

# *Corporate Plan 2003 - 2006*

## *Defining a vision for SPTO*



# *Mandate & Operating Environment*

**SPTO's Constitution requires it to:**

- **Identify, prioritise & organise activities for tourism development & meet the needs of NTOs, private sector & overseas trade**
- **Provide market research & analysis of global tourism trends**
- **Make regular consultations with private sector & NTOs**
- **Develop & formulate regional tourism strategies & action plans**
- **Complement work on furthering priorities**
- **Identify the diverse needs of different member countries & stakeholders at different levels of development**

# *Vision*

To be an internationally dynamic & leading tourism organisation in the development of public & private sector tourism businesses within the South Pacific.



# *Mission Statement*

**To strengthen regional co-operation in sustainable tourism business development with due regard to the preservation of traditional cultures & the environment, so as to enhance the socio-economic development & well-being of the people of the South Pacific.**

## *To achieve its mission SPTO should:*

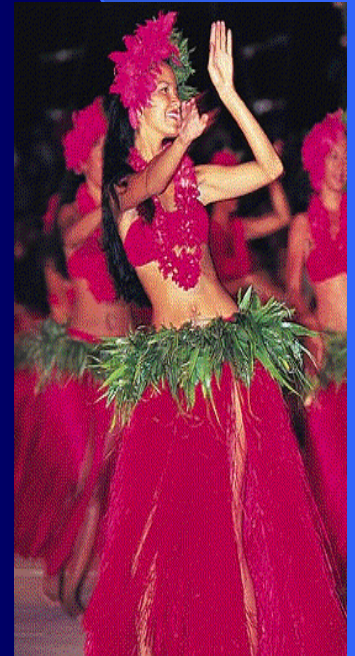
- **Stimulate international awareness & promote tourism to the region**
- **Optimise the contribution of tourism to sustainable development in the region by co-ordinating & facilitating development of all forms of tourism**
- **Strengthen regional & national co-operation in tourism development & develop new partnerships & alliances**
- **Strengthen the implementation of the 2-Pronged Approach**
- **Develop the skills of tourism industry staff in the region**
- **Increase creative capacities & promote cultural identifies within the South Pacific**
- **Collaborate with governments & donors within & outside the region, using tourism to achieve socio-economic goals.**

# *Work Values & Practices*

- **Strengthen relations & collaboration with members**
- **Achieve professionalism in the work place - ensure SPTO is a well-led, managed & ethical organisation, delivering quality services to members**
- **Maintain transparency & accountability in policies & procedures**
- **Ensure cultural diversity & gender balance at SPTO**
- **Improve the development & management of human resources**
- **Aim at building a strong corporate governance culture, providing the foundation for work values & practices**

# *Key Result Areas & Processes*

- **Promotion of Tourism**
- **Sustainable Development & Poverty Reduction**
- **Regional Co-operation**
- **Education & Health**
- **Culture**
- **Corporate Governance**
- **Society**



# *The Organisation*

## ☞ Challenge

- ☞ Secure adequate donor funding for the achievement of SPTO's objectives
- ☞ Mobilisation of new funding resources - partnerships with new countries & private sector members

## ☞ Human Resources

- ☞ HRD development in the region through training
- ☞ Internal human resource development

## ☞ Financial Resources

- ☞ Core Budget - head office administration
- ☞ Projects Budget - covers work programme costs