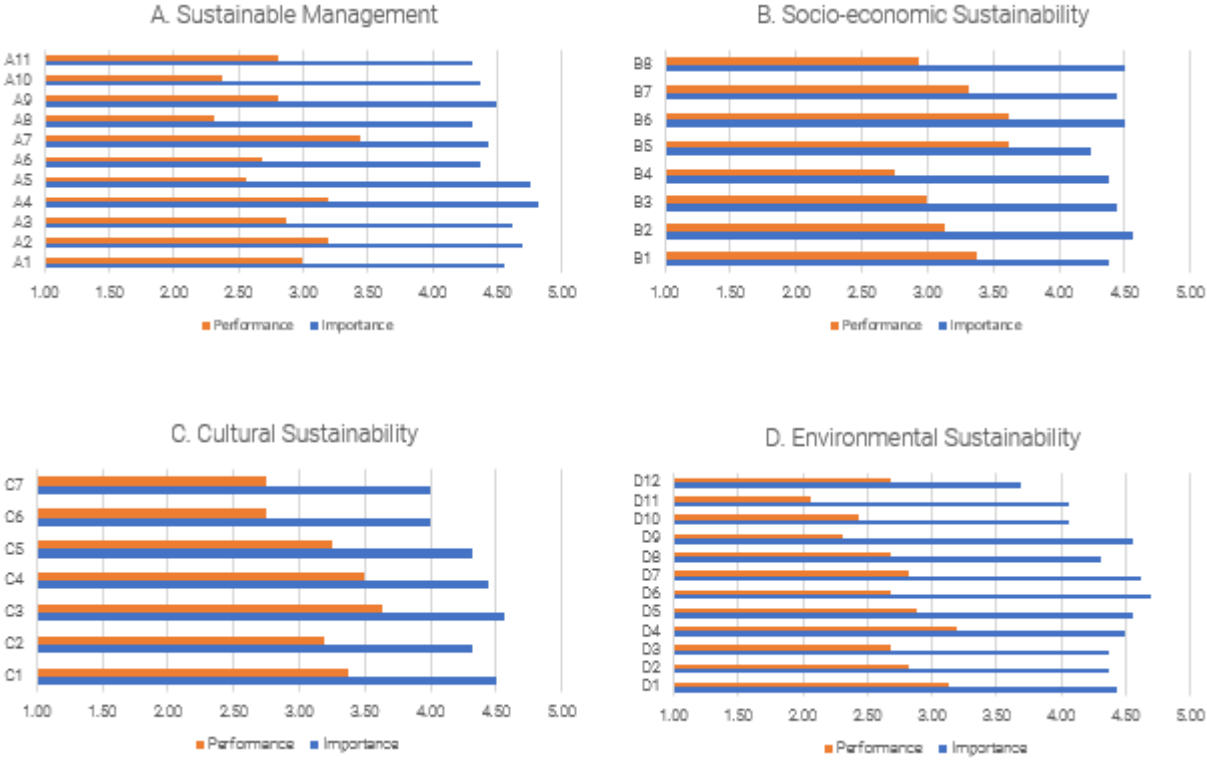
Table 8 shows the scores of importance and performance of all criteria. 37 criteria were rated as important with a level of 4.0 points and above. Criterion D12. Light and noise pollution was the only one rated below 4.0. There was no criterion rated 4.0 points or above and 21 criteria (55.3%) were evaluated as performing poorly with the score lower than 3.0 points.

To compare stakeholders' evaluation results with the GSTC assessor's assessment results, the assessor's assessment was displayed using a five-level color system. There are some gaps in the results. For instance, the stakeholders did not feel that the management body was taking responsibility for implementing a good management plan. Moreover, they felt that the management was not handling the visitor volumes and activities properly. Additionally, planning and development were not managed well, with a lack of climate change adaptation and risk/crisis management.

Many criteria in Pillar B were evaluated as relatively poorly managed. However, the stakeholders rated the management of cultural sustainability fairly high, while the GSTC assessor lowered the cultural sustainability management score. The stakeholders also perceived poor management of water and wastewater, which is different from the GSTC assessor's assessment results.

It is possible that gaps may exist due to negative perceptions of stakeholders towards the government, or the assessor may have missed some evidence. Therefore, the destination management body should identify the cause of the gap and actively share relevant policies and objective data if the gap is due to misperception. This will help in providing a better understanding of the actual conditions.

Table 8. The results of importance-performance analysis

	Destination Criteria	Importance (1-5)	Performance (1-5)	GSTC Assessor's score (0-3)
A1	Destination management responsibility	4.56	3.00	V
A2	Destination management strategy and action plan	4.69	3.19	V
A3	Monitoring and reporting	4.63	2.88	III
A4	Enterprise engagement and sustainability standards	4.81	3.19	II
A5	Resident engagement and feedback	4.75	2.56	III
A6	Visitor engagement and feedback	4.38	2.69	III
A7	Promotion and information	4.44	3.44	IV
A8	Managing visitor volumes and activities	4.31	2.31	V
A9	Planning regulations and development control	4.50	2.81	V
A10	Climate change adaptation	4.38	2.38	IV
A11	Risk and crisis management	4.31	2.81	V
B1	Measuring the economic contribution of tourism	4.38	3.38	IV
B2	Decent work and career opportunities	4.56	3.13	V
B3	Supporting local entrepreneurs and fair trade	4.44	3.00	V
B4	Support for community	4.38	2.75	IV
B5	Preventing exploitation and discrimination	4.25	3.63	V
B6	Property and user rights	4.50	3.63	V
B7	Safety and security	4.44	3.31	V
B8	Access for all	4.50	2.94	II
C1	Protection of Cultural Assets	4.50	3.38	II
C2	Cultural artefacts	4.31	3.19	IV

C3	Intangible heritage	4.56	3.63	IV
C4	**Traditional access**	4.44	3.50	II
C5	**Intellectual property**	4.31	3.25	II
C6	Visitor management at cultural sites	4.00	**2.75**	I
C7	**Site interpretation**	4.00	**2.75**	IV
D1	Protection of sensitive environments	4.44	3.13	IV
D2	Visitor management at natural sites	4.38	**2.81**	III
D3	Wildlife interaction	4.38	**2.69**	III
D4	Species exploitation and animal welfare	4.50	3.19	IV
D5	Energy Conservation	4.56	**2.88**	III
D6	Water stewardship	4.69	**2.69**	II
D7	**Water Quality**	4.63	**2.81**	IV
D8	**Wastewater**	4.31	**2.69**	V
D9	Solid waste	4.56	**2.31**	III
D10	GHG emissions and climate change mitigation	4.06	**2.44**	II
D11	Low-impact transportation	4.06	**2.06**	I
D12	Light and noise pollution	**3.69**	**2.69**	II

Assessment Results per Pillar

A. SUSTAINABLE MANAGEMENT

French Polynesia's Sustainable Management received an overall average score of 2.25, based on an average of the overall scores of each of the 11 criteria.

Within the Sustainable Management pillar, 5 criteria – A1. Destination management responsibility, A2. Destination management strategy and action plan, A8. Managing visitor volumes and activities, A9. Planning regulations and development control, A11. Risk and crisis management – were identified as "Excellent Performance" areas, and another two criteria, A7. Promotion and information and A10. Climate change adaptation, fell into "Good performance". There is only one criterion, A4. Enterprise engagement and sustainability standards, that was assessed as an "Area of Moderate Risk" requiring prioritization of efforts.

Table 9. Criteria in Sustainable Management Pillar per score range

Criterion Score	# of criteria	Criteria
AREAS OF RISK <1	0	
AREAS OF MODERATE RISK 1.00-1.49	1	A4. Enterprise engagement and sustainability standards
NEEDS IMPROVEMENT 1.50-1.99	3	A3. Monitoring and reporting A5. Resident engagement and feedback A6. Visitor engagement and feedback
GOOD PERFORMANCE 2.00-2.49	2	A7. Promotion and information A10. Climate change adaptation
EXCELLENT PERFORMANCE ≥ 2.50	5	A1. Destination management responsibility A2. Destination management strategy and action plan A8. Managing visitor volumes and activities A9. Planning regulations and development control A11. Risk and crisis management
TOTAL	11	

A1. Destination Management Responsibility

The destination has an effective organization, department, group, or committee responsible for a coordinated approach to sustainable tourism, with involvement by the private sector, public sector, and civil society. This group has defined responsibilities, oversight, and implementation capability for the management of socio- economic, cultural, and environmental issues. The group is adequately funded, works with a range of bodies in delivering destination management, has access to sufficient staffing (including personnel with experience in sustainability), and follows principles of sustainability and transparency in its operations and transactions.

Tourism in French Polynesia is regulated by the Ministry of Tourism, which oversees several independent units, including Service Tourism and Tahiti Tourisme. While Service Tourism is a public agency, Tahiti Tourisme is a private sector organization that works closely with the public sector, with the Ministry of Tourism sitting on its board.

In managing tourism, various public agencies at a national level are involved, such as the Ministry of Transport, Ministry of Sports, and Ministry of Environment and Culture. Table 9 indicates the specific areas of tourism for which each agency is responsible. Despite the fact that there is informal collaboration and discussion, public agencies do not hold regular or formal meetings to discuss issues and strategies. Recently, different stakeholders from the public and private sectors made up the Sustainable Tourism College. The missions of the College include defining and implementing the sustainable tourism dashboard, monitoring actions, goals, and indicators related to sustainable tourism, and making recommendations in support of sustainable tourism initiatives. The next step for this college is to establish sector-specific working groups that will address specific issues within each sector of the tourism industry, such as accommodations, activities, cruises/charters, and transports. This will facilitate collaboration between the private and public sectors, allowing for the implementation of sustainable destination management processes. The main guidelines for sustainable tourism management are outlined in the destination's tourism strategy called FM27.

Based on the interviews conducted with public sector stakeholders, it was found that every organization maintains staff records, which contain information about their careers and responsibilities. However, the biggest challenge faced by these organizations is the acquisition of capable human resources.

Local governing bodies' capacity and management processes may vary at the local level. For instance, Bora Bora and Rangiroa follow the policy of the Tahiti Government and align themselves with their

sustainable tourism development and management directions. The two island governments have personnel in the government and engage other stakeholders from the private sector to implement sustainable policies. However, the Moorea government may need to align with the sustainability policies of the Tahiti Government and others, at least in waste management.

According to the interview, industry stakeholders reported insufficient private sector involvement, indicating more opportunities for engagement in tourism development and management.

Table 10. Public agencies and their main responsibility

Responsibility	Organization Name
Overall managament	Ministère du tourisme Service du tourisme (SDT)
Environment	Agence de l'environnement et de la maitrise de l'énergie (ADEME) Direction de l'environnement (DIREN) Service de l'énergie (SDE)
Culture and Heritage	Ministère en charge de la culture et de l'environnement Direction de la culture et du patrimoine (DCP)
Training, Employment, Licensing	Institut de la jeunesse et des sports (IJSPF) Lycée Hôtelier de Tahiti Service de l'emploi, de la formation et de l'insertion professionnelles (SEFI) Campus des métiers et qualifications de Polynésie Université de Polynésie française Centre d'étude du tourisme en océanie Pacifique (CETOP)
Infrastructure and Development	Grands projets de Polynésie (GPP) Ministère de l'équipement Agence d'aménagement et de Developpement durable des territoires PF (OPUA)
Statistics	Institut de la statistique (ISPF)
Health and Safety	Centre d'hygiène et de la salubrité publique
Transport	Direction des transports Terrestre (DTT) Direction polynésienne des affaires maritimes (DPAM)

Table 11. A1 Destination management responsibility assessment results

	A1 Indicators	Score/Average	
a	Documentary evidence showing relevant make-up and responsibilities of the group.	3	
b	A financial plan and budget showing current and future funding sources.	3	
c	Evidence of links and engagement with other bodies.	2	2.60
d	Records of permanent staff and contracted personnel indicating relevant experience.	3	
e	Management guidelines and processes that demonstrate awareness and adherence to sustainability principles and transparency in operations and letting of contracts.	2	

A2. Destination Management Strategy and Action Plan

The destination has established and is implementing a multi-year destination management strategy and action plan that is publicly available, is suited to its scale, was developed with stakeholder engagement and is based on sustainability principles. The strategy includes an identification and assessment of tourism assets and considers socio-economic, cultural and environmental issues and risks. The strategy relates to and influences wider sustainable development policy and action in the destination.

French Polynesia has established a new destination tourism strategy called the FM27 (The Fari'ira'a Manihini 2027). This new strategy seeks to position French Polynesia as one of the leading destinations in the Pacific for inclusive and sustainable tourism. The roadmap was co-constructed with the local population as well as public and private tourism stakeholders in a collaborative approach initiated by the Ministry of Tourism of French Polynesia.

The FM27 places environmental and cultural preservation of the destination as the top priority along with preserving the visitor experience. At the heart of the plan is the economic and cultural needs of the Tahitian population, across the vast region of 118 islands and atolls in the South Pacific.

There are six main objectives with specific targets to ensure sustainable tourism:

- Economic benefits: By promoting equitable social redistribution and limiting imports, sound revenue should be distributed among territories. The target for 2027 is to reach 85 billion XPF in direct benefits from tourism.

  o Year 2019: 71 billion XPF

  o Year 2020: 28 billion XPF

- Number of tourists: One key pillar of the plan is to manage the rate of visitation, projected to be 280,000 by 2027. This cap would maintain a goal of a relative ratio of one inhabitant to one visitor with the current population of 278,781 according to the latest census (2022).

  o Year 2019: 236,642

  o Year 2020: 77,017

- Number of salaried jobs in the tourism industry: The target for 2027 is to reach a total of 13,000 salaried jobs in the tourism industry.

  o Year 2019: 11,900 jobs

  o Year 2020: 7,950 jobs

- Number of keys: The target for 2027 is an overall number of 6,600 keys, of which 3,000 are in hotels. Other types of accommodations are guesthouses, vacation rentals, and on cruises and sailboat charters.

  o Year 2019: 5,860 keys

  o Year 202: 4,150 keys

- Number of seats: The target for 2027 is 550,000 seats on incoming flights.

  o Year 2019: 450,800 seats

  o Year 2020: 197,100 seats

- Resident and visitor satisfaction: The Institute of Statistics of French Polynesia, in collaboration with the CETOP of the Univeristy of French Polynesia (UPF), will establish a set of formal indicators to monitor the level of satisfacion.

Bora Bora has established its own strategy for 2021-2025. The strategy aims to attract up to 1,000 visitors by promoting local employment opportunities and Polynesian hospitality, and by developing eco-friendly infrastructure to receive 1,000 cruise ship passengers.

While it cannot be guaranteed that all local governments will adhere to FM27, the development process and content of the new plan can be evaluated as sustainable assuming it is implemented throughout French Polynesia.

Table 12. A2 Destination management strategy and action plan assessment results

	A2 Indicators	Score/Average	
a	A published document setting out the current destination strategy and action.	3	
b	The strategy/plan clearly visible and available online.	3	
c	Evidence of stakeholder consultation, meetings etc. in developing the plan.	3	3.00
d	Reference to sustainability principles and an assessment of assets, issues, and risks, contained in the strategy and action plan.	3	
e	Specific references in the strategy/action plan to wider sustainable development policy (including pursuit of the SDGs), and vice versa	3	

A3. Monitoring and Reporting

The destination is implementing a system to monitor and respond to socio-economic, cultural, and environmental issues and impacts arising from tourism. Actions and outcomes are regularly monitored, evaluated, and publicly reported. The monitoring system is periodically reviewed.

The Institute of Statistics has measured and monitored visitor numbers and economic impacts. There are specific data related to hotel, transport, and economic impact. However, there is no data on domestic tourists. Some of data are available on the Tahiti Tourisme website.

The FM27 has clear targets for economic sustainability, but social sustainability, including visitors and residents' satisfaction level, haven't been identified.

However, the current monitoring system in tourism focuses more on economic data and less on social, cultural, and environmental impacts. There is no written monitoring system, holistic reporting, or review system, despite reports on main markets and tourism dashboard.

Recommendation for A3:

- Establish a monitoring system to identify elements and methodology needed for monitoring, covering social, economic, cultural, and environmental aspects of tourism.

- Perform routine monitoring and share the results publicly.

Table 13. A3 Monitoring and reporting assessment results

	A3 Indicators	Score	Average
a	Specific quantifiable socio-economic, cultural, and environmental indicators and targets identified.	2	1.50
b	Measurement against these indicators, with results recorded and publicised at least annually.	2	
c	Written evidence of monitoring and reporting of actions and outcomes.	1	
d	Previous reviews of monitoring system and schedule for future reviews.	1	

A4. Enterprise Engagement and Sustainability Standards

The destination regularly informs tourism-related enterprises about sustainability issues and encourages and supports them in making their operations more sustainable. The destination promotes the adoption of sustainability standards, promoting the application of GSTC-I Recognized standards and GSTC-I Accredited certification schemes for tourism enterprises, where available. The destination publicizes a list of sustainability certified enterprises.

The development of the FM27 and the implementation of a new sustainable tourism strategy have accelerated sustainable tourism in French Polynesia, including input from various stakeholders and agreeing that a unified vision and strategy is the right path to sustainable tourism. Efforts have been made to increase communication and meetings between the public and private sectors. However, there is still room for improvement to engage a broader range of business stakeholders on a regular basis.

The Sustainable Tourism College can play an essential role in delivering the private sector's voices, but it's not only for the tourism business sector. There should be a regular meeting to share sustainability issues between the public and private sectors.

Various organizations, such as the Chamber of Commerce, Industry, Services and Trades (CCISM), public agencies, and government-contracted private entities (e.g., training centers or universities), have provided support and advice to tourism businesses. However, there needs to be a clear report on what kinds of support and advice were provided to the businesses and the impacts of those services. The CCISM has a list of certified businesses, yet it is not publicly available, and the assessor did not have a chance to review it.

Tahiti Tourisme provides a short list of certified businesses in its Inclusive and Sustainable Tourism publication. However, there is no report or impact of specific sustainability support or advice on social and environmental sustainability.

While the FM27 refers to the GSTC, it does not mention anything about business certification. Although Tahiti Tourisme has been advocating the GSTC Criteria, it does not set a definite objective of achieving business certification, such as becoming a GSTC Certified Hotel or a GSTC Certified Tour Operator.

Figure 15. GSTC reference in the FM27

Focus 3. Tourism and sustainable ecotourism

Structuring

3-1. Follow the criteria of the *Global Sustainable Tourism Council*

The *Global Sustainable Tourism Council (GSTC)* has defined measurable criteria for tourism professionals and destinations, with a view to an international reference certification, which can be obtained by French Polynesia.

They are based on four major groups that structure the 17 Sustainable Development Goals (SDGs) of the United Nations:
· sustainable management
· socio-economic sustainability
· cultural sustainability
·environmental sustainability

As with other GSTC-certified tourism destinations, French Polynesia will be able to assess and communicate on its progress in terms of inclusive and sustainable tourism.

3-1.1. Establish a sustainable tourism roadmap

This methodological framework will allow tourism professionals and committees, as well as municipalities and the territory to manage their ecological transition strategy for sustainable tourism.

#24

3-2. Establish a permanent body, with authority, to coordinate, evaluate and arbitrate issues related to inclusive and sustainable tourism

Establish a 'high authority for inclusive and sustainable tourism' whose mission would include arbitrating disputes over economic, social and environmental concerns; and deliberating on how best to keep French Polynesia on a permanent trajectory towards inclusive and sustainable tourism.

3-2.1. Create an investment fund for inclusive and sustainable tourism to be managed by an appointed body.

3-2.2. Organize the regulation of tourist flow in each territory, according to its stated tourist capacity.

3-2.3. Define a carbon offset program for tourist travel, in favor of local environmental protection

Welcome

3-3. Establish a charter for the authentic and sustainable welcome of tourists

While avoiding standardization, which would cause a loss in spontaneity and authenticity, propose a
charter on the fundamentals of Polynesian hospitality, and distinguish those tourism professionals who observe and perpetuate our traditional welcome.

3-4. Encourage municipalities to join the territory's overall strategy for the development of tourism via their tourism committees

Organize seminars for municipalities, their municipal councils and their tourism committees, to register their initiatives and ambitions for tourism development within the framework of the Territory's development strategy, and in accordance with the ambitions of neighboring municipalities and territories .

3-5. Establish a framework for the actions, missions and prerogatives of tourism committees

Clarify the actions to be carried out by each committee (welcome, information, events, etc.), and define a framework for intervention, partnerships and initiatives supported by public bodies.

3-5.1. Improve and consolidate the resources and means for the welcome and informing of visitors

3-5.2. Accompany and organize the administrative side of the committee's work

3-5.3. Organize special training courses for committee members

3-5.4. Define the status of the tourism committees to officialize their mission and standardize their approach and composition

Recommendation for A4:

- Encourage the involvement of tourism enterprises in the planning and management of tourism by sharing sustainability issues regularly.

- Provide assistance to enterprises in implementing sustainable practices through the provision of guidance documents and practical training.

- Provide training on the GSTC Industry Criteria to help enterprises gain market access benefits through GSTC Certification.

- Update regularly the list of certified tourim enterprises and promote them to the potential tourism market.

Table 14. A4 Enterprise engagement and sustainability standards assessment results

	A4 Indicators	Score/Average	
a	Evidence of regular communication of sustainability issues to tourism-related businesses (Media, meetings, direct contact, etc.).	2	
b	Sustainability support and advice to tourism- related business – available and promoted.	2	
c	Number and percentage of businesses certified against tourism sustainability standards (and whether GSTC recognised/accredited), with targets for wider outreach.	1	1.40
d	Evidence of promotion of certification schemes.	1	
e	List of tourism-related certified enterprises, kept up to date.	1	

A5. Resident Engagement and Feedback

The destination enables and promotes public participation in sustainable destination planning and management. Local communities' aspirations, concerns and satisfaction with tourism sustainability and destination management are regularly monitored and publicly reported, and action is taken in response to them. The destination has a system to enhance local understanding of sustainable tourism opportunities and challenges and to build the capacity of communities to respond.

From July 2020 to May 2022, the development of the FM27 involved engagement from all stakeholders, including residents. The Sustainable Tourism College is made up of members from both the public and private sectors, with the private sector representing the tourism industry and residents. However, there is a need to clarify how residents' opinions were/are collected and conveyed to the tourism authorities, such as the Ministry, Service Tourisme, municipalities, or the College. Moreover, no established communication channels facilitate public participation in destination planning and management.

Figure 16. Strategy for training in the FM27

Based on the interview, a group of 50 civil societies come together every year to publish a report that suggests a more effective strategy for destination management. Some representatives from these

societies feel that they are well-informed about the destination issues and are actively involved in tourism planning. Certain environmental civil societies work in close collaboration with the Ministry of Environment and Culture to monitor corals, which supports the development of relevant policies.

There is an official channel to communicate issues to the authorities, who usually respond to the issues and take corrective actions. The actions taken by the authorities include banning single-use plastics, regulating shark finning, and whale watching.

During the interview with private sector stakeholders, it was discovered that there are numerous resident and employee training opportunities.

The FM27 has requested education and training programs that include general awareness sessions, formal school training, and inclusive tourism. However, it is essential to have a regular report on the types and quantities of training provided, as well as the social and economic effects of such training.

Recommendation for A5:

- Regularly gather feedback from residents regarding their opinions, concerns, and demands related to tourism.

- Keep the community informed about the progress and actions taken towards addressing their concerns and demands to build transparency, trust, and collaboration with the community towards achieving sustainable tourism.

- Evaluate the quality and quantity of education and training provided to communities, and assess its impact on social and economic development.

Table 15. A5 Resident engagement and feedback assessment results

	A5 Indicators	Score/Average	
a	Evidence of the promotion and facilitation of public participation in destination planning/management.	2	
b	Information on the type and level of such participation.	1	
c	Surveys of residents and other systematic feedback mechanisms, covering tourism issues.	1	1.60
d	Evidence of action taken in response to residents' feedback.	2	
e	Programme of information, education and training on tourism provided for residents.	2	

A6. Visitor Engagement and Feedback

The destination has a system to monitor and publicly report visitor satisfaction with the quality and sustainability of the destination experience and, if necessary, to take actions in response. Visitors are informed about sustainability issues in the destination and the part that they can play in addressing them.

French Polynesia regularly conducts visitor surveys and the results are published on relevant websites, such as Tahiti Tourisme. These reports contain data such as visitors' demographic and socio-economic characteristics, destinations in French Polynesia, duration of stay, travel companion, and accommodation, etc. Unfortunately, there is no information available on visitors' travel motivations, satisfaction levels, concerns, and awareness of sustainability issues in the destination they visited.

Tahiti Tourisme provides responsible visitor behaviors via its website and the publication[7].

Figure 17. 10 tips for a sustainable stay in The Islands of Tahiti

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[7] Tips for a sustainable stay in The Islands of Tahiti - Tahiti Tourisme
Tahiti Tourisme. 2023. Towards Inclusive & Sustainable Tourism.

Visitors can submit feedback directly on the Tahiti Tourisme website. However, the website does not currently provide a dedicated channel for feedback, as their contacts focus on promoting and reserving services.

Figure 18. Contact information from the Tahiti Tourisme Website
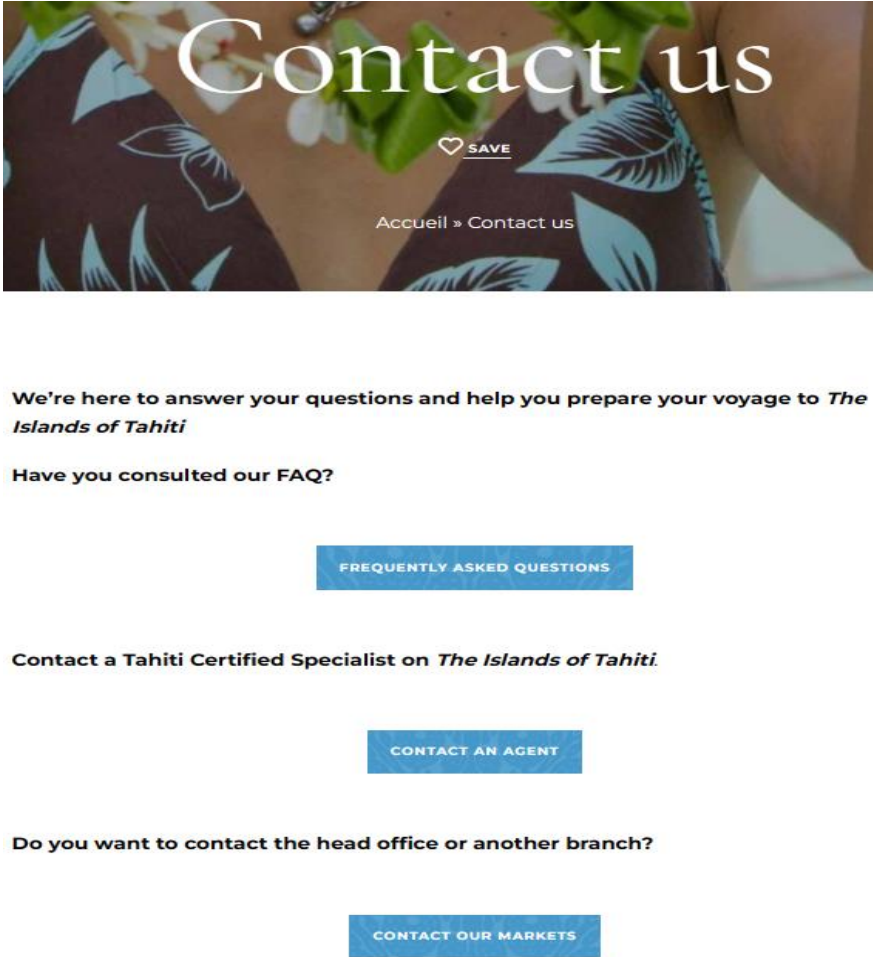
Recommendation for A6:

- Establish a feedback system for visitors, including online/offline surveys, focus group interviews, and social media analysis.

- Regularly report on visitor feedback and actions taken publicly. This would demonstrate transparency and accountability, and also allow stakeholders to track progress and identify areas for improvement. By sharing this information, French Polynesia can also engage with visitors and show a commitment to sustainability and responsible tourism.

Table 16. A6 Visitor engagement and feedback assessment results

	A6 Indicators	Score/Average	
a	Visitor surveys (and other feedback mechanisms) – carried out and reported.	3	1.00
b	Surveys and feedback include visitor reaction to sustainability issues.	1	
c	Evidence of actions taken in response to visitor survey/feedback findings.	1	
d	Examples of visitor information that covers sustainability issues and how to respond to them.	1	

A7. Promotion and Information

Promotion and visitor information material about the destination is accurate regarding its products, services, and sustainability claims. Marketing messages and other communications reflect the destination's values and approach to sustainability and treat local communities and natural and cultural assets with respect.

Tahiti Tourisme provides promotional information through their website and printed materials available at their tourist information center in Papeete. Private sector interviews have confirmed that there is no incorrect or inappropriate content in the materials. However, it is important to have a clear review process and consult with stakeholders to ensure accuracy and appropriateness.

Table 17. A7 Promotion and information assessment results

	A7 Indicators	Score/Average	
a	Current information and promotional material with appropriate content.	3	
b	A process exists for checking the accuracy and appropriateness of destination promotion and information.	3	2.33
c	Evidence of consultation with local communities and environmental and cultural bodies on communications content and delivery.	1	

A8. Managing Visitor Volumes and Activities

The destination has a system for visitor management, which is regularly reviewed. Action is taken to monitor and manage the volume and activities of visitors, and to reduce or increase them as necessary at certain times and in certain locations, working to balance the needs of the local economy, community, cultural heritage, and environment.

French Polynesia is a great destination for those seeking to avoid the crowds of overtourism. Despite a steady increase in tourist numbers, they remain below the population of French Polynesia, except for the pandemic period of 2020 to 2021.

Figure 19. Number of tourists from 2012 to 2022
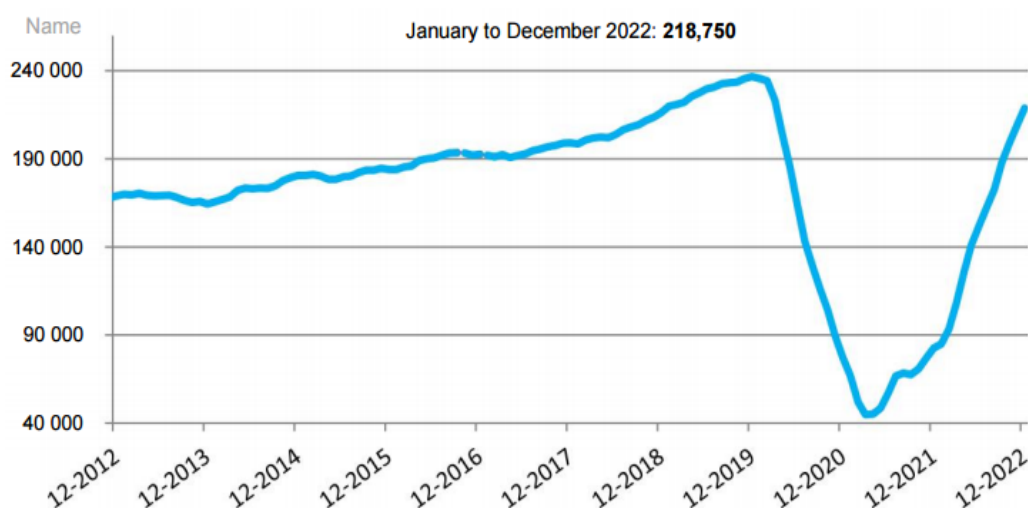
The FM27 limits total tourist numbers to 280,000 and ensures that 6,600 keys are available in accommodations. The plan prioritizes spreading tourists evenly throughout the year and to lesser-known islands through improved transportation, events, and product offerings. Examples of strategies for managing visitor flow are provided below.

- Encourage initiatives that enhance inter-island travel. Diversify inter-island transportation options such as helicopters, seaplanes, passenger ferries, and scheduled services to make travel more convenient and accessible.

- Organize events around the Polynesian calendar to promote tourism. Plan events and products related to seasonal celebrations like the arrival of Matari'i i nia, the season of abundance, Matari'i raro, the dry season, shooting stars, the austral winter triangle, lunar and

solar eclipses, and so on. This initiative will likely attract more tourists and promote local culture throughout the year.

Table 18. A8 Managing visitor volumes and activities assessment results.

	A8 Indicators	Score/Average	
a	The destination management strategy and action plan addresses seasonality and spread of visitation.	3	
b	Variation in visitor volumes throughout the year is monitored, including in the most visited locations.	3	
c	Impacts of visitor volumes and activities are identified through observation and community and stakeholder feedback	3	3.00
d	Actions taken to manage visitor flows and impacts.	3	
e	Marketing strategy and selection of target markets takes account of visit patterns, the impact of activities and destination needs.	3	

A9. Planning Regulations and Development Control

The destination has planning guidelines, regulations and/or policies which control the location and nature of development, require environmental, economic, and socio-cultural impact assessment, and integrate sustainable land use, design, construction, and demolition. Regulations also apply to operations, including property rental and concessions for tourism purposes. The guidelines, regulations and policies were created with public participation and are widely communicated and enforced.

The Sustainable Development Agency is responsible for land planning and management, as well as monitoring land development to ensure it follows the national master plan. The master plan is reviewed every 5 and 10 years to determine if a new plan is necessary. Specific criteria are reviewed annually. Each municipality sets specific zones for tourism development.

The size of the tourism development determines if an Environmental Impact Assessment (EIA) is required. For example, a guest house does not require an EIA. Service Tourisme regulates property rental and operation for tourism.

- Tourism development regulation: The steering committee in charge of monitoring the SAGE. For example, the committee met on January 18, 2023 to examine an initial progress report two years after its adoption[8]. It is based on the Country law #2021-17 from 13 August, 2012

- Guest houses: Country law no.2011-20 of 1 August, 2011 introducing a development aid scheme in favor of family pensions/ Order No. 2647 / CM of 29 November 2018 implementing the law of the country No. 2011-20/ Decree no. 01492/CM of 2018 setting tiare rating criteria and procedures of tourist accommodation establishments of the "Guest House" category and how to apply

- Declaration of a Tourist Accommodation Activity: Country law No 2018-10 of 29 March 2018(1)

- International Tourist Hotels Star Rating Criteria and Procedures: Decree no. 01491/CM of 6 August, 2018

There is a legal requirement for public consultation during policy and regulation development. The consultation is conducted online and through offline meetings.

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[8] SAGE – DCA (service-public.pf)

However, there needs to be evidence to determine the level of policy development that requires public consultation and how the consultation was conducted.

Local governments have the power to create their own regulations related to development. For example, the government of Bora Bora Island collaborates with public buildings to use traditional natural materials for ceilings and roofs. Hotels are also encouraged to follow this policy. In a similar way, hotels located in Rangiroa must build roofs using natural materials or materials that look like natural materials. Overwater bungalows are required to be covered by a roof made of dried pandanus leaves.

The interviewees from the private sector suggested that the Port Authority should implement a regulation limiting cruise ship capacity to under 700 passengers, in order to match the capacity of the current anchoring facility. Another suggestion from the private sector was to build more marinas on the islands to reduce the hassle for residents caused by small boats.

Figure 20. Plan for better regulations suggested in the FM27

Regulations

4-11. Modernize regulations for onshore accommodation

The labor code of French Polynesia and the collective agreement governing the hotel industry present an obstacle to the development of careers in tourism, in their current form. The absence of a specific collective agreement for the guesthouse or 'bed and breakfast' sector, is also an anomaly.

4-12. Clarify a framework for activity offices in accommodation

Accommodation providers often assume the role of an activity office by commercializing offers of activities. The rules and regulations applying to such practices should be clearly defined.

4-13. Simplify the validation of maritime qualifications

The procedure for validating navigation diplomas and qualifications is too complicated and, to assist in local employment, it should be simplified for professionals working in the nautical tourism sector.

4-14. Revise the regulations governing the status of vessels and their crew

In the context of nautical tourism, the regulations governing pleasure craft being rented to responsible third parties, or in «vessels for commercial use» (NUC) applied directly or on request, should be better adapted to tourist uses. The absence of a legal status for crews should be rectified in the interests of both employers and employees.

4-15. Make a cost/benefit analysis of the cruise industry

Produce a cost/benefit analysis of the cruise sector and include an analysis of current regulations. Publish the findings to increase awareness and interest in this sector.

Table 19. A9 Planning regulations and development control assessment results.

	A9 Indicators	Score/Average	
a	Specific policies/regulations/ guidelines which control development – documented and identified by title and date.	3	
b	Impact assessment requirements are set out, covering environmental, economic, and socio- cultural impacts, at sufficient scale to address long term issues for the destination.	3	
c	Specific regulations on property rental and operation for tourism, with evidence of their application and enforcement.	3	
d	Evidence of public participation in the development of policies/regulations/guidelines.	2	2.83
e	Evidence of consultation with, and consent from Indigenous people or minority ethnic groups when tourism development has been proposed or has occurred in their territories.	3	
f	Evidence of communication and enforcement of the policies/regulations/guidance, at planning, development, and implementation stages	3	

A10. Climate Change Adaptation

The destination identifies risks and opportunities associated with climate change. Climate change adaptation strategies are pursued for the siting, design, development, and management of tourism facilities. Information on predicted climate change, associated risks and future conditions is provided for residents, businesses, and visitors.

The French Development Agency have develop a website to collect & study data of the climate change impact in South Pacific[9]. It can simulate the impact of climate change on the islands for the next 100 years.

The Service of Energy created a report[10] covering current and future risks such as sea level rise, cyclones, precipitation, temperature rise, and wildlife.

Despite the various research and reports from government agencies regarding climate change, the FM27 does not include a specific tourism strategy aimed at addressing this issue. Although some demands have been made, such as restrictions on tourism activities to protect marine resources like coral reefs, whales, and dolphins, as well as risk assessments for buildings located in high-risk areas, there is still a need for a climate change reduction and adaptation strategy that specifically targets tourism industries and related activities.

Recommendation for A10:

- Develop a climate change adaptation strategy for tourism.

- Regularly inform stakeholders about climate issues and plans.

- Encourage communities and businesses to adopt climate-friendly operations.

- Regularly assess and take action on climate risks.

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[9] Climat du Pacifique, savoirs locaux et stratégies d'adaptation (CLIPSSA) | AFD - Agence Française de Développement
[10] Microsoft Word - PF_PCAET-EtatDesLieux_2023-07-17.docx (plan-climat-pf.org)

Table 20. A10 Climate change adaptation assessment results

	A10 Indicators	Score/Average	
a	The destination management strategy and action plan identifies and addresses climate issues.	1	
b	Regulations, guidelines and zoning for tourism development and activities accommodate the consequences of climate change.	2	
c	A climate risk assessment, covering current and future risks – undertaken and made publicly available.	3	2.00
d	Evidence of consideration of impact on, and contribution of, local ecosystems to climate change adaptation.	1	
e	Information on climate change that has been made publicly available.	3	

A11. Risk and Crisis Management

The destination has a risk reduction, crisis management and emergency response plan that is appropriate to the destination. Key elements are communicated to residents, visitors, and enterprises. Procedures and resources are established for implementing the plan and it is regularly updated.

The High Commission is responsible for managing crises such as natural disasters on behalf of the French state. Their responsibilities include:

- ensuring public safety

- providing weather forecasts

- coordinating military, firefighter, and police forces during crises

- monitoring air and sea zones

- working with municipalities to construct shelters for the population in the event of a natural disaster

Each municipality has an emergency plan adapted to the geographic zone for its residents and is responsible for informing them about safety measures. The emergency plan called OSERC is not specifically for visitors, but for the entire country. This technical document, which uses a specific vocabulary, is kept from the general population but only with the services responsible for public safety.

The French Polynesian government is responsible for communicating with the public and businesses about what to do during a crisis. Depending on the situation, the firefighters, police, or military forces will be deployed to the site, and there are also gathering areas or shelters available in case of fire, tsunami, etc. For example, the Haut Commissariat runs awareness campaigns via various local media to prepare the population in case of El Nino[11]. Additionally, every service responsible for public safety conducts four training sessions per year.

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[11] [Avec El Niño, le risque cyclonique est "à prendre au sérieux" - Polynésie la 1ère (francetvinfo.fr)](francetvinfo.fr)

Figure 21. Safety posters and brochures provided by High Commission of the Republic in French Polynesia

Table 21. A11 Risk and crisis management assessment results

	A11 Indicators	Score/Average	
a	A documented risk reduction, crisis management and emergency response plan for tourism in the destination.	3	
b	The plan recognises a wide range of risks, including natural disasters, terrorism, health, resource depletion, and others appropriate to the location.	3	3.00
c	Communication procedures identified for use during and after an emergency.	3	
d	Programme for local delivery of information and training on risk and crisis management.	3	

B. SOCIO-ECONOMIC SUSTAINABILITY

French Polynesia's socio-economic sustainability received an overall average score of 2.49, based on an average of the overall scores of each of the eight criteria.

Within the socio-economic sustainability pillar, one criterion – B8. Access for all - was identified as "Areas of Moderate Risk" requiring actions to solve issues, while the other criteria fell into "Excellent Performance" or "Good Performance".

Table 22. Criteria in Socio-economic Sustainability Pillar per score range

Criterion Score	# of criteria	Criteria
AREAS OF RISK <1	0	
AREAS OF MODERATE RISK 1.00-1.49	1	B8. Access for all
NEEDS IMPROVEMENT 1.50-1.99	0	
GOOD PERFORMANCE 2.00-2.49	2	B1. Measuring the economic contribution of tourism B4. Support for community
EXCELLENT PERFORMANCE ≥ 2.50	5	B2. Decent work and career opportunities B3. Supporting local entrepreneurs and fair trade B5. Preventing exploitation and discrimination B6. Property and user rights B7. Safety and security
TOTAL	8	

B1. Measuring the Economic Contribution of Tourism

The direct and indirect economic contribution of tourism to the destination's economy is monitored and publicly reported. Appropriate measures may include levels of visitor volume, visitor expenditure, employment and investment and evidence on the distribution of economic benefits.

ISPF conducts a monthly analysis of the tourism data and creates a report. In addition to information gathered from immigration and tourism businesses, such as transport, a visitor survey is conducted every two years to supplement the data. The annual report focuses on the direct impact of tourism on the economy rather than the indirect impact. The annual report on tourism includes as follow:

- Numbers by type of tourism business

- Turnover by type of tourism business

- Changes in turnover by type of tourism business

- Employment data by type of tourism business

- Changes in working hours

- Average salary by type of tourism business

- Exchange rate (USD, JPY, AUD, NZD)

- Change of the main currencies

- Change in the price of a barrel of oil

- Price index in tourism activities

- Monthly change in the hotel and restaurant price index

- Annual change in the hotel and restaurant price index

- Monthly and annual change in the air transport price index (International from Tahiti)

Table 23. Turnover of tourism businesses

Type of business	2021	2022	Variation (%) (2022/2021)
Travel agencies	652	830	27.2
Hotels and other accommodation services	29,716	60864	104.8

Rental of transport equipment	1,704	3041	78.5
Catering service (food and drinks)	23,765	28799	21.2
Passenger transport service	45,971	70359	53.1
Recreational service and other leisure services	3,027	4186	38.3
Total tourism	104,835	168079	60.3
Total all sectors	910,659	1059644	16.4

Source: ISPF. 2022. Points conjoncture (original source is Tax Service – Provisional and estimated data)

The FM27 recommends strategies for diversifying markets, including targeting seniors and people with disabilities, to expand visitors' countries of origin to reduce reliance on existing top tourist markets. China is identified as a new target market.

There are various statistics that show the economic impact of tourism, but they only reflect the direct impacts. To better demonstrate the significance of tourism in the French Polynesia economy, it is necessary to analyze the indirect impact as well.

The current annual report does not provide adequate information regarding the distribution of economic benefits of tourism among the islands. It is important to have a clear understanding of the current contribution of tourism to each island individually. This will help in developing effective strategies to spread the positive impact of tourism to less developed or less profitable islands.

Table 24. Employment of tourism businesses

Type of business	September 2021	September 2022	Increase (%)
Hotels and other accommodation services	3,832	5,167	34.8
Catering service (food and drinks)	2,172	2,538	16.9
Passenger transport service	3,504	3,786	8.0
Travel agencies	203	217	6.9
Rental of transport equipment	140	193	37.9
Cultural services	62	50	-19.4
Recreational service and other leisure services	187	206	10.2
Total tourism	18,100	12,157	20.4
Total all sectors	65,752	70,415	7.1

Source: ISPF. 2022. Points conjoncture (original source is Tax Service – Provisional and estimated data)

Figure 22. Change in annual turnover of tourism businesses from 2001 to 2022
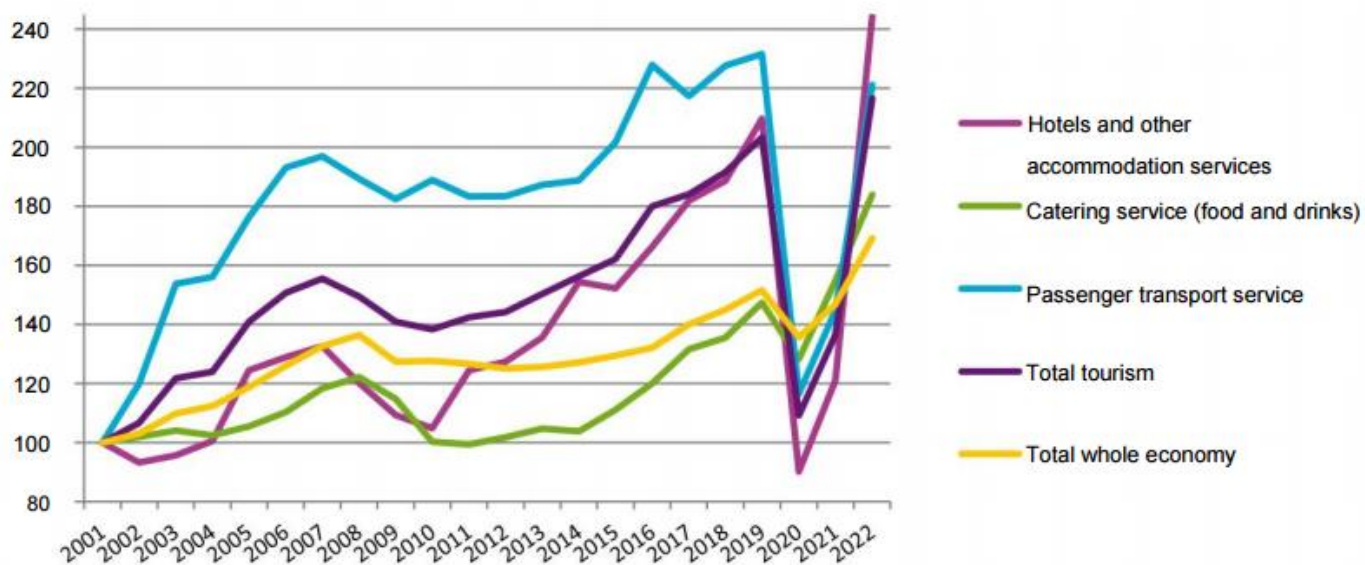
Source: ISPF. 2022. ISPF. 2022. Points conjoncture
Note: Base 100 in 2001.

Table 25. B1 Measuring the economic contribution of tourism assessment results.

	B1 Indicators	Score/average	
a	Programme of economic data gathering.	3	
b	Annual reports on the direct and indirect economic contribution of tourism in the destination.	2	2.33
c	Data covering a range of measures of economic impact (e.g., volume, expenditure, employment, investment and spread of economic benefit in the destination).	2	

B2. Decent work and career opportunities

The destination encourages and supports career opportunities and training in tourism. The destination's tourism enterprises commit to providing equality of opportunity for local employment, training and advancement, a safe and secure working environment, and a living wage for all.

The ministry provides support for tourism businesses to apply for financial aid, including training. There are government-operated training programs on sustainable practices such as carbon footprint, as well as other programs run by the private sector and sponsored by the government. Many free training programs are available for businesses, as well as mandatory training required by law and sponsored by the government.

Based on the interview with private sector stakeholders, it has been reported that the government regulates decent work conditions and fair career opportunities, and no negative cases have been reported against the law.

However, there is still a high percentage of low-income individuals in tourist-focused islands[12], which has caused a serious inequity on residents' quality of life. One of the fundamental issues that should be addressed is the lack of educational infrastructure, such as the absence of high schools on some islands, which has resulted in a lack of motivation among young individuals to pursue job training. In some island communities, integrating job training with formal education can encourage more participation in training programs for a better future.

Table 26. B2 Decent work and career opportunities assessment results

	B2 Indicators	Score /Average	
a	Provision of relevant skills training programmes/courses, available locally.	3	
b	Statements of commitment by tourism enterprises to the provision of decent work/ career opportunities.	3	
c	Training and employment opportunities promoted to and taken up by local people, including women, young people, minorities, and people with disabilities.	2	2.75
d	Channels for checking working conditions and receiving/handling grievances (e.g., involvement of labour unions).	3	

[12] The interviewee reported that 40% of Moorea's population are low income. This data is not officially confirmed.

B3. Supporting Local Entrepreneurs and Fair Trade

The destination encourages the retention of tourism spending in the local economy through supporting local enterprises, supply chains and sustainable investment. It promotes the development and purchase of local sustainable products based on fair trade principles and that reflect the area's nature and culture. These may include food and beverages, crafts, performance arts, agricultural products, etc.

The CCISM is responsible for offering advice to small and medium-sized tourism businesses. Additionally, the government has a scheme to provide financial assistance to SMEs, which includes guest houses. There is also a program aimed at supporting local start-ups, particularly women groups. The Artisan Training Center has facilitated connections between businesses and artisans.

Furthermore, the rating standards for hotel and B&B/guest house have criteria that require the use of environmentally-friendly and/or local products. The government offers financial support for guest houses, and they have a plan to encourage more guest house openings in less developed islands. Tahitian Guesthouses are present in 39 islands across all 5 archipelagos, and they typically offer between 2 to 15 rooms.

The below criteria are for 2-5 star hotels having the requirements for environmentally-friendly and/or local products and/or services.

- 6. Garden furniture clean and in good condition: This criterion becomes NA for 2* and 3* when there is no garden. Garden furniture must not be broken or damaged. Plastic furniture validates this criterion for 2* and 3* categories. Resin, local essence, teak or wrought iron furniture validates this criterion for 4* and 5* categories. (Compulsory or NA for all categories)

- 7. Other furniture like sun beds, dec chairs: Furniture clean and in good condition to validate this criterion. Plastic furniture validates this criterion for 2* and 3* categories. Resin, local essence, teak or wrought iron furniture validates this criterion for 4* and 5* categories. (Compulsory for 2-3*, Optional for 4-5* categories)

- 11. Information on local tourist offer is accessible and available: Tourist flyers, local information in hard copies or digital, available at the reception desk, in rooms or at the information and activities desk (Optional for all categories)

- 98. Local cultural or artisan activities on the grounds of the establishment: To validate this criterion, the establishment regularly and at least twice a week has cultural activities (artisan

exhibition, pareo demonstration, food preparation, Polynesian dances or music performances, etc.). (Compulsory for 2-3*, Optional for 4-5* categories)

- 132. Regular use of local produces: 2* and 3* categories: local produce in at least two products range. 4* and 5* categories, local produce in at least 4 product range. (Compulsory for all categories)

- 156. Environment friendly items in the bathroom: At least 2 products validate the criterion. Use of local made items validate the criterion. (Optional for all categories)

- 157. Use of environment friendly prodcuts and consumables: At least 2 organic, eco-labelled products, or locally produced validate the criterion. (Optional for all categories)

The below criteria are for guest house having the requirements for environmentally-friendly and/or local products and/or services.

- 8. Garden furniture clean and in good condition: 1, 2 and 3 tiare categories, plastic furniture is clean and in good condition validates this criterion. 4 tiare category, furniture must be made of resin, local essence, teak or wrought iron and matching to validate this criterion. (Compulsory for all categories)

- 9. Other furniture like sun beds, deckchairs: 4 tiare category, quality furnishing (resin, local essence, teak, wrought iron) clean, in good condition to validate this criterion. For other categories, several plastic sun beds and deckchairs validate this criterion. (Compulsory for 1 tiare, Optional for 2-4 tiare)

- 10. Interior decoration made of local objects and materials and with Polynesian patterns and style: Interior decoration is inspired by the resources and traditions of the archipelago of location, for example, peue, woven bamboo, shells, mother-of-pearl, coral, wooden sculpture. 1 and 2 tiare categories, materials used must be in good condition (improvements to be made are marginal). 3 tiare category, general arrangement must match and materials used in good condition (improvements to be made are marginal). 4 tiare category, general arrangement is refined and harmonious, materials used must be of a good quality and in good condition (no wear marks). (Compulsory for all categories)

- 12. Furniture clean and in good condition: Furniture is clean and in good condition. 4 tiare category, high quality furniture (made of resin, local essence, teak or wrought iron) and no wear marks to validate this criterion. (Compulsory for all categories)

- 20. Furniture in the breakfast or restaurant space is clean and in good condition: To validate this criterion, furniture is not broken or dirty. 4 tiare category, furniture of high quality (resin, local essence, teak or wrought iron, etc.), no wear marks. For other categories, plastic furniture validates this criterion. (Non compensable compulsory criteria for all categories)

- 69. Local cultural or artisan activities within the establishment: To validate this criterion, the establishment regularly and at least once a week cultural activities (artisan exhibition, pareo demonstration, flower or shell necklaces, food preparation, Polynesian dances or music performances, etc.) (Optional for all categories)

- 74. Welcoming gesture: As a welcome: flower necklace, fruit juice, cold coconut or local fruit... this gesture is presented on the website. (Compulsory for 1-3 and Optional for 4 tiare)

- 83. At least two local products are offered (at breakfast). (Compulsory for all categories)

- 96. Use of cleaning products and consumables environmentally friendly: At least 2 organic, eco-labelled products, validate the criterion. (Optional for all categories)

- 97. Environmentally friendly products in the bathroom: At least 2 organic, eco-labelled products, or locally produced validate the criterion. (Optional for all categories)

- 100. Buildings of good quality, integrated into the environment: Good overall condition of buildings, style is simple and all of the facilities are clean and comfortable. (NA for 1-2 tiare and compulsory for 3-4 tiare)

- 101. Luxury buildings, integrated into the environment: Respect of the local architectural style, use of local materials and essences, at least in the indoor arrangement and decoration, all of the facilities are homogenous, very comfortable and integrated in a natural quality environment. (Compulsory for 2 tiare)

- 102. Luxury and character buildings, perfectly integrated into the environment: Charming and character establishment. Architect's house or Polynesian style bungalow built with noble of quality materials, overall harmonious and homogenous in an architectural style perfectly integrated into a quality natural environment.

- Landscaping is well looked after and local plants are showcased. (Compulsory for 1 tiare)

During the interview, the private sector confirmed a preference for local products and services. During the onsite visits, the assessor observed local products being sold in various resorts, shops, and museums.

Figure 23. Showcasing local products of the region

French Polynesia heavily relies on the import of various products, including agricultural and livestock items. As a result, locally produced goods are highly favored, and the farmers and ranchers are not worried about finding potential buyers.

In the cruise industry, to cater to the needs of passengers from different countries, food supplies are imported daily from the United States, New Zealand, Europe, and Asia to ensure a constant supply. Furthermore, alongside these imported products, cruise companies can purchase fresh fish and farm products such as fruits and vegetables from local suppliers to complement their offerings.

There is a program by Tahiti Tourisme that assists local accommodations such as guesthouses, youth hostels, campsites, and holiday villages by providing an online booking service for registered accommodations.

Figure 24. Maeva Hebergement

It is an online booking service which allows users to check availability and make reservations using a secure online payment facility.

The system includes invoice generation and management tools to manage arrivals and departures. It also provides a detailed summary of turnover for your accounting.

The advantages:

- Maeva Hébergement is supplied free of charge,
- A low-cost online payment service (no start-up fee and a monthly fee of less than 5,000 XPF),
- Direct instant payments for users,
- 0% commission for *Tahiti Tourisme*,
- Availability of accomodation shown in real time.

Source: Maeva Hébergement online booking service | Tahiti Tourisme's corporate website

Table 27. B3 Supporting local entrepreneurs and fair-trade assessment results.

	B3 Indicators	Score/Average	
a	Advice, finance, or other support – available in the destination for tourism-related SMEs.	3	
b	Assistance with market access for local tourism- related SMEs.	3	
c	Action to encourage and assist local tourism enterprises to purchase goods and services locally.	3	3.00
d	Initiatives to help local farmers, artisans, and food producers to engage in the tourism value chain.	3	
e	Local produce and crafts identified, promoted and available for sale to visitors in the destination.	3	

B4. Support for Community

The destination has a system to enable and encourage enterprises, visitors, and the public to contribute to community and sustainability initiatives in a responsible manner.

The government offers various programs to support local communities, but they have not established any formal scheme to encourage and facilitate local tourism businesses to help the community's sustainability initiatives.

The most common public-private joint activity for communities is waste collection. For example, private sector stakeholders, including hotels and public agencies, annually come together to clean up waste.

Some hotels involve their guests in environmental protection by allowing them to donate funds upon check-out. The fee is typically a fixed amount at XPF200 (1.67 Euro). A hotel in Bora Bora includes the fee in the bill but allows customers to decide whether to pay. A hotel in Moorea provides a small information panel at the check-in counter and lets customers choose whether to include the fee.

Some hotels take part in local environmental initiatives, including reef monitoring.

Figure 25. Voluntary donation program offered by hotels

Another case of community support is that a cruise company offers medical services to local residents during its visits to islands.

Public agencies and tourism businesses do not currently organize, support, or manage voluntourism.

Figure 26. Example of hotel's community support

Promoting a circular economy

We support skilled local artisans who keep island traditions alive by purchasing locally made crafts such as coconut frond baskets, traditional tifaifai bedspreads and colorful, painted sarongs.

Education

We bring local students to the resort to learn about sustainability firsthand while also introducing environmental awareness programs to their schools.

Source: [Community - InterContinental Bora Bora Resort & Thalasso Spa](#)

Recommendation for B4:

- Evaluate different community's needs for welfare and the situation and support them to initiate sustainable community development to enhance their long-term welfare.

- Develop a plan for sharing communities' sustainable initiatives with visitors and local businesses and encouraging their voluntary contributions to the initiatives.

- Develop clear guidelines for voluntourism to avoid negative social impact.

Table 28. B4 Support for community assessment results

	B4 Indicators	Score/Average	
a	Support for local community and sustainability initiatives by local tourism enterprises is encouraged and facilitated.	2	
b	Schemes exist, and are promoted, for visitors to support local community and sustainability initiatives.	1	2.00
c	Volunteering and engagement with the community does not involve intrusion or exploitation.	3	

B5. Preventing Exploitation and Discrimination

The destination upholds international standards on human rights. It has laws, practices, and an established code of conduct to prevent and report on human trafficking, modern slavery and commercial, sexual, or any other form of exploitation, discrimination, and harassment of or against anyone, particularly children, adolescents, women, LGBT, and other minorities. The laws and established practices are publicly communicated and enforced.

There are no reported instances of exploitation or discrimination and human rights are well-protected in French Polynesia. This is confirmed by interviews with stakeholders from both the public and private sectors.

The government has the local labor code to prevent exploitation and discrimination. It is free and available online[13].

Table 29. B5 Preventing exploitation and discrimination assessment results.

	B5 Indicators	Score/Average	
a	Reference (title, date) to specific laws that pertain in the destination regarding human rights, exploitation, discrimination, and harassment.	3	
b	Evidence of communication and enforcement of above laws and related good practice (including to tourism enterprises and visitors).	3	
c	Risk and impact analysis regarding human rights, including human trafficking, modern slavery, and child labour – conducted regularly.	3	3.00
d	Destination and key tourism players are signatories to the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism.	3	

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[13] https://www.tiarama.gov.pf/exist/apps/tiarama/index.html

B6. Property and User Rights

Laws and regulations regarding property rights and acquisitions are documented and enforced. They comply with communal and indigenous rights, ensure public consultation, and do not authorize resettlement without free prior and informed consent and fair and just compensation. Laws and regulations also protect user and access rights to key resources.

The relevant regulations to protect property and user righs are as follows:

- Regulation Year 2004 (deliberation 2004-34 Assembly of French Polynesia, February 12, 2004) on the composition and management of the public domain in Polynesia: The regulation regulates the right of access to the littoral[14].

The government respects Indigenous laws on property as long as there is no conflict about a certain land ownership.

It is important to note that the beaches are public lands and therefore, all private land owners should provide access to the public land and beach. According to the law, public land extends 7m inland from the point where high waves reach. However, it seems that the right of way is not always respected by private land owners, and the public agency responsible for user rights does not regularly monitor this issue.

Table 30. B6 Property and user rights assessment results

	B6 Indicators	Score/Average	
a	Reference (title, date) to specific laws that pertain in the destination regarding property rights and acquisitions and user and access rights to resources.	3	2.50
b	Reference in the above laws to communal and Indigenous rights, public consultation, and resettlement.	3	
c	Evidence of enforcement of the above laws in the context of tourism development and activity.	2	
d	Evidence of community consultation, consent, and compensation.	2	

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[14] https://lexpol.cloud.pf/LexpolAfficheTexte.php?texte=179145

B7. Safety and Security

The destination has a system to monitor, prevent, publicly report, and respond to crime, safety, and health hazards that addresses the needs of both visitors and residents.

The Haut Commissariat, in conjunction with the Police, Gendarmerie, and Hygiene and Public Health Center, is responsible for maintaining safety and security in the area. As tourism is a major industry on the islands, many of which are remote, the government has established an efficient transport system, including a helicopter, to provide medical treatment to both visitors and residents. Each island has its own medical service that can offer basic medical treatment.

The Hygiene and Public Health Center routinely inspects tourism facilities to ensure they comply with safety standards.

Safety concerns have been raised with regards to rental vehicles on Bora Bora and Moorea. There are quite number of rental services available for scooters, ATVs, and bicycles. However, some tourists who are not familiar with the road or are not adept at handling recreational vehicles could face safety issues. In order to ensure the safety of tourists, it is important to provide them with safety guidelines and adequate explanations on how to handle these vehicles.

Table 31. B7 Safety and security assessment results

	B7 Indicators	Score/Average	
a	Security and health services are well established and active in the destination.	3	
b	The needs of visitors are identified and addressed in the delivery of security and health services.	3	3.00
c	Tourism facilities are inspected for compliance with safety and hygiene standards.	3	

B8. Access for All

Where practical, sites, facilities, and services, including those of natural and cultural importance, are accessible to all, including persons with disabilities and others who have specific access requirements or other special needs. Where sites and facilities are not immediately accessible, access is afforded through the design and implementation of solutions that consider both the integrity of the site and such reasonable accommodations for persons with access requirements as can be achieved. Information is made available on the accessibility of sites, facilities, and services.

The accessibility information[15] is provided by the Fédération Te Niu O Te Huma, which has been recognized as a non-profit organization since February 5, 2009 and has several associations as members. Its website offers information on accessibility in multiple languages. Specifically, it provides the following information.

- Places accessible to People with Reduced Mobility (PRM) in French Polynesia (accommodation, catering, tourism, leisure, health, elections, associations, cinemas, etc.).

Figure 27. Accessibility information from the Fédération Te Niu O Te Huma website

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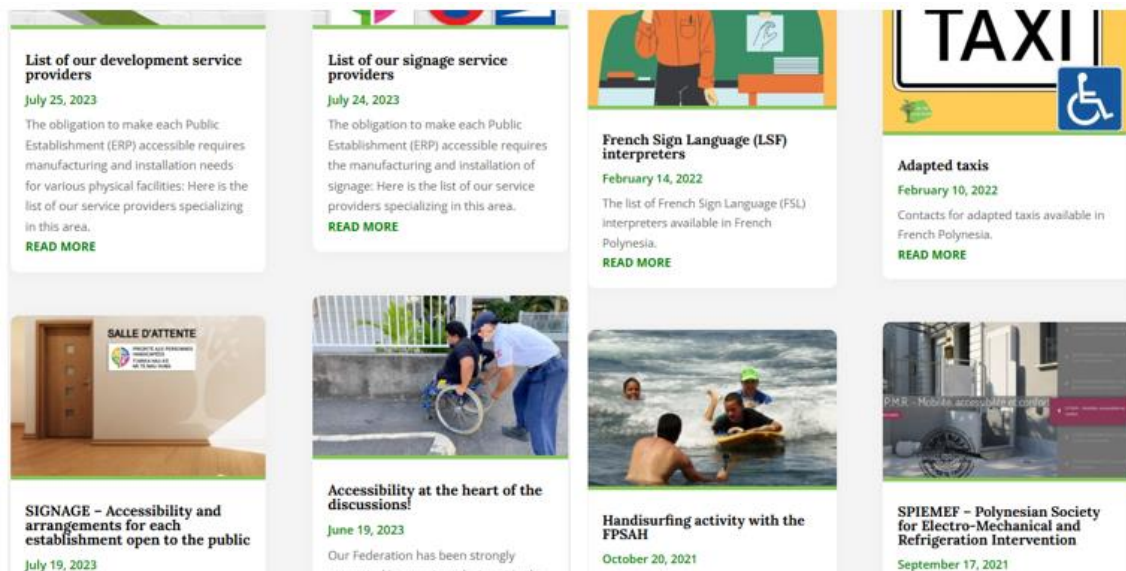
[15] ACCESSIBILITY - Te Niu O Te Huma Federation (handicap-polynesie.com) and lexpol.cloud.pf

There is also an application called AXSMAP. The app will allow thet users to know whether or not a structure is suitable for people with reduced mobility, once the information has been entered into this online application.

All public services in French Polynesia has the obligation to create accessible facilities[16]

Public facilities have excellent wheelchair accessibility, including beaches, public parks, and buildings equipped with wheelchair-accessible restrooms and parking. However, It is possible that certain facilities may not adhere to the accessibility guidelines.

International tourist hotels are required to provide accessibility for the disabled and/or person with reduced mobility in the rating standard.

- 140. Information regarding accessibility on information media (guides, website, etc.) (Compulsory for all categories)

- 141. Raising the awareness of the personnel regarding reception of guests with diabilities. (Compulsory for all categories)

- 142. Personnel training for the reception of guests with disabilities: All type of disabilities. (Optional for all categories)

- 143. Whelchair made availale. (Optional for all categories)

Guest houses are also required to provide accessibility for the disabled and/or person with reduced mobility in the rating standard.

- 88. Rooms for disabled guests: One room for disabled guests validates this criterion. Validation with a certificate of validity, for lack of validation on plan and on site under provisions of Order 51/CM OF 9 January 1992. (Optional for all categories)

- 89. Information regarding accessibility on information media (guides, website, etc.). (Optional for all categories)

It is currently unknown what proportion of visitor sites and facilities are accessible, as this information is not publicly available. The international tourist hotel standard includes optional training on welcoming guests with all types of disabilities, but it seems that both public and private facilities focus mainly on wheelchair accessibility rather than other types of disabilities.

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[16] https://handicap-polynesie.com/2023/07/19/signaletique-accessibilite-et-amenagements-pour-chaque-etablissements-recevant-du-public/ and https://lexpol.cloud.pf/LexpolAfficheTexte.php?texte=114683

Accessibility information is available on the Tahiti Tourisme website, but it is organized on a per-facility basis. It would be more convenient for visitors if there was a dedicated page that highlighted accessible places. While some hotels do provide complete accessibility information, others do not, despite it being mandatory under the international tourist hotel standard.

Figure 28. Accessibility information provided on the hotel website

Accessible features

We strive to provide a comfortable stay for every guest. If you have additional questions about the hotel's accessibility features or a request related to a disability of any kind, please contact the hotel directly and select the option to reach the front desk.

Available features include:

- Accessible
- Accessible concierge desk
- Accessible exercise facility

- Accessible hotel restaurant
- Accessible parking
- Accessible public entrance
- Accessible route from the accessible public entrance to the accessible guestrooms
- Accessible route from the hotel's accessible entrance to the meeting room/ballroom area
- Accessible route from the hotel's accessible public entrance to the business center
- Accessible route from the hotel's accessible public entrance to the spa

- Accessible transportation with advance notice
- Bathroom doors at least 32 inches wide
- Emergency Call Button on Phone
- Grab bars in bathroom
- Level or ramp entrance into the building
- Lowered emergency evacuation instructions
- Public Areas/Facilities accessible for physically challenged
- Strobe alarms
- Visual alarm for hearing impaired
- Visual alarms for hearing impaired in public areas

- Accessible business center
- Accessible elevators
- Accessible guest rooms with mobility features with entry or passage doors that provide 32" of clear width
- Accessible meeting rooms
- Accessible parking spaces for cars in the self-parking facility
- Accessible registration desk
- Accessible route from the accessible public entrance to the registration area
- Accessible route from the hotel's accessible public entrance to at least one restaurant
- Accessible route from the hotel's accessible public entrance to the exercise facilities
- Accessible route from the hotel's accessible public entrance to the swimming pool
- Audible alarms
- Bedroom doors at least 32 inches wide (812 mm)
- Evacuation chair available to help evacuate a disabled person
- Hotel complies with ADA Guidelines
- Lowered buttons in elevators
- Portable shower / bath board
- Rooms accessible to wheelchairs (no steps)
- Van-accessible parking in the self-parking facility
- Visual alarms for hearing impaired in hallways
- Wheelchair ramp for lobby/reception access

The following features are not available:

- Accessible swimming pool
- Assistive listening devices for meetings upon request
- Closed captioning on televisions or closed captioning decoders
- TTY for guest use
- Valet only parking

Source: Hotel Amenities - Hilton Hotel Tahiti

Figure 30. Accessibility information on Tahiti Tourisme website
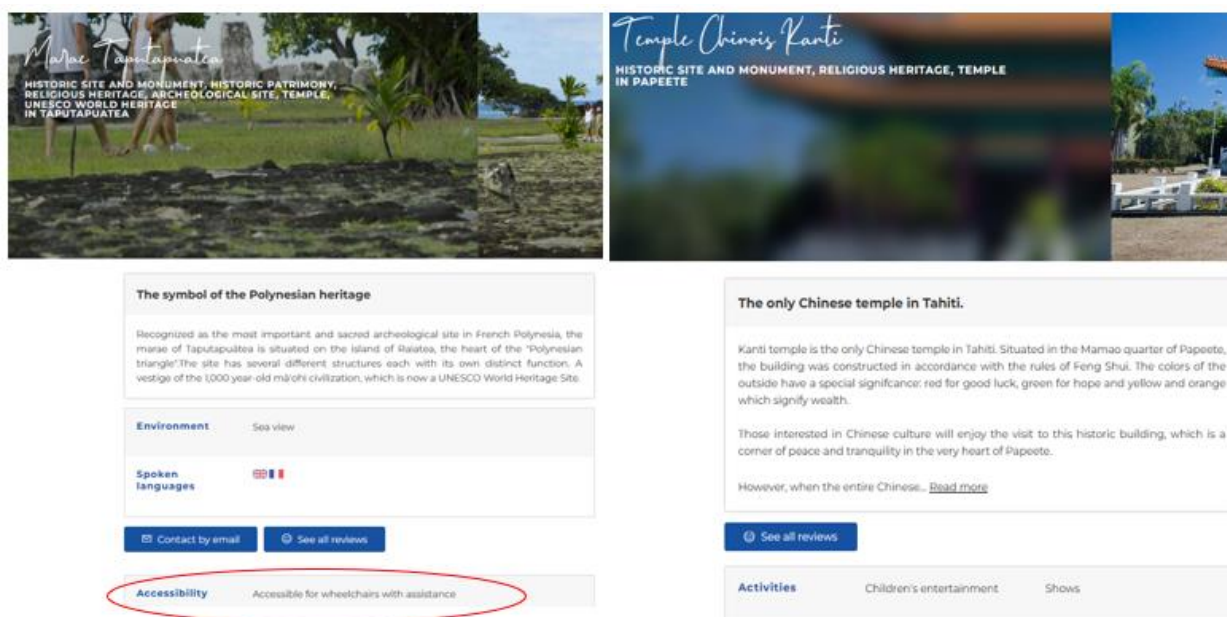
Figure 29. Public facilities the mark of wheelchair access

Table 32. B8 Access for all assessment results

B8 Indicators		Score/Average	
a	The existence of any regulations and standards regarding the accessibility of visitor sites, facilities, and services.	3	
b	Consistent application of accessibility standards in public facilities.	2	
c	Data on the extent/proportion of visitor sites and facilities that are accessible.	1	1.33
d	Evidence of programmes to improve access for people with a range of access needs.	1	
e	Information on accessibility included in communications about the destination as a whole.	1	
	Details of accessibility included in visitor information about key sites.	0	

C. CULTURAL SUSTAINABILITY

French Polynesia's cultural sustainability received an overall average score of 1.53, based on an average of the overall scores of each of the 7 criteria.

Within the cultural sustainability pillar, three criteria – C2. Cultural artefacts, C3. Intangible heritage, and C7. Site interpretation - were identified as "Good Performance", while one criterion – C6. Visitor management at cultural sites - fell into "Areas of Risk" requiring urgent actions to solve issues.

Table 33. Criteria in Cultural Sustainability Pillar per score range

Criterion Score	# of criteria	Criteria
AREAS OF RISK <1	1	C6. Visitor management at cultural sites
AREAS OF MODERATE RISK 1.00-1.49	3	C1. Protection of cultural assets C4. Traditional access C5. Intellectual property
NEEDS IMPROVEMENT 1.50-1.99	0	
GOOD PERFORMANCE 2.00-2.49	3	C2. Cultural artefacts C3. Intangible heritage C7. Site interpretation
EXCELLENT PERFORMANCE ≥ 2.50	0	
TOTAL	7	

C1. Protection of Cultural Assets

The destination has a policy and system to evaluate, rehabilitate, and conserve cultural assets, including built heritage and cultural landscapes.

Regulation on cultural protection and sustainable development of cultural heritage is as follows:

- Heritage Code[17]

Tahiti Tourisme features a list of cultural attractions, which encompasses tangible and intangible heritage, modern culture, and historical sites on its website. The Cultural Direction of French Polynesia lists cultural sites classified by their geographic areas, state of preservation, and discovery dates. The list is not available for public access online, but it can be shared upon request. The list needs to be regularly updated by monitoring their usage and the conditions of the protection and taking action if necessary.

Figure 31. Cultural heritage introduction on the Tahiti Tourisme website
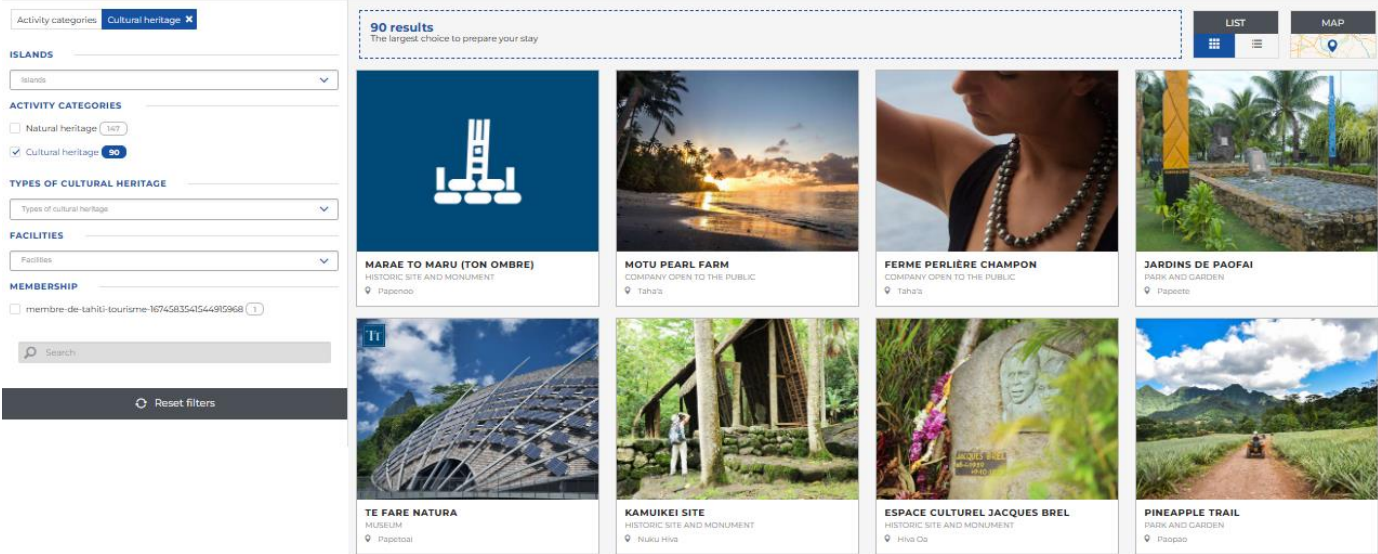
After conducting interviews with the public sector in French Polynesia, it was confirmed that there is enough budget allocated to protect and enhance the cultural heritage sites, which generate tourism.

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[17] https://lexpol.cloud.pf/LexpolAfficheTexte.php?texte=581580&idr=781&np=1

However, during the onsite assessment, it was not demonstrated how the government evaluates these assets or creates a plan for their restoration, development, and utilization for tourism purposes.

Tourism personnel and residents need to be trained to understand the cultural assets and how to share their value with residents and deliver it to domestic and international visitors. These efforts will be linked to the celebration and experience of intangible cultural heritage of GSTC criterion C3.

Figure 32. Intangible and modern culture introduction on Tahiti Tourisme website

Table 34. C1 Protection of cultural assets assessment results

	C1 Indicators	Score/Average	
a	Lists of cultural assets, including evaluation and indication of vulnerability.	1	
b	Programme of rehabilitation and conservation of assets.	1	1.33
c	Mechanisms for using income from tourism to support conservation of cultural assets.	2	

C2. Cultural Artefacts

The destination has laws governing the proper sale, trade, display, or gifting of historical and archaeological artefacts. The laws are enforced and publicly communicated, including to tourism enterprises and visitors.

The regulation on artefacts is as follows:

- Heritage Code

During an interview with private sector stakeholders, it was revealed that they comply with the law regarding artefacts. However, the government's communication with enterprises and visitors regarding artefact protection and enforcement scheme is unclear. There is no evidence of any warning or information on artefacts being provided at the airports and ferry terminals in Tahiti, Bora Bora, Moorea, and Rangiroa, such as which artefacts are prohibited for display, trade, and sales.

Upon conducting a Google search, no instances of illegal artefacts trade or sales were found in French Polynesia. Nonetheless, it is crucial to proactively prevent such activities and ensure consistent law enforcement. For this purpose, businesses and visitors should be informed about the specific artefacts items at risk and the existing laws governing them to raise awareness.

Table 35. C2 Cultural artefacts assessment results

	C2 Indicators	Score/Average	
a	Reference to relevant laws relating to historical artefacts pertaining in the destination (title, date)	3	2.00
b	Evidence of communication of relevant laws to tourism enterprises and visitors.	0	
c	Evidence of enforcement of relevant laws.	3	

C3. Intangible Heritage

The destination supports the celebration and protection of intangible cultural heritage, including local traditions, arts, music, language, gastronomy and other aspects of local identity and distinctiveness. The presentation, replication and interpretation of living culture and traditions is sensitive and respectful, seeks to involve and benefit local communities, and provides visitors with an authentic and genuine experience.

The Tahiti Tourisme website provides good explanations on intangible heritage. However, it is unclear whether the listed heritage represents the entire set of French Polynesian intangible heritage. Stakeholders in interviews have mentioned forgotten heritage that is passed down orally through their culture. It is important to make more efforts to train tourism personnel and residents on how to share their cultural knowledge and experiences with visitors.

Various events, festivals, activities, and performances are held to celebrate intangible cultural heritage. These events include more than just songs and dances performed on hotel stages, during cruise ship arrivals, or on specific street areas. They also have traditional sports and annual community festivals.

Figure 33. Celebrating intangible heritage

Moreover, island municipalities often organize or support cultural performances during cruise ship arrivals. The Bora Bora Heiva Festival is a great example that is not only celebrated by visitors, but also by community members. Around 5-6 villages attend the festival that lasts for six weeks. It is an actual cultural presentation celebrated and maintained by the residents. In such cases, feedback from the

community is natural. However, there is no specific grievance mechanism set up by Tahiti Tourisme or other public agencies that is easily accessible to visitors for their feedback.

Table 36. C3 Intangible heritage assessment results

	C3 Indicators	Score/Average	
a	Identification and listing of intangible cultural heritage	1	2.25
b	Examples of celebration and visitor experiences of intangible cultural heritage (events, distinctive products, etc).	3	
c	Evidence of involvement of local and Indigenous communities in developing and delivering visitor experiences based on intangible cultural heritage.	3	
d	Feedback from visitors and local communities on delivery of intangible heritage experiences.	2	

C4. Traditional Access

The destination monitors, protects, and when necessary, rehabilitates or restores local community access to natural and cultural sites.

According to the interviewees, traditional access wasn't mentioned as an issue during the interview. However, there is no evidence to suggest that the government is aware of traditional access and regularly monitors its accessibility by involving local communities. Although access to public beaches is legally protected, there seems to be a lack of enforcement procedures, as explained in section B6 (Property and User Rights) of this report.

Recommendation for C4:

- Identify how the local community traditionally accesses natural and cultural sites, especially in popular tourist destinations.

- Provid a feedback channel to express any concerns or opinions about limited access due to tourism development or activities.

- If necessary, take steps to rehabilitate the access.

Table 37. C4 Traditional access assessment results

	C4 Indicators	Score/Average	
a	Monitoring of accessibility to natural and cultural sites for the local community.	1	
b	Evidence of engagement with the local community regarding traditional access.	1	1.00
c	Specific action to protect and/or rehabilitate local community access.	1	

C5. Intellectual Property

The destination has a system to contribute to the protection and preservation of intellectual property rights of communities and individuals.

The relevant regulation on intellectual property protection is as follows:

- French Polynesia Intellectual Property Code[18]

As per the interview with the public sector, traditional assets such as tattoos, dances, songs, designs, etc. are not fully covered under the law. Although there are no issues raised on this matter, it might not be because intellectual property is being respected, but rather due to a lack of understanding and no demand for legal protection yet. The tourist products that showcase the rich culture of French Polynesia and the modern creations based on that culture should be legally protected based on the origin of those ideas, designs, knowledge, etc.

Recommendation for C5:

- Modify the law to safeguard tourist products that are based on intangible heritage.

- Disseminate information on the legal registration procedures for intellectual property rights to various stakeholders in the tourism industry, particularly tourism businesses and Indigenous communities.

- Monitor and ensure that intellectual property rights are protected, especially in remote islands or among Indigenous communities.

Table 38. C5 Intellectual property assessment results

	C5 Indicators	Score/Average	
a	Reference to laws on intellectual property pertaining in the destination (title, date).	2	
b	Communication of intellectual property rights to tourism stakeholders.	1	1.33
c	Evidence that intellectual property rights are protected in the development of cultural experiences for visitors.	1	

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[18] https://lexpol.cloud.pf/LexpolAfficheTexte.php?texte=503932

C6. Visitor Management at Cultural Sites

The destination has a system for the management of visitors within and around cultural sites, which takes account of their characteristics, capacity and sensitivity and seeks to optimize visitor flow and minimize adverse impacts. Guidelines for visitor behavior at sensitive sites and cultural events are made available to visitors, tour operators and guides before and at the time of the visit.

French Polynesia is lucky to not have issues with overcrowding or overtourism. However, it is still important to manage the flow of visitors to ensure a positive experience for them while minimizing any negative impact on the local culture and environment.

Currently, there is no system in place to monitor the impact of visitors on cultural sites. Additionally, there are no specific guidelines in writing regarding appropriate visitor behavior at sensitive cultural sites, despite "10 Tips for a Sustainable Stay in The Islands of Tahiti" which encourages respect and sensitivity towards the local culture.

Even though private sector stakeholders believe that tour operators and guides understand the significance of cultural sustainability, it is still crucial to establish a written code of conduct for them. Additionally, they should receive specific training to effectively manage visitors, promote appropriate conduct, and represent the destination in a responsible manner.

Recommendation for C6:

- Identify the cultural sites which are most frequently visited and evaluate the impact of visitors' movements and activities on these sites.

- Based on the evaluation, plan to manage the flow of visitors and ensure a positive experience for them while promoting cultural sustainability.

- Develop codes of practice for visitors and tour business stakeholders, while encouraging all stakeholders to follow these codes.

Table 39. C6 visitor management at cultural sites assessment results

	C6 Indicators	Score/Average	
a	Monitoring of visitor flows and impact on cultural sites, with results shared across the destination.	0	0.60
b	Evidence of action to manage tourism-related impacts in or around cultural sites.	0	
c	Existence and distribution of published guidelines on visitor behaviour at sensitive sites and cultural events and periodic monitoring of compliance.	1	
d	A code of practice for tour operators and tour guides and/or other engagement with them on visitor management at cultural sites.	1	
e	Provision of training for guides.	1	

C7. Site Interpretation

Accurate interpretative material is provided which informs visitors of the significance of the cultural and natural aspects of the sites they visit. The information is culturally appropriate, developed with host community collaboration, and clearly communicated in languages pertinent to visitors and residents.

Tahiti Tourisme's website provides information on cultural and natural attractions, along with relevant activities. Visitors can download different types of publications, including maps, from the website. However, this may not be enough for independent visitors who explore tourist sites without guides. Aside from certain fields like diving, there is no mandatory licensing system for guides, meaning the quality of their interpretation is not guaranteed. To ensure visitors receive accurate and informative interpretations, the government may need to provide onsite written materials and regular training for guides.

For example, Figure 34 depicts three different cultural sites, out of which only one has an information signboard while the other two lack any information related to the sites. It is crucial to understand the significance of each site in order to behave responsibly towards them. Therefore, providing information and interpretation should be prioritized, and it would be beneficial to include a code of conduct along with the legal penalties for any damage or destruction to the site. Criterion A7 was assessed in terms of appropriate and accurate information for promotion. The government should evaluate if they are providing relevant information that connects to the criteria of A7, C6 and D2 at each natural and cultural site.

Figure 34. Cultural heritage sites with/without information signboards

Table 40. C7 Site interpretation assessment results

	C7 Indicators	Score/Average	
a	Provision of informative interpretative material on site and in formats that are accessible pre-arrival.	1	
b	Evidence that interpretative material has been well researched and is accurate.	3	
c	Interpretation material that identifies the significance and sensitivity/fragility of sites.	1	2.20
d	Evidence of host community collaboration in preparation of relevant interpretative material.	3	
e	Interpretative material available in relevant languages.	3	

D. ENVIRONMENTAL SUSTAINABILITY

French Polynesia's environmental sustainability received an overall average score of 1.77, which is based on an average of the overall scores of each of the 12 criteria.

Within the environmental sustainability pillar, one criterion – D8. Wastewater - was identified as "Excellent Performance", while the criterion of D11. Low-impact transportation fell into "Areas of Risk" requiring urgent actions to solve issues.

Table 41. Criteria in Environmental Sustainability Pillar per score range

Criterion Score	# of criteria	Criteria
AREAS OF RISK <1	1	D11. Low-impact transportation
AREAS OF MODERATE RISK 1.00-1.49	3	D6. Water stewardship D10. GHG emissions and climate change mitigation D12. Light and noise pollution
NEEDS IMPROVEMENT 1.50-1.99	4	D2. Visitor management at natural sites D3. Wildlife interaction D5. Energy conservation D9. Solid waste
GOOD PERFORMANCE 2.00-2.49	3	D1. Protection of sensitive environments D4. Species exploitation and animal welfare D7. Water quality
EXCELLENT PERFORMANCE ≥ 2.50	1	D8. Wastewater
TOTAL	12	

D1. Protection of sensitive environments

The destination has a system to monitor, measure and respond to the impacts of tourism on the natural environment, conserve ecosystems, habitats, and species, and prevent the introduction and spread of invasive species.

There are various public agencies that hold responsibility for environmental protection. The primary organizations include the Ministry of Environment and Culture, the Department of Environment, and Environment and Energy Management Agency. The government conducts extensive research on natural resources and the environment, including fauna and flora, biodiversity, and protected species. Many individual researchers have also conducted research on these topics, resulting in an abundance of data. Based on this research data, there are lists of fauna and flora as well as protected areas.

There are a total of 11 protected areas, consisting of 2,022.80 km² (0.04% of the total marine and coastal area) of marine protected areas and 76.60 km² (2.03% of the total land area) of terrestrial protected areas. 9 of 11 protected areas are evaluated as IUCN Management Category IV(Habitat/Species Management Area)[19].

- 1 UNESCO Man And Bioshpere Reserve(MAB): Commune de Fakarava

- 1 Ramsar site: Lagon de Moorea

- 2 Territorial Reserve: Bellinghausen (Motu One) and Scilly Atoll Reserve

- 3 Strict Nature Reserve: Hatutu Island Reserve Integrale, Taiaro, and Taiaro Atoll Nature Reserve

- 3 Natural Reserve: Eiao Island, Ilôt de Sable, and Mohotani Reserve Integrale

- 1 Biotope Protection Order: Aire Marine Protégée Dans Les Eaux Territoriales De L'Île De Clipperton

There are a total of 1702 reported species, with 44 being endemic, 35 threatened, and 20 threatened endemics[20].

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[19] French Polynesia | PIPAP (sprep.org)
[20] French Polynesia | PIPAP (sprep.org)

Figure 35. Protected areas distribution in French Polynesia

Marine Protected Areas
Terrestrial Protected Areas
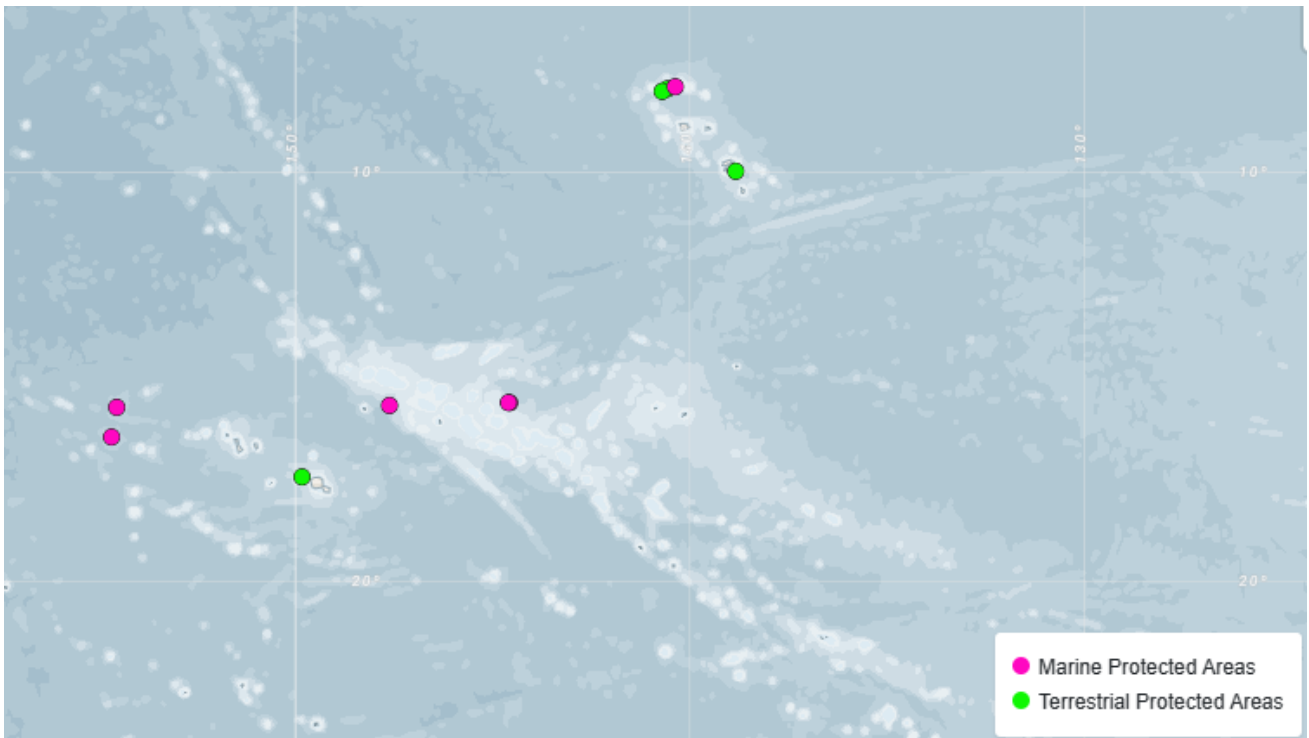
Source: French Polynesia | PIPAP (sprep.org)

The Government of French Polynesia has announced its Coral Reef Protection plan in 2022, which aims to protect all coral species this year and then, by 2030, all its coral ecosystems.

However, there are no specific monitoring or mitigation programs for tourism impacts on biodiversity and natural heritage. There are several voluntary conservation activities carried out by tourism businesses either on their own or in collaboration with environmental NGOs.

Regarding invasive species management, the government has identified invasive species and has worked on eradicating and controlling invasive species. The government is monitoring agricultural events, including flower festivals, to prevent the introduction of invasive species. Training programs are available to enhance the awareness of tourism guides and businesses regarding invasive species.

During an interview with public and private sector stakeholders, it was emphasized that tourists should not bring any natural resources with them when they travel. There are also many warning signs posted to alert visitors about the potential dangers of invasive species. However, the assessor was unable to confirm if there was efficient communication with enterprises and visitors during onsite visits, as there were no signboards or few warnings by guides.

Table 42. D1 Protection of sensitive environments assessment results

	D1 Indicators	Score/Average	
a	List of natural heritage sites and assets, indicating type, conservation status and vulnerability.	3	
b	Programmes to conserve biodiversity and natural heritage.	3	
c	Programmes to eradicate and control invasive species.	3	
d	Action to identify, monitor and mitigate tourism impacts on biodiversity and natural heritage.	1	2.33
e	Mechanisms for using income from tourism to support conservation of natural assets.	3	
f	Communications with visitors and enterprises on reducing spread of alien species.	1	

D2. Visitor management at natural sites

The destination has a system for the management of visitors within and around natural sites, which takes account of their characteristics, capacity and sensitivity and seeks to optimize visitor flow and minimize adverse impacts. Guidelines for visitor behavior at sensitive sites are made available to visitors, tour operators and guides before and at the time of the visit.

Currently, tourism authorities do not have a proper system to monitor the flow of visitors and their impact on natural sites.

However, the Bora Bora Tourism Committee is taking voluntary steps to operate their business sustainably. The Committee has identified 15 eco-sites in the lagoons and set limits on the maximum number of boats that can be present in each lagoon at any given time. For instance, 8 boats are allowed for whale watching and 5 for snorkeling. Furthermore, they have banned the use of jet skis in these areas. According to them, there are 80 boats present for whale watching on other islands simultaneously.

There are currently no written guidelines for tour operators and tour guides. For instance, diving instructors are taught good practices during their training without the use of any written guidelines. However, some issues have been raised by the private sector regarding government regulations on water-based activities, such as the prohibition on taking photos of sharks. They do not believe that there is any scientific evidence to support this prohibition.

As per the interview, the government and local conservation groups are working well together. However, the training programs should prioritize teaching visitor management and impact reduction, along with the technical skills required for certain activities and hospitality. Additionally, it is important to include environmental interpretation skills training in the programs.

Recommendation for D2:

- Evaluate the movements and activities of visitors to popular tourist destinations and determine how they impact natural sites.

- Establish a plan to manage the flow of visitors, ensuring their positive experience while promoting natural sustainability and satisfaction.

- Develop codes of practice, providing training for businesses involved and encouraging responsible behavior from visitors.

Table 43. D2 Visitor management at natural sites assessment results

	D2 Indicators	Score/Average	
a	Monitoring of visitor flows and impact on natural sites, with results shared across the destination.	1	
b	Evidence of action to manage and mitigate tourism-related impacts in or around natural sites.	3	
c	Existence and distribution of published guidelines on visitor behaviour at sensitive sites, and periodic monitoring of compliance.	2	1.83
d	A code of practice for tour operators and tour guides and/or other engagement with them on visitor management at natural sites.	0	
e	Cooperation with local conservation bodies to identify environmental risks associated with tourism and measures to reduce them.	3	
f	Provision of training for guides.	2	

D3. Wildlife interaction

The destination has a system to ensure compliance with local, national, and international laws and standards for wildlife interactions. Interactions with free roaming wildlife, considering cumulative impacts, are non-invasive and responsibly managed to avoid adverse impacts on the animals concerned and, on the viability, and behavior of populations in the wild.

The relevant regulation on wildlife interaction is as follows:

- Environment Code[21]: It regulates the protection of the protected species that are forbidden to capture, harm or touch

The government has set the rule that while interacting with wildlife during tours, feeding or touching is prohibited, allowing the animals to remain undisturbed. For instance, whale watching, diving, and fishing are all strictly regulated, and the activities are carefully monitored. In order to protect whales, the government plans to reduce the number of authorized tour operators for whale watching from 60 to a smaller number.

Despite these efforts to ensure responsible and sustainable wildlife interaction, there are still concerns about the lack of specific guidelines for businesses and visitors, the need for more frequent and rigorous compliance monitoring, and a greater focus on minimizing wildlife disturbance while also maximizing the wellbeing of the animals and visitors' satisfaction.

Recommendation for D3:

- Share wildlife issues with visitors that they may not know about.

- Develop a code of conduct for visitors to interact responsibly with wildlife.

- Regularly monitor the well-being of wildlife and respond responsibly to protect them.

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[21] https://lexpol.cloud.pf/LexpolAfficheTexte.php?texte=581593&idr=1409&np=1

Table 44. D3 Wildlife interaction assessment results

	D3 Indicators	Score/Average	
A	Reference (title, date) to international, national, and local laws that apply in the destination regarding interaction with wildlife.	3	
B	Endorsement of international standards for wildlife viewing for both marine and terrestrial species.	2	
C	Distribution of a code of practice for wildlife interaction, including viewing, which reflects international standards.	1	1.83
D	System for checking compliance with regulations, and code of practice amongst tourism operations.	1	
E	Actions to monitor wildlife wellbeing and minimize disturbance, in locations where interactions occur.	1	
F	Provision of information to visitors on harmful wildlife interaction, such as touching and feeding.	3	

D4. Species exploitation and animal welfare

The destination has a system to ensure compliance with local, national, and international laws and standards that seek to ensure animal welfare and conservation of species (animals, plants, and all living organisms). This includes the harvesting or capture, trade, display, and sale of wildlife species and their products. No species of wild animal is acquired, bred, or held captive, except by authorized and suitably equipped persons and for properly regulated activities. Housing, care, and handling of all wild and domestic animals meets the highest standards of animal welfare.

The regulation on preventing species exploitation and protecting animal welfare is as follows:

- Environment Code

It is unclear how the government has communicated the regulations to private sector stakeholders to ensure their compliance. Although there are no captive wildlife for tourism, horseback riding and hunting experiences are available. Hunting is permitted and regulated by the national law of Internal Security Code[22]. This French law regulates firearms and requires the registation of the weapon to the police. They will deliver a licence to hold a firewarm. There is no hunting licence. Hunters hunt only non protected animals (e.g., goat and wild boar).

Environment Code give a right to nature and wildlife guard to inspect captive wildlife. Domestic animals are also protected by this code. During the interview with public and private stakeholders, it was not brought up that there is a specific system in place for licensing and checking the qualifications of personnel responsible for captive wildlife. However, it is assumed that the system inspecting captive wildlife and domestic animals covers this requirement.

During the interview, safety threats from street dogs were raised. The government has set rules for dangerous dogs, but these rules do not apply to street dogs. Nonetheless, this shows that there is at least some domestic animal management in place.

The assessor did not receive any input or observation regarding action taken to promote the Convention on International Trade in Endangered Species (CITES), nor did they provide information to visitors on how to avoid trading in endangered species.

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[22] https://www.legifrance.gouv.fr/codes/section_lc/LEGITEXT000025503132/LEGISCTA000025505560/#LEGISCTA000025508077

Figure 36. Rules for dangerous dogs

Source: https://www.polynesie-francaise.pref.gouv.fr/Demarches/Activites-reglementees/Regles-pour-chiens-dangereux/Les-principales-dispositions-du-code-rural

Table 45. D4 Species exploitation and animal welfare assessment results

D4 Indicators		Score / Average	
a	Reference (title, date) to specific international, national, and local laws, standards and guidelines that apply in the destination regarding animal welfare and conservation of species.	3	
b	Notification of laws, standards and guidelines to tourism enterprises and guides.	2	
c	A system for inspection of the conditions of captive wildlife and domestic animals, including their housing and handling.	3	
d	Licensing and checking of qualifications of personnel responsible for captive wildlife.	3	2.00
e	Action to promote the Convention on International Trade in Endangered Species (CITES) in the tourism sector and to ensure compliance with it.	0	
f	Provision of information to visitors on avoiding trade in endangered species, e.g., in purchase of souvenirs derived from threatened species of wildlife notified by IUCN or CITES.	0	
g	Enforcement of legislation to ensure that any hunting activity is part of a scientifically based, properly managed and strictly enforced approach to conservation.	3	

D5. Energy Conservation

The destination has targets to reduce energy consumption, improve efficiency in its use, as well as increase the use of renewable energy. The destination has a system to encourage enterprises to measure, monitor, reduce, and publicly report their contribution to these targets.

There are three public agencies are responsible for energy matters: Service des énergies en PF, ADEME, and Observatoire Polynésien de l'Energie. The French Polynesia government is currently developing an action plan to conserve energy.

The government has established a national Greenhouse Gas (GHG) reduction target, but the tourism sector's target only covers outbound tourism. As per the global report by the International Renewable

Energy Agency, renewable energy sources contribute only 5% to the total energy supply in French Polynesia. Additionally, the country's energy self-sufficiency is only 5%, which poses a significant risk as most of the energy relies on imports.

Figure 37. Total energy supply Characteristics

Total Energy Supply (TES)	2015	2020
Non-renewable (TJ)	11 908	11 926
Renewable (TJ)	900	659
Total (TJ)	12 808	12 585
Renewable share (%)	7	5

Growth in TES	2015-20	2019-20
Non-renewable (%)	+0.2	-3.6
Renewable (%)	-26.9	-23.3
Total (%)	-1.7	-4.9

Primary energy trade	2015	2020
Imports (TJ)	12 270	11 917
Exports (TJ)	0	0
Net trade (TJ)	- 12 270	- 11 917
Imports (% of supply)	96	95
Exports (% of production)	0	0
Energy self-sufficiency (%)	7	5
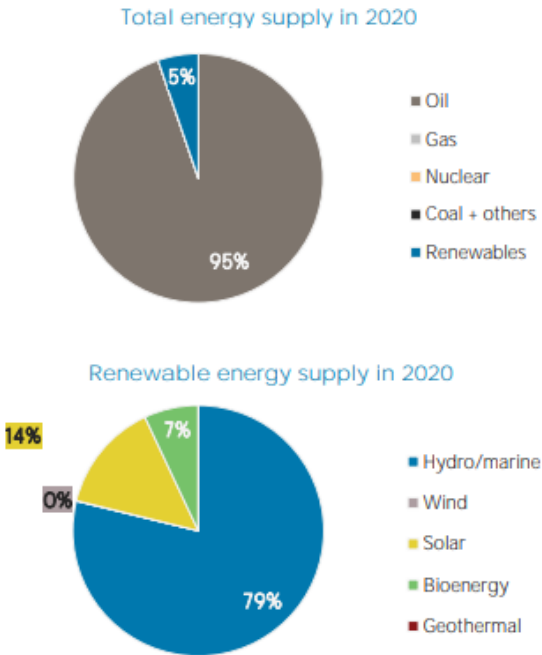
Source: International Renewable Energy [French-Polynesia_Oceania_RE_SP.pdf (irena.org)](#)

Bora Bora municipality has set targets for the years 2023 and 2030, with a 5% and 20% reduction in emissions respectively. The municipality has considered innovative solutions like solar, hydraulic, and ocean thermological energy.

Rangiroa municipality also set targets, with the aim to maintain current emission levels. The government has introduced a new regulation mandating energy reduction across all sectors. For instance, any new building must install solar panels.

Figure 38. Evaluation of energy and climate change relevant policies
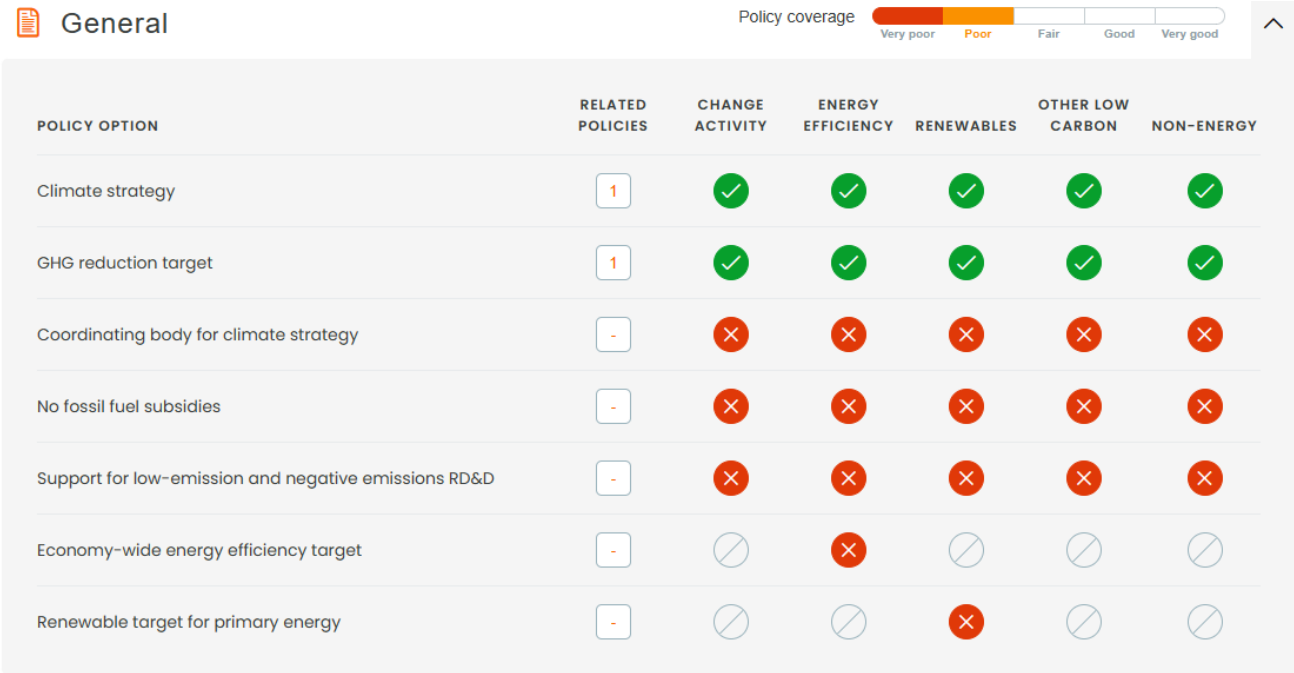
Source: [French Polynesia | Climate Policy Database](#)

Despite government targets, municipalities in French Polynesia have made slow and inconsistent progress towards renewable energy production, demonstrating a need for more rigorous policies and implementation to achieve energy targets.

International tourist hotels and guest houses are required to take measures to lower energy consumption, even though those are mostly optional.

The criteria below are the energy conservation requirements for 2-5 star hotels:

- 146. Raising the awareness of the personnel to energy saving. (Compulsory for all categories)

- 149. Raising the awareness of guests on actions they can undertake during their stay regarding sustainable development: Information made available at the reception desk and/or in rooms. It is about the following aspects: environmental politics of tourist accommodation, energy-saving measures regarding lights and AC, water saving measures, waste reduction and sorting of disposables objects (ref. criterion 153). (Optional for all categories)

- 150. Personal training regarding water saving, energy saving and waste reduction and sorting. (Optional for all categories)

- 151. Implementation of at least one measure of reduction of fossil energy consumption: Use of solar energy, AC from SWAC, production of bio fuel, etc. (Optional for all categories)

- 154. 100% rooms equipped with energy saving lamps. (Optional for all categories)

- 155. Common spaces open to the public equipped at 100% with energy saving lamps. (Optional for all categories)

The below criteria are for guest house having the requirements for energy conservation.

- 91. Use of renewable energy: For example photovoltaic panels for electricity or hot water production. (Optional for all categories)

- 98. 100% rooms equipped with energy saving lamps. (Optional for all categories)

- 99. Common spaces open to the public equipped at 100% with energy saving lamps. (Optional for all categories)

Financial assistance is available for renewable energy installation. Currently, there is no incentive for enterprises to monitor and reduce their energy consumption. The proactive energy conservation and renewable energy use of industries seems to be impacted by each municipality's leadership.

Table 46. D5 Energy conservation assessment results

	D5 Indicators	Score/Average	
a	Energy consumption targets are publicised and promoted.	3	
b	Programme to increase energy efficiency – e.g., promoting and supporting insulation.	2	1.75
c	Investment in renewable energy and percent of total provision/consumption.	1	
d	Support and incentives for energy monitoring and reduction by enterprises.	1	

D6. Water Stewardship

The destination encourages enterprises to measure, monitor, publicly report and manage water usage. Water risk in the destination is assessed and documented. In cases of high water risk, water stewardship goals are identified and actively pursued with enterprises, to ensure that tourism use does not conflict with the needs of local communities and ecosystems.

The Ministry of Environment and Culture is responsible for water conservation in French Polynesia. Each municipality has specific responsibilities for its municipality and there is regular water risk assessment required by the official local decree[23].

In 2021, the government implemented a new water policy and action plan aimed at reducing water usage.

To ensure stable water supply, the Bora Bora Municipality has been treating seawater and supplying drinking water made from groundwater and desalinized water to residents and businesses. Meanwhile, Rangiroa has been relying on rainwater and supporting all households and businesses in setting up their own rainwater harvesting tanks.

However, there is currently no national-level guidance and support to monitor and reduce water consumption by tourism businesses. It is also essential to regularly monitor and control water usage in the tourism sector.

There is currently no information available publicly regarding water risk in French Polynesia, and it has not been reported to AQUEDUCT Water Risk Atlas.

International tourist hotels ad guesst houses have the requirements to take measures to lower water consumption, even though those are mostly optional.

The below criteria are for 2-5 star hotels having the requirements for water conservation.

- 147. Raising the awareness to water-saving management. (Compulsory for all categories)
- 150. Personal training regarding water saving, energy saving and waste reduction and sorting. (Optional for all categories)

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[23] Lexpol - Arrêté n° 1640 CM du 17/11/1999 (cloud.pf)

- 152. Implementation of at least one measure of reduction of water consumption: Recovery and use of rainwater, treatment and recycling of waste water. (Optional for all categories)

The below criteria are for guest houses having the requirements for water conservation.

- 92. Implementation of water consumption measures: For example, wastewater treatment and recycling system or collection and use of rain water in addition to the communal water distribution system. (Optional for all categories)

Figure 39. Water tanks and desalination facility in Rangiroa accommodations

Recommendation for D6:

- Establish goals to decrease water usage by engaging with the public and private sectors.

- Regularly communicate water risk information to stakeholders to encourage meeting water reduction goals.

- Making compulsory the use of water-saving devices in both public and private sectors at a high water risk destinations.

Table 47. D6 Water stewardship assessment results

	D6 Indicators	Score / Average	
A	Provision of guidance and support for monitoring and reduction of water usage by enterprises.	2	
B	Program to regularly assess water risk.	0	
c	Setting, publication and enforcement of water stewardship goals, where water risk has been assessed as high.	3	1.20
d	Monitoring and control of sources and volume of water used for tourism purposes and its effect on local communities and ecosystems. Promotion and checking of adherence to goals by tourism enterprises.	1	
e	Visitor information on water risk and minimising water use.	0	

D7. Water Quality

The destination monitors water quality for drinking, recreational and ecological purposes using quality standards. The monitoring results are publicly available, and the destination has a system to respond in a timely manner to water quality issues.

As per the interview, the government (Centre d'hygiène et de salubrité publique and Polynésienne des Eaux) is responsible for monitoring and maintaining the quality of water in French Polynesia through regular checks. And the private sector stakeholders confirmed there are no water quality issues for drinking.

However, the information regarding water quality is not available to the public and it has not been reported to the AQUEDUCT Water Risk Atlas. Moreover, there are no efforts to discourage the use of plastic bottled water among the visitors.

Figure 40. Google search results on water quality in French Polynesia

Table 48. D7 Water quality assessment results

	D7 Indicators	Score / Average	
a	Programme of water quality monitoring.	3	2.40
b	Existence of data and reports on water quality.	3	
c	Monitoring bathing water, with certification and identification of sites reaching set standards.	3	
d	Evidence of actions to improve water quality.	3	
e	Information for visitors on quality of local drinking water, to encourage use as alternative to bottled water.	0	

D8. Wastewater

The destination has clear and enforced guidelines in place for the siting, maintenance, and testing of discharge from septic tanks and wastewater treatment systems. The destination ensures that wastes are properly treated and reused or released safely without adverse impacts on the local population and the environment.

The Ministry of Environment and Culture is responsible for overseeing the treatment of wastewater and DIREN manages wastewater matters. The relevant regulation on wastewate is the Environment Code, and there is a public company of Assaisnissement des eaux de Tahiti established by the code to manage wastewater[24].

However, it is the responsibility of each municipality to carry out the actual treatment. According to the interview, regular checks are conducted to ensure that the wastewater treatment is properly done, and no issues have been reported so far. Wastewater generated by the residents and businesses of the main island is treated at a centralized facility at the municipality level. In addition, the Bora Bora Municipality supplies treated wastewater for industrial use, specifically for cleaning purposes.

Table 49. D8 Wastewater assessment results

	D8 Indicators	Score / Average	
a	Written guidelines and regulations on wastewater treatment.	3	
b	System of enforcing guidelines amongst enterprises.	3	
c	Monitoring/testing of released wastewater.	3	3.00
d	Provisional of sustainable municipal water treatment systems, for use by the tourism sector, where practical and appropriate.	3	

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[24] Lexpol - Arrêté n° 109 CM du 04/02/2021 (cloud.pf)

D9. Solid Waste

The destination measures and reports on its generation of waste and sets targets for its reduction. It ensures solid waste is properly treated and diverted from landfill, with provision of a multiple-stream collection and recycling system which effectively separates waste by type. The destination encourages enterprises to avoid, reduce, reuse, and recycle solid waste, including food waste. Action is taken to eliminate or reduce single-use items, especially plastics. Any residual solid waste that is not reused or recycled is disposed of safely and sustainably.

The Ministry of Environment and Culture is responsible for overseeing waste management in French Polynesia. In particular, it is directly responsible for the treatment of battery and toxic waste. And DIREN manages the waste matters. However, each municipality is responsible for managing its own waste. To reduce waste, the government plans to ban single-use plastic bags from 2024. There are also awareness campaigns for waste separation and reduction.

International tourist hotels are encouraged to comply with solid waste management regulations, but guest houses must comply with composting, sorting and recycling.

- International tourist hotels Criterion 153. Implementation of at least one waste management measure: Implementation of composting area, selective sorting by the guest (glass, plastics, paper, non recyclable waste, etc). (Optional for all categories)

- Guest houses Criterion 90. Implementation of waste management measures: Setting up a composting area, waste sorting or practice of recycling. (Compulsory for all categories)

During the interviews, it was recommended to increase waste management campaigns and training sessions for the residents. Although most hotels are aware of waste issues and separate the waste, there is room for improvement in waste management practices from hotels, activity organizers, and residents. Littering is caused by visitors and the residents, so the campaigns should be aimed at both groups.

Certain recyclable materials collected from different destinations are sent to New Zealand or other countries for recycling as French Polynesia does not have enough facilities to process them. However, there are concerns about non-recyclable materials ending up in landfills or being burned, which can cause negative environmental impacts and social conflicts.

The Rangiroa Municipality has taken significant steps towards efficient solid waste management. They collect, sort, reuse, and recycle waste materials. They transport some of the recyclable materials to

Tahiti while using broken glass for road construction. However, non-recyclable waste is sent to the landfill. As the amount of land available for landfill is limited, the municipality is exploring other options for proper waste disposal.

To address this issue, Bora Bora Municipality is researching more sustainable ways such as a waste incineration facility to treat non-recyclable solid waste instead of relying on landfills.

Many hotels in French Polynesia still use plastic water bottles despite efforts to reduce consumption by offering reusable bottles to customers.

Figure 41. Solid waste treatment area of Rangiroa

Recommendation for D9:

- Implement a proactive approach towards reducing the use of single-use plastic products in addition to plastic bags.

- Implement training and campaigns to reduce solid waste from tourism enterprises and residents.

- Keep track of the amount of solid waste produced and establish goals for reducing waste production.

- Publish the annual report on solid waste management to review progress and engage stakeholders in achieving targets.

Table 50. D9 Solid waste assessment results

	D9 Indicators	Score / Average	
a	Waste monitoring programme, with results and targets published.	0	
b	Coordinated campaign/advice/support with tourism enterprises on waste management, including food waste.	2	
c	Campaign to reduce/eliminate single use items, especially plastics.	2	
d	Waste management programme for public offices and facilities.	2	
e	Provision of a collection and recycling system, with at least four streams (i.e., organic, paper, metal, glass, and plastic).	2	1.86
f	Provision of sustainable system for disposal of residual waste.	1	
g	Campaign to eliminate dropping of litter, including by visitors, and to keep public spaces clean.	2	
h	Adequate bins for separated waste disposal.	2	

D10. GHG Emissions and Climate Change Mitigation

The destination has targets to reduce greenhouse gas emissions and implements and reports on mitigation policies and actions. Enterprises are encouraged to measure, monitor, reduce or minimize, publicly report, and mitigate greenhouse gas emissions from all aspects of their operation (including from suppliers and service providers). Offsetting of any remaining emissions is encouraged.

The Ministry of Environment and Culture are responsible for addressing climate change and the Service de l'énergie is calculating and managing GHG emissions. The government set a goal of reducing GHG emissions by 50% by 2030.

As per the Climate Policy Database, French Polynesia managed to reduce its greenhouse gas emissions by 3.7% in 2021 as compared to 2016. However, despite the strict targets, the introduction of energy conservation measures and renewable energy may pose challenges in achieving the set goals. While there is an annual report[25] on climate change, it fails to clearly highlight the efforts, actions, and required steps for reducing GHG by sector. Additionally, there is no clear campaign or engagement of the private sector, including residents, to reduce emissions.

However, the Climate Policy Database evaluates that there are policies covering climate strategies and GHG reduction targets.

Figure 42. Climate policy evaluation
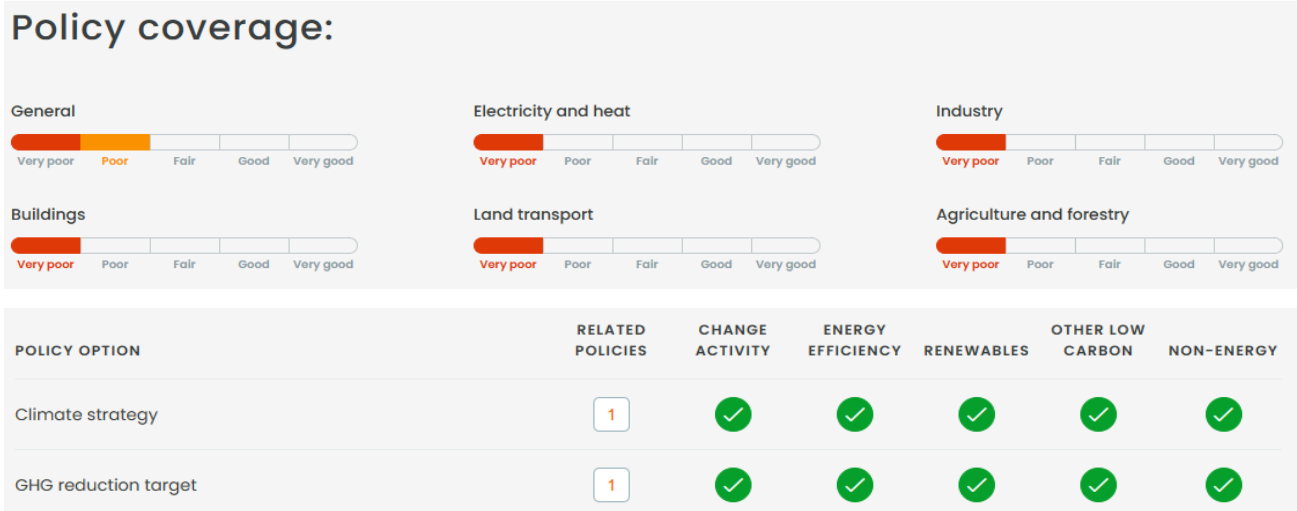
Source: French Polynesia | Climate Policy Database

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25 Microsoft Word - PF_PCAET-EtatDesLieux_2023-07-17.docx (plan-climat-pf.org)

Recommendation for D10:

- Produce a climate report specifically for the tourism industry, outlining the current situation and suggesting mitigation actions.

- Provide training for tourism businesses and promoting climate initiatives to both businesses and visitors.

- Showcase successful climate mitigation efforts of tourism authorities to inspire other stakeholders to follow suit.

- Establish a program that allows individuals to easily offset their carbon footprints.

Table 51. D10 GHG missions and climate change mitigation assessment results

	D10 Indicators	Score / Average	
a	Published target for percentage of emissions reduction by specified date.	3	
b	Annual climate report, including monitoring and mitigation actions.	1	
c	Supported campaign or other engagement with tourism enterprises on reduction and mitigation of emissions.	1	1.20
d	Action to reduce emissions from public sector operations.	1	
e	Information for enterprises and visitors on offsetting schemes that meet recognised standards.	0	

D11. Low-Impact Transportation

The destination has targets to reduce transport emissions from travel to and within the destination. An increase in the use of sustainable, low-emissions vehicles and public transport and active travel (e.g., walking and cycling) is sought to reduce the contribution of tourism to air pollution, congestion, and climate change.

There are 118 islands in French Polynesia, each with varying public transport options. Tahiti, the most populated island and capital of French Polynesia, requires the most public transport. The government attempted to organize public buses from trucks in the 70s and 80s, but faced challenges and failed to establish a good public bus system. However, today, public buses have been operating, with 10% of them being electric, and are operated by a contracted private company on behalf of the government. A mobile application showing the arrival time is mostly functional.

Despite this, there are still challenges in reaching people living in mountainous areas, as the bus routes are only on main roads and do not extend to most residential areas. As a result, most people have their own cars which causes traffic, high fossil fuel consumption, and air and sound pollution. However, as fees for owning vehicles are high, traffic is congested, and environmental awareness has increased, there is a high demand for public transport. Some residents have turned to alternatives such as cycling and carpooling. In 2022 and early 2023, the government held public consultation sessions to discuss public transport strategies. Currently, 15% of new cars are hybrid or electric, and this is expected to increase due to tax benefits. Visitors to small islands prefer and are offered cycling as a sustainable mode of transport. To further promote sustainability, electric vehicles should also be encouraged in addition to active mobility.

A hotel in Bora Bora has introduced an electric boat for their guests, and the Bora Bora Tourism Committee members have agreed to gradually introduce more electric boats for a more sustainable Bora Bora.

Recommendation for D11:

- Encourage visitors to use eco-friendly modes of transport for touring and promote active mobility as a means of transport.

- Install electricity charging stations in French Polynesia to promote the use of electric vehicles.

- Create additional walking and hiking trails, as well as safe pathways for active mobility.

Table 52. D11 Low-Impact transportation assessment results

	D11 Indicators	Score / Average	
a	Investment in more sustainable transport infrastructure, including public transport and low emissions vehicles.	1	
b	Information promoted to visitors on alternative transport options to and within the destination	0	
c	Data on visitor use of alternative transport modes.	0	0.50
d	Improvement and promotion of cycling and walking opportunities.	1	
e	Prioritization of visitor markets accessible by short and more sustainable transport options.	0	
f	Public sector and tourism enterprises prioritise low-impact transportation in their own operations.	1	

D12. Light and Noise Pollution

The destination has guidelines and regulations to minimize light and noise pollution. The destination encourages enterprises to follow these guidelines and regulations.

According to the Environmental Code of French Polynesia, noise pollution is regulated. Residents have the option to report any noise pollution to the local police station. The noise levels must not surpass a set level, even during the daytime. Noise from a party is permitted until 10 PM, but it should not exceed the maximum decibel level. Currently, there are no legal regulations governing light pollution.

There is currently no identification or monitoring of potential sources of noise and light pollution resulting from tourism.

Recommendation for D12:

- Develop guidelines and regulation for managing light pollution.

- Communicate the guidelines and regulation to all stakeholders involved, such as tour operators, guides, and visitors.

- Identify potential sources of noise and light pollution and develop a plan to prevent them.

Table 53. D12 Light and noise pollution assessment results

	D12 Indicators	Score / Average	
a	Guidelines on light and noise pollution – produced and promoted to tourism enterprises.	2	
b	Identification and monitoring of potential sources of noise and light pollution related to tourism.	0	1.33
c	Mechanisms to enable residents to report noise and light pollution, with follow-up action.	2	

CONCLUSION AND RECOMMENDATIONS

Overview of Results

French Polynesia has taken commendable steps in the tourism industry by adopting a sustainable tourism development plan, FM27, to address the impact of climate change and other social and economic issues. This plan aims to limit the number of tourists in proportion to the local population and encourages the participation of all stakeholders. However, the country faces several challenges, including managing over 100 scattered islands, limited resources, and foreign tourists arriving by air or large cruise ships.

According to the assessment conducted, French Polynesia has well-established policies and practices that promote socio-economic sustainability. The management system for the destination was also found to be good. However, there is still room for improvement in policies and management practices to ensure cultural and environmental sustainability.

The assessment also revealed that stakeholders had different perceptions of policy and policy implementation. The evaluation of environmental sustainability implementation was similar to the evaluation results from the GSTC assessor. However, stakeholders were more concerned about the performance of the sustainable management pillar than the GSTC assessor. On the other hand, cultural sustainability received a slightly more positive evaluation than the evaluation done by the GSTC assessor.

As the implementation of FM27 has just begun, we can be hopeful about ensuring sustainability in the future. The results of this destination assessment are expected to complement the established policies while compensating for any policy weaknesses.

Recommended Priorities

A. Sustainable Management

There are sufficient laws and regulations at both the national level (French government) and local level (French Polynesia government). However, since individual municipalities have some discretion, the mayor's policy direction and leadership play a crucial role in shaping sustainable tourism policies. It is

crucial to prioritize promoting greater policy communication and consistency of implementation, as it helps to ensure positive outcomes.

The aspect that needs the most improvement is encouraging tourism enterprises to participate in the destination management and the use of sustainability standards.

- A4. Enterprise engagement and sustainability standards

Therefore, the primary area to focus on within this pillar are suggested as follows:

a. Engage tourism enterprises in the planning and management of tourism by sharing sustainability issues regularly.

b. Provide assistance to enterprises in implementing sustainable practices through the provision of guidance documents and practical training.

c. Share information about sustainable tourism standards and certification requirements. This will help businesses in the sector meet these needs while also contributing to social, cultural, and environmental sustainability.

d. Regularly update the list of certified tourim enterprises and promote them to the potential tourism market. By doing so, businesses will be able to gain better market access and attract more customers who value sustainable tourism practices.

B. Socio-Economic Sustainability

The socio-economic aspect of French Polynesia is well-managed, but accessibility can be improved.

- B8. Access for all

The following recommendations are made with respect to the accessibility in French Polynesia.

a. Analyze accessibility of buildings (both public and private facilities) and infrastructures (including walking paths and parking lots) and make a list and map of accessiblity based on the analysis.

b. Share accessibility information through online and offline channels. Connect relevant website and mobile application information to the Tahiti Tourime website and other frequently visited websites by potential tourists.

c. Set the improvement target of accessibility of French Polynesia. It should not be limited to wheelchair accessibility, but should also consider lowering or removing sight and hearing barriers and linguistic difficulties.

C. Cultural Sustainability

The cultural aspect of French Polynesia was assessed as quite challenging. There are criteria required to be improved as follows

- C1. Protection of cultural assets

- C4. Traditional access

- C5. Intellectual property

- C6. Visitor management at cultural sites

For the sustainable cultural aspect of French Polynesia, the following recommendations are made concerning the above criteria.

a. Establish a system that evaluates cultural assets, including traditional, historical, and contemporary, and create a plan for their protection, restoration, and responsible development and utilization for tourism purposes.

b. Train tourism personnel and residents about the value and wise use of cultural assets, and how to share their value with domestic and international tourists.

c. Identify where and what kinds of traditional access has been made in French Polynesia.

d. Assess whether public and private facilities and activities limit the residents' accessibility to natural and cultural sites by both public authorities and businesses. Corrective action should be taken if there is any issue with accessibility.

e. Review the intellectual property rights of cultural assets that are used for tourists' experience.

f. Develop a code of conduct for visitors at cultural sites and cultural interactions and share the code with visitors and local stakeholders. The code will be reviewed by local stakeholders before being publicly announced.

D. Environmental Sustainability

Many islands in French Polynesia struggle to obtain sufficient water resources. Despite facing the effects of climate change, they encounter significant difficulties in establishing eco-friendly and public transportation networks and reducing their carbon footprint. And the prevention of potential risks associated with light pollution has been deemed inadequate.

The criteria for the most urgent management required are as follows:

- D6. Water stewardship

- D10. GHG emissions and climate change mitigation

- D11. Low-impact transportation

- D12. Light and noise pollution

For the sustainable environment of French Polynesia, the following recommendations are made.

a. Assess water risk regularly and share the results with local stakeholders. The water stewardship goals are set and reviewed regularly.

b. Provide guidance and support for measuring, monitoring, and reducing water usage by residents and businesses.

c. Invest in rainwater harvesting, desalination, gray water treatment, and water-saving equipment.

d. Develop visitor guidance on water risk and water saving to engage them in responsible practices.

e. Develop a climate change adaptation and mitigation strategy that is specifically tailored to tourism. This strategy should aim to reduce water and energy consumption, promote the use of environmentally friendly vehicles, and minimize the amount of solid waste produced.

f. Develop regulations preventing light pollution in advance, especially in areas with developed tourist facilities, as it negatively impacts people, animals, and plants.

ANNEX

A. Completed Assessment Matrix

Criteria		Indicators	Indicator score	Criterion score
A1 Destination management responsibility	a	Documentary evidence showing relevant make-up and responsibilities of the group.	3	2.60
	b	A financial plan and budget showing current and future funding sources	3	
	c	Evidence of links and engagement with other bodies	2	
	d	Records of permanent staff and contracted personnel, indicating relevant experience.	3	
	e	Management guidelines and processes, which demonstrate awareness and adherence to sustainability principles and transparency in operations and letting of contracts.	2	
A2 Destination management strategy and action plan	a	A published document setting out the current destination strategy and action.	3	3.00
	b	The strategy/plan clearly visible and available on- line.	3	
	c	Evidence of stakeholder consultation, meetings etc. in developing the plan.	3	
	d	Reference to sustainability principles and an assessment of assets, issues and risks, contained in the strategy and action plan.	3	
	e	Specific references in the strategy/action plan to wider sustainable development policy (including pursuit of the SDGs), and vice versa	3	
A3 Monitoring and reporting	a	Specific quantifiable socio-economic, cultural and environmental indicators and targets identified.	2	1.50
	b	Measurement against these indicators, with results recorded and publicised at least annually.	2	
	c	Written evidence of monitoring and reporting of actions and outcomes.	1	
	d	Previous reviews of monitoring system and schedule for future reviews.	1	
A4 Enterprise engagement and sustainability standards	a	Evidence of regular communication of sustainability issues to tourism-related businesses (Media, meetings, direct contact etc.).	2	1.40
	b	Sustainability support and advice to tourism- related business – available and promoted.	2	
	c	Number and percentage of businesses certified against tourism sustainability standards (and whether GSTC recognised/accredited), with targets for wider outreach.	1	
	d	Evidence of promotion of certification schemes.	1	
	e	List of tourism-related certified enterprises, kept up to date.	1	
A5 Resident engagement and feedback	a	Evidence of the promotion and facilitation of public participation in destination planning/management.	2	1.60
	b	Information on the type and level of such participation.	1	

	c	Surveys of residents and other systematic feedback mechanisms, covering tourism issues.	1	
	d	Evidence of action taken in response to residents' feedback.	2	
	e	Programme of information, education and training on tourism provided for residents.	2	
A6 Visitor engagement and feedback	a	Visitor surveys (and other feedback mechanisms) – carried out and reported.	3	1.50
	b	Surveys and feedback includes visitor reaction to sustainability issues.	1	
	c	Evidence of actions taken in response to visitor survey/feedback findings.	1	
	d	Examples of visitor information that covers sustainability issues and how to respond to them.	1	
A7 Promotion and information	a	Current information and promotional material with appropriate content.	3	2.33
	b	A process exists for checking the accuracy and appropriateness of destination promotion and information.	3	
	c	Evidence of consultation with local communities and environmental and cultural bodies on communications content and delivery.	1	
A8 Managing visitor volumes and activities	a	The destination management strategy and action plan addresses seasonality and spread of visitation.	3	3.00
	b	Variation in visitor volumes throughout the year is monitored, including in the most visited locations.	3	
	c	Impacts of visitor volumes and activities are identified through observation and community and stakeholder feedback	3	
	d	Actions taken to manage visitor flows and impacts.	3	
	e	Marketing strategy and selection of target markets takes account of visit patterns, the impact of activities and destination needs.	3	
A9 Planning regulations and development control	a	Specific policies/regulations/ guidelines which control development – documented and identified by title and date.	3	2.83
	b	Impact assessment requirements are set out, covering environmental, economic, and socio- cultural impacts, at sufficient scale to address long term issues for the destination.	3	
	c	Specific regulations on property rental and operation for tourism, with evidence of their application and enforcement.	3	
	d	Evidence of public participation in the development of policies/regulations/guidelines.	2	
	e	Evidence of consultation with, and consent from indigenous people or minority ethnic groups when tourism development has been proposed or has occurred in their territories.	3	
	f	Evidence of communication and enforcement of the policies/regulations/guidance, at planning, development and implementation stages	3	
	a	The destination management strategy and action plan identifies and addresses climate issues.	1	2.00

A10 Climate change adaptation	b	Regulations, guidelines and zoning for tourism development and activities accommodate the consequences of climate change.	2	
	c	A climate risk assessment, covering current and future risks – undertaken and made publicly available.	3	
	d	Evidence of consideration of impact on, and contribution of, local ecosystems to climate change adaptation.	1	
	e	Information on climate change that has been made publicly available.	3	
A11 Risk and crisis management	a	A documented risk reduction, crisis management and emergency response plan for tourism in the destination.	3	3.00
	b	The plan recognises a wide range of risks, including natural disasters, terrorism, health, resource depletion, and others appropriate to the location.	3	
	c	Communication procedures identified for use during and after an emergency.	3	
	d	Programme for local delivery of information and training on risk and crisis management.	3	
B1 Measuring the economic contribution of tourism	a	Programme of economic data gathering.	3	2.33
	b	Annual reports on the direct and indirect economic contribution of tourism in the destination.	2	
	c	Data covering a range of measures of economic impact (e.g. volume, expenditure, employment, investment and spread of economic benefit in the destination).	2	
B2 Decent work and career opportunities	a	Provision of relevant skills training programmes/courses, available locally.	3	2.75
	b	Statements of commitment by tourism enterprises to the provision of decent work/ career opportunities.	3	
	c	Training and employment opportunities promoted to and taken up by local people, including women, young people, minorities and people with disabilities.	2	
	d	Channels for checking working conditions and receiving/handling grievances (e.g. involvement of labour unions).	3	
B3 Supporting local entrepreneurs and fair trade	a	Advice, finance or other support – available in the destination for tourism-related SMEs.	3	3.00
	b	Assistance with market access for local tourism- related SMEs.	3	
	c	Action to encourage and assist local tourism enterprises to purchase goods and services locally.	3	
	d	Initiatives to help local farmers, artisans and food producers to engage in the tourism value chain.	3	
	e	Local produce and crafts identified, promoted and available for sale to visitors in the destination.	3	
B4 Support for community	a	Support for local community and sustainability initiatives by local tourism enterprises is encouraged and facilitated.	2	2.00
	b	Schemes exist, and are promoted, for visitors to support local community and sustainability initiatives.	1	
	c	Volunteering and engagement with the community does not involve intrusion or exploitation.	3	

B5 Preventing exploitation and discrimination	a	Reference (title, date) to specific laws that pertain in the destination regarding human rights, exploitation, discrimination and harassment.	3	3.00
	b	Evidence of communication and enforcement of above laws and related good practice (including to tourism enterprises and visitors).	3	
	c	Risk and impact analysis regarding human rights, including human trafficking, modern slavery and child labour – conducted regularly.	3	
	d	Destination and key tourism players are signatories to the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism.	3	
B6 Property and user rights	a	Reference (title, date) to specific laws that pertain in the destination regarding property rights and acquisitions and user and access rights to resources.	3	2.50
	b	Reference in the above laws to communal and indigenous rights, public consultation and resettlement.	3	
	c	Evidence of enforcement of the above laws in the context of tourism development and activity.	2	
	d	Evidence of community consultation, consent and compensation.	2	
B7 Safety and security	a	Security and health services are well established and active in the destination.	3	3.00
	b	The needs of visitors are identified and addressed in the delivery of security and health services.	3	
	c	Tourism facilities are inspected for compliance with safety and hygiene standards.	3	
B8 Access for all	a	The existence of any regulations and standards regarding the accessibility of visitor sites, facilities and services.	3	1.33
	b	Consistent application of accessibility standards in public facilities.	2	
	c	Data on the extent/proportion of visitor sites and facilities that are accessible.	1	
	d	Evidence of programmes to improve access for people with a range of access needs.	1	
	e	Information on accessibility included in communications about the destination as a whole.	1	
	f	Details of accessibility included in visitor information about key sites.	0	
C1 Protection of cultural assets	a	Lists of cultural assets, including evaluation and indication of vulnerability.	1	1.33
	b	Programme of rehabilitation and conservation of assets.	1	
	c	Mechanisms for using income from tourism to support conservation of cultural assets.	2	
C2 Cultural artifacts	a	Reference to relevant laws relating to historical artefacts pertaining in the destination (title, date)	3	2.00
	b	Evidence of communication of relevant laws to tourism enterprises and visitors.	0	
	c	Evidence of enforcement of relevant laws.	3	
	a	Identification and listing of intangible cultural heritage	1	2.25

C3 Intangible heritage	b	Examples of celebration and visitor experiences of intangible cultural heritage (events, distinctive products etc.).	3	
	c	Evidence of involvement of local and indigenous communities in developing and delivering visitor experiences based on intangible cultural heritage.	3	
	d	Feedback from visitors and local communities on delivery of intangible heritage experiences.	2	
C4 Traditional access	a	Monitoring of accessibility to natural and cultural sites for the local community.	1	1.00
	b	Evidence of engagement with the local community regarding traditional access.	1	
	c	Specific action to protect and/or rehabilitate local community access.	1	
C5 Intellectual property	a	Reference to laws on intellectual property pertaining in the destination (title, date).	2	1.33
	b	Communication of intellectual property rights to tourism stakeholders.	1	
	c	Evidence that intellectual property rights are protected in the development of cultural experiences for visitors.	1	
C6 Visitor management at cultural sites	a	Monitoring of visitor flows and impact on cultural sites, with results shared across the destination.	0	0.60
	b	Evidence of action to manage tourism-related impacts in or around cultural sites.	0	
	c	Existence and distribution of published guidelines on visitor behaviour at sensitive sites and cultural events and periodic monitoring of compliance.	1	
	d	A code of practice for tour operators and tour guides and/or other engagement with them on visitor management at cultural sites.	1	
	e	Provision of training for guides.	1	
C7 Site interpretation	a	Provision of informative interpretative material on site and in formats that are accessible pre-arrival.	1	2.20
	b	Evidence that interpretative material has been well researched and is accurate.	3	
	c	Interpretation material that identifies the significance and sensitivity/fragility of sites.	1	
	d	Evidence of host community collaboration in preparation of relevant interpretative material.	3	
	e	Interpretative material available in relevant languages.	3	
D1 Protection of sensitive environments	a	List of natural heritage sites and assets, indicating type, conservation status and vulnerability.	3	2.33
	b	Programmes to conserve biodiversity and natural heritage.	3	
	c	Programmes to eradicate and control invasive species.	3	
	d	Action to identify, monitor and mitigate tourism impacts on biodiversity and natural heritage.	1	
	e	Mechanisms for using income from tourism to support conservation of natural assets.	3	
	f	Communications with visitors and enterprises on reducing spread of alien species.	1	
D2 Visitor management	a	Monitoring of visitor flows and impact on natural sites, with results shared across the destination.	1	1.83

at natural sites	b	Evidence of action to manage and mitigate tourism-related impacts in or around natural sites.	3	
	c	Existence and distribution of published guidelines on visitor behaviour at sensitive sites, and periodic monitoring of compliance.	2	
	d	A code of practice for tour operators and tour guides and/or other engagement with them on visitor management at natural sites.	0	
	e	Cooperation with local conservation bodies to identify environmental risks associated with tourism and measures to reduce them.	3	
	f	Provision of training for guides.	2	
D3 Wildlife interaction	a	Reference (title, date) to international, national and local laws that apply in the destination regarding interaction with wildlife.	3	1.83
	b	Endorsement of international standards for wildlife viewing for both marine and terrestrial species.	2	
	c	Distribution of a code of practice for wildlife interaction, including viewing, which reflects international standards.	1	
	d	System for checking compliance with regulations, and code of practice amongst tourism operations.	1	
	e	Actions to monitor wildlife wellbeing and minimize disturbance, in locations where interactions occur.	1	
	f	Provision of information to visitors on harmful wildlife interaction, such as touching and feeding.	3	
D4 Species exploitation and animal welfare	a	Reference (title, date) to specific international, national and local laws, standards and guidelines that apply in the destination regarding animal welfare and conservation of species.	3	2.00
	b	Notification of laws, standards and guidelines to tourism enterprises and guides.	2	
	c	A system for inspection of the conditions of captive wildlife and domestic animals, including their housing and handling.	3	
	d	Licensing and checking of qualifications of personnel responsible for captive wildlife.	3	
	e	Action to promote the Convention on International Trade in Endangered Species (CITES) in the tourism sector and to ensure compliance with it.	0	
	f	Provision of information to visitors on avoiding trade in endangered species, e.g. in purchase of souvenirs derived from threatened species of wildlife notified by IUCN or CITES.	0	
	g	Enforcement of legislation to ensure that any hunting activity is part of a scientifically based, properly managed and strictly enforced approach to conservation.	3	
D5 Energy conservation	a	Energy consumption targets are publicised and promoted.	3	1.75
	b	Programme to increase energy efficiency – e.g. promoting and supporting insulation.	2	
	c	Investment in renewable energy and percent of total provision/consumption.	1	
	d	Support and incentives for energy monitoring and reduction by enterprises.	1	

D6 Water stewardship	a	Provision of guidance and support for monitoring and reduction of water usage by enterprises.	2	1.20
	b	Program to regularly assess water risk.	0	
	c	Setting, publication and enforcement of water stewardship goals, where water risk has been assessed as high.	3	
	d	Monitoring and control of sources and volume of water used for tourism purposes and its effect on local communities and ecosystems. Promotion and checking of adherence to goals by tourism enterprises.	1	
	e	Visitor information on water risk and minimising water use.	0	
D7 Water quality	a	Programme of water quality monitoring.	3	2.40
	b	Existence of data and reports on water quality.	3	
	c	Monitoring bathing water, with certification and identification of sites reaching set standards.	3	
	d	Evidence of actions to improve water quality.	3	
	e	Information for visitors on quality of local drinking water, to encourage use as alternative to bottled water.	0	
D8 Wastewater	a	Written guidelines and regulations on wastewater treatment.	3	3.00
	b	System of enforcing guidelines amongst enterprises.	3	
	c	Monitoring/testing of released wastewater.	3	
	d	Provisional of sustainable municipal water treatment systems, for use by the tourism sector, where practical and appropriate.	3	
D9 Solid waste	a	Waste monitoring programme, with results and targets published.	0	1.86
	b	Coordinated campaign/advice/support with tourism enterprises on waste management, including food waste.	2	
	c	Campaign to reduce/eliminate single use items, especially plastics.	2	
	d	Waste management programme for public offices and facilities.	2	
	e	Provision of a collection and recycling system, with at least four streams (i.e. organic, paper, metal, glass and plastic).	2	
	f	Provision of sustainable system for disposal of residual waste.	1	
	g	Campaign to eliminate dropping of litter, including by visitors, and to keep public spaces clean.	2	
	h	Adequate bins for separated waste disposal.	2	
D10 GHG emissions and climate change mitigation	a	Published target for percentage of emissions reduction by specified date.	3	1.20
	b	Annual climate report, including monitoring and mitigation actions.	1	
	c	Supported campaign or other engagement with tourism enterprises on reduction and mitigation of emissions.	1	
	d	Action to reduce emissions from public sector operations.	1	

	e	Information for enterprises and visitors on offsetting schemes that meet recognised standards.	0		
D11 Low-impact transportation	a	Investment in more sustainable transport infrastructure, including public transport and low emissions vehicles.	1	0.50	
	b	Information promoted to visitors on alternative transport options to and within the destination	0		
	c	Data on visitor use of alternative transport modes.	0		
	d	Improvement and promotion of cycling and walking opportunities.	1		
	e	Prioritization of visitor markets accessible by short and more sustainable transport options.	0		
	f	Public sector and tourism enterprises prioritise low-impact transportation in their own operations.	1		
D12 Light and noise pollution	a	Guidelines on light and noise pollution – produced and promoted to tourism enterprises.	2	1.33	
	b	Identification and monitoring of potential sources of noise and light pollution related to tourism.	0		
	c	Mechanisms to enable residents to report noise and light pollution, with follow-up action.	2		

B. Stakeholder Mapping Tool per Responsible Area *(Public sector)*

AREA	Organization/Office/Department(s) Responsible
TOURISM	
Tourism planning	Président de la Polynésie française/Ministère en charge du tourisme
Tourism attraction site management	Service du Tourisme
Tourism marketing	Tahiti Tourisme
Tourist safety	Haut Commissariat
Tourism statistics	Institut de la Statistique de Polynésie française CETOP Service du tourisme
Tourism training	Lycée Hôtelier de Tahiti (high school specialized in tourism) Université de Polynésie Française (university) Institut de la Jeunesse et des Sports (IJSPF) Chambre de Commerce, d'industrie, de services et des métiers (CCISM) Campus des métiers et qualifications de Polynésie Service de l'emploi, de la formation et de l'insertion professionnelles (SEFI) Service du tourisme (SDT)
Tourism and community' issues and engagement	27 Comités du tourisme (Tourism committees) + municipality
Tourism impact monitoring	Institut de la statistique de la PF Centre d'étude du tourisme en océanie-pacifique
Tourism quality standards	Service du tourisme (hotels and guesthouses) Institut de la jeunesse et des sports (guides touristiques)
Tourism sustainability standards	Collège du tourisme durable
Tourism licensing	Service du tourisme, Institut de la jeunesse et des sports Direction de l'environnement Direction des affaires maritimes Direction des transports terrestre
Tourism SME support	Chambre de Commerce, d'industrie, de services et des métiers (CCISM) Confédération des petites et moyennes entreprises de Polynésie française Mouvement des entreprises MEDEF Service du tourisme Direction Générale des Affaires Economique (DGAE) Sofidep
Tourism industry association(s)	Cluster maritime Tahiti Cruise Club (cruise) Association du tourisme authentique de Polynésie française (guesthouse) Association des randonnées (Hiking) CPH Syndicat des agences de voyage Syndicat des centres de plongée PF Association Nani Travels
PLANNING	

Property rights (physical and intellectual property)	
Health and safety	Ministère de la santé Direction de la santé
Zoning/land use	Ministère de l'aménagement Ministère en charge de l'équipement Agence d'aménagement et de développement durable des territoires de la Polynésie française (OPUA)
Legislation	Assemblée de la Polynésie française
Law enforcement	Haut commissariat
Transportation authority	Direction des Transports Terrestre
Planning authority	Président de la Polynésie française
Sustainable development authority	Collège du tourisme durable and Comité de pilotage de la stratégie FM27
ENVIRONMENT/UTILITIES	
Sustainability reporting agency	Collège du tourisme durable
Energy/power authority	Service des énergies en PF ADEME (agence de l'environnement et de la maitrise de l'énergie) Observatoire Polynésien de l'Energie
Drinking water consumption and monitoring	Centre d'hygiène et de salubrité publique Polynésienne des Eaux
Waste and recycling management	Direction de l'environnement (DIREN)
Pollution agency	Direction de l'environnement (DIREN)
Conservation agency	Direction de l'environnement (DIREN)
Parks and wildlife	Direction de l'environnement
Climate change	Service de l'énergie
CULTURE	
Culture and Heritage agency	Direction de la culture et du patrimoine
Historical and Cultural Sites Authority/Trust	Ministère de environnement & culture Direction de la culture et du patrimoine (DCP)
ECONOMY	
SME agency	Chambre de Commerce, d'industrie, de services et des métiers (CCISM) Confédération des petites et moyennes entreprises de Polynésie française Mouvement des entreprises MEDEF

C. Destination Onsite Assessment Interview Information

Date	Name	Organization	Job title
Sept 11th	COLOMBANI Guillaume	Ministry of Tourism	Advisor
	BROVELLI Thierry	Intercontinental Tahiti	CEO
	JOFFRE Clara	Intercontinental Tahiti	CSR coordinator
	TOOFA Vatea	Chambre du commerce, de l'industrie, des services et des métiers	Marketing and communication Director
	KUNOVSKY Andréa	Chambre du commerce, de l'industrie, des services et des métiers	Chef de service du Centre de développement et formalité des entreprise
	VUCHER-VISIN Julien	Institut de la statistique de Polynésie française	Responsable d'études
	Lucien POMMIEZ	Direction des transports terrestres	Directeur
	Vincent DROPSY	Université de Polynésie française	Professeur, chercheur
	Yann RIVAL	Université de Polynésie française	Professeur, chercheur
	Bruno JORDAN	Service du Tourisme	Responsable du service du tourisme
	GARRIGOU Marie	Hôtel Pearl	Developpement produits
	SANGUINET Manon	South Pacific Management	Sustainable manager
	COLAS Torea	Tahiti Cruise Club	Board Member
	CARRE Jean-Adrien	Poe Charter	Sales and Marketing
	BODIN Heinui BODIN Mélinda	Association du tourisme authentique	President and vice president
	GUEDJ Jérôme	Tahiti Nui Travel	Sales and marketing
	VANIZETTE Marie-Laure	Te Ora Naho	Board member
Sept 12th	Alexandre VERHOEST	Direction of Environment	Directeur
	TAMARII Anatauarii	Direction de la Culture	archéologue
	GREPIN Hina	Campus des métiers et des qualifications hôtellerie et de la restauration du Pacifique	Directrice
	Alexandre PEIGNON GUENIER	Chambre du commerce, de l'industrie, des services et des métiers	
	Nathalie MATHIEU	Chambre du commerce, de l'industrie, des services et des métiers	Responsable des études de l'école des Métiers et de l'artisanat
	VILLA Karine	HSF Formation	Gérant du centre de formation
	BERSON Yohann	By Consulting	Founder and CEO
Sept 13th	BIOTTEAU-COLAS Emily	Tahiti Homes	Founder and CEO
	GACHON Thibault	Diving union of French Polynesia	President
	SURREAU Baptiste	Service de l'énergie	Chargé d emission
	WANE Alexandrine	Nani Travel	Founder and CEO
Sept 14th	TONG SANG Gaston	Municipality of Bora Bora	Mayor
Sept 15th	BESINEAU Rainui	Tourism committee of Bora Bora	President

Date	Name	Organization	Job title
	MAUEAU Tehani	Ia Vai Ma noa o Bora Bora association	Member
Sept 16th	MARCO Tiphaine	Coral GARDENERS	Sales and marketing
	AGNEI Marie Rose	Fare Natura	Member
Sept 17th	Taina	Captain Taina	Founder and CEO
Sept 18th	Jean Louis	Six Passengers diving center	Diver instructor
	CABRAL Philippe	Rangiroa Tourism committee	President
	TETUA Martine	Rangiroa Municipality	
	SUN Taurama	Pension Cécile	Son of the owner
Sept 20th	SOLARI Olivier	Agence d'aménagement et de développement durable des territoires de la Polynésie française	Director
	GORRIA Laurie	ADEME	Coordinator
	COLOMBANI Hinatea	Arioi Center	Founder and CEO