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**The tourist resort and the village:
Local perspectives of
corporate community development in Fiji**

A thesis presented in partial fulfilment of the requirements for the
degree of

Doctor of Philosophy

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Development Studies

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Dedication

No nomu I qaiqai ga Qei, na noqu I qaiqai

I'll walk how you walked mother

Nainoca (2011, p. 15) explains that this Fijian saying reminds both mother and child that learning is passed from one generation to another. For my daughters, Layla and Marama: you accompanied me on my fieldwork, learned alongside me, tolerated the many hours spent at the computer whilst the thesis was written, and you also appear in its pages. You have walked each step of the way with me - this thesis is dedicated to you.

Abstract

A new global development model prioritises the role of the private sector, with 17 Sustainable Development Goals aiming to achieve economic, social and environmental sustainability in partnership with business. This study examines the capability of tourism sector-led development initiatives, or Corporate Community Development (CCD), to bring about positive, locally meaningful change for two Indigenous communities in Fiji. A Development First framework for CCD developed in this thesis foregrounds community perspectives. Findings suggest the capacity of the private sector to contribute to community development in line with community priorities is constrained by an overriding Tourism First focus on prioritising the business, even where companies aspire to longer-term sustainable development outcomes. Whilst specific initiatives focusing on supporting development projects and running a socially responsible business achieve positive outcomes for communities, much CCD is charity-focused and confined to a narrow spectrum of immediately visible needs largely defined by hotels and tourists.

Approaching CCD from local perspectives also suggests ways to reconceptualise CCD. It focuses attention on the interconnected impact of all company activities (both core operations such as employment and voluntary activities such as donations), whilst an Indigenous perspective of CCD reframes its purpose as obligation. This can be understood in terms of community expectations around entitlements, reciprocity and fulfilling collective rights. A focus on Indigenous understandings of wellbeing and development shows that tourism is seen as an opportunity to contribute to *vanua* priorities for both current and future generations, but makes it clear that communities do not want more charity or aid, instead seeking to be an integral part of development conversations determining a fair share of their resources. The twin concepts of corporate social *coherence* and corporate social *obligation* acknowledge the significance of people and place underpinning tourism in Fiji and prompt a critical rethink of private sector-led development. Findings underline the risks of charging the private sector with responsibility for community development and demonstrate the current limitations to what the tourism industry can be expected to deliver. Community perspectives present a starting point from which to challenge current ways of thinking and allow alternative conceptualisations of development to flourish.

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vakavinavinaka

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Contents

<i>Dedication</i>	<i>i</i>
<i>Abstract</i>	<i>iii</i>
<i>Acknowledgements</i>	<i>v</i>
<i>Contents</i>	<i>viii</i>
<i>List of Tables</i>	<i>xi</i>
<i>List of Figures</i>	<i>xi</i>
<i>List of Maps</i>	<i>xi</i>
<i>List of Photographs</i>	<i>xi</i>
<i>Abbreviations and Acronyms</i>	<i>xiii</i>
<i>Glossary of Fijian terms</i>	<i>xiv</i>
Chapter One Introduction	1
1 The Project	1
2 Context	2
3 Scope	4
<i>Corporate Community Development</i>	4
<i>Large-scale mass tourism</i>	6
<i>Fiji and the Pacific</i>	8
4 Acknowledging Fijian ways of knowing	9
5 Aims, Objectives and Research Questions	11
6 Chapter Outline	12
Chapter Two Corporate Community Development in Tourism	14
1 The role of the private sector in development	14
<i>CSR and development: business, poverty and social change</i>	16
<i>CSR and Tourism: seeking the 'social' in CSR</i>	18
<i>CSR and the Pacific</i>	21
2 How CCD benefits communities: the 'development case'	31
<i>Core practices</i>	33
<i>Non-core practices</i>	35
3 The private sector as a development agent?	38
<i>Limitations</i>	38
<i>Facilitating Factors</i>	40
<i>The limits of CCD as a development strategy</i>	41
4 Conclusion	42
Chapter Three Community Perspectives in CCD: a 'Development First' framework	44
1 Introduction	44
2 The case for a community-centred analysis	44
<i>Community engagement and agency</i>	46
<i>The social and cultural context: inclusion and exclusion</i>	55
<i>Linking the global with the local</i>	60
3 A Development First framework for CCD	65
<i>Tourism First/Development First CCD</i>	65
<i>Connecting large-scale mass tourism and development</i>	71
<i>A Development First Framework for CCD</i>	74
4 Conclusion	76
Chapter Four Methodology	78
1 Approach	78
<i>Actor-oriented approach</i>	79
<i>Vanua Research Framework</i>	82

2	Cross-cultural fieldwork	86
	<i>The politics of representation</i>	86
	<i>Ethics and protocols</i>	88
3	The Research Process	94
	<i>Conception, preparation and planning: Na navunavuci, Na vakavakarau</i>	94
	<i>Entry: Na i curucuru/na i sevusevu</i>	95
	<i>Data (story) collection: Na talanoa/veitalanoa</i>	97
	<i>Departure and thank yous: I tatau, Na vakavinavinaka</i>	102
	<i>Analysis: Na i tukutuku</i>	103
	<i>Returning to the field: Vakarogotaki lesu tale/taleva lesu</i>	103
	Chapter Five Place, Culture and Capital	106
1	Introduction	106
2	Place	107
	<i>Geo-political landscape</i>	107
	<i>Socio-economic context</i>	110
3	Culture	113
	<i>The Vanua</i>	113
	<i>Values and beliefs: contextualising development and wellbeing</i>	118
4	Capital	124
	<i>Intersections of multinational capital and local culture</i>	124
5	Case Study locations	129
6	Conclusion	138
	Chapter Six The Vanua and Community Priorities for Development	140
1	Introduction	140
2	Vanua knowledge	141
3	The Vanua	142
	<i>The land</i>	142
	<i>Land leasing and CCD</i>	148
	<i>The qoliqoli</i>	150
	<i>The qoliqoli and CCD</i>	153
4	Lotu (spirituality)	157
	<i>Spirituality and CCD</i>	159
5	I tovo vakavanua (custom)	160
	<i>Custom, wellbeing and development</i>	161
	<i>Community Development and CCD</i>	167
	<i>Custom and CCD</i>	170
6	Veiwekani (kinship)	172
	<i>Customary relationships</i>	172
	<i>Hotel-community relationships</i>	176
	<i>Relationships and CCD</i>	177
7	Conclusion	180
	Chapter Seven Critical Interfaces	182
1	Introduction	182
2	Development interfaces: CSR Initiatives	184
	<i>CSR and Education: the interface between hotels and schools</i>	185
	<i>CSR and Education: interfaces with tourists, NGOs and villages</i>	191
	<i>CSR and Health: the interface between hotels and hospitals</i>	196
	<i>CSR and Health: hotels and community healthcare interfaces</i>	200
3	Development interfaces: Core practices	202
	<i>Employment: the interface between hotels and employees</i>	202
	<i>Procurement: interfaces with food actors</i>	212
	<i>Procurement: interfaces among villagers, tourists and hotels</i>	215

<i>Procurement: hotel and small business interfaces</i>	219
4 Connecting development spaces	221
<i>Connecting development spaces - a community perspective</i>	221
<i>Connecting development spaces - a hotel perspective</i>	223
<i>Connecting the dots</i>	224
5 Conclusion	225
Chapter Eight Analysis	228
1 Introduction	228
2 Development First	229
<i>Sustainable human development</i>	232
<i>Holistic focus</i>	237
<i>Culture is central</i>	239
<i>Community-focused goals</i>	243
<i>Distribution of benefits</i>	247
<i>Building relationships</i>	251
<i>Monitoring and evaluation</i>	253
3 Discussion	255
<i>Locally meaningful outcomes</i>	256
<i>Distribution of benefits</i>	257
<i>Community engagement</i>	258
4 Conclusion	260
Chapter Nine Reflections and Recommendations	262
1 Introduction	262
2 Contribution to knowledge	263
3 Community perspectives of CCD: the importance of local knowledge	264
<i>Mismatched expectations: Relationships and CCD</i>	264
<i>CCD, Wellbeing and Development</i>	266
<i>Responsibility or obligation? The limits of charity</i>	268
4 CCD and tourism: a Development First framework	270
5 CCD in a global context: from MDGs to SDGs	272
6 A just and equitable partnership	273
<i>References</i>	275
<i>List of Appendices</i>	291
<i>Appendix 1: Low Risk Notification</i>	292
<i>Appendix 2: Information Sheets</i>	293
<i>Appendix 3: Consent forms</i>	297
<i>Appendix 4: Interview Guides</i>	299
<i>Appendix 5: Household survey questions</i>	302
<i>Appendix 6: Report Recommendations</i>	303

List of Tables

Table 3.1: Models of Community Engagement	52
Table 3.2: Tourism First CCD and Development First CCD	67
Table 3.3: Who benefits from CCD	69
Table 3.4. A Development First Framework	75
Table 4.1: Semi-structured interviews	100
Table 4.2 Household survey	102
Table 5.1. Narewa residents employed in Denarau	132
Table 5.2. Cuvu residents employed at Shangri-La	136
Table 8.1 Development First Framework: CCD initiatives in tourism in Fiji	230
Table 8.2: Community engagement in CCD in Fiji	259

List of Figures

Figure 1.1 Examples of CCD and CSR in hotels	5
Figure 5.1: Fijian Social Structure	116
Figure 7.1 Request for employment	204
Figure 7.2: Managing disputes	210

List of Maps

Map 5.1 Map of the South Pacific.	108
Map 5.2 Map of the Fiji Islands.....	108
Map 5.3 Map of Nadi/Denarau Island	131
Map 5.4 Map of Cuvu tikina.....	135

List of Photographs

Photograph 5.1 A village head shows the votes for Bainimarama on the door of the village community hall.	109
Photograph 5.2. Village entrance	117
Photograph 5.3. Nakavu village	130
Photograph 5.4. Signage for Denarau Island hotels.....	133
Photograph 5.5. Naqeladamu, the chiefly <i>bure</i> (house) in Cuvu	137
Photograph 6.1. Yanuca Island.....	143

Photograph 6.2 Women cleaning the foreshore	151
Photograph 6.3. Soli (fundraising) at the high school	168
Photograph 7.1. Bilo Bar sponsored kindergarten	193
Photograph 7.2. Sigatoka Hospital, with the new maternity unit under construction in the foreground.	199
Photograph 7.3. Sign in the Nadi offices of the National Union of Hospitality, Catering & Tourism Industries Employees.....	209
Photograph 7.4. Nadi market (left) fresh fruit arriving at the hotel kitchens (right) .	214
Photograph 7.5. School tour.....	217
Photograph 7.6. Tourists arriving on a village tour (left) and handicrafts for sale (right).....	218

Abbreviations and Acronyms

CCD	Corporate Community Development
CR	Corporate Responsibility
CSR	Corporate Social Responsibility
DAC	Development Assistance Committee
ECPAT	End Child Prostitution, Child Pornography and Trafficking of Children for Sexual Purposes
FHTA	Fiji Hotel and Tourism Association
GM	General Manager
ILO	International Labour Organization
IMF	International Monetary Foundation
IUCN	International Union for Conservation of Nature
MDGs	Millennium Development Goals
MNCs	Multinational corporations
MNMCs	Multinational Mining Companies
MPA	Marine Protected Area
NGO	Non-governmental organisation
OECD	Organisation for Economic Cooperation and Development
PCDF	Partners in Community Development Fiji
PNG	Papua New Guinea
PPT	Pro-Poor Tourism
SDGs	Sustainable Development Goals
TLTB	iTaukei Land Trust Board
SPTO	South Pacific Tourism Organisation
UN	United Nations
USP	University of the South Pacific
WTTC	World Travel and Tourism Council

Glossary of Fijian terms¹

bele	Fijian spinach
bete	priest
bilibili	raft
bose ni Vanua	<i>Vanua</i> council
bose ni koro	village council
bula	life, thriving
bula taucoko	the achievement of a state of completion
bure	traditional Fijian house
dalo	taro
dauvakarogo	being a good listener
davo donu	lying straight
duavata	togetherness, unity
i tatau	departure, a presentation by visitors before returning to their village
iTaukei	Indigenous Fijians
i tovo vakavanua	customs, values, acceptable customary behaviour
i tukutuku	reporting, analysis, writing
i vakarau	manners, customs, standards, traditions, rules
Ka levu (turaga na ka levu)	Paramount chief of the province
Kalou	Christian God
Kalou Vu	ancestral Gods
kanakana	eating place
kava	common name for <i>yaqona</i> , ceremonial drink
kerekere	borrowing practised by Fijians
koro	village

¹ Sources: Nabobo-Baba 2006; Ravuvu 1983, 1988; Meo-Sewabu 2015

lewe na vanua	members of the land
lotu	spirituality, religion
lovo	an oven dug in the ground
mamaroi/maroroya	stewardship of the environment
mataqali	sub-clan
matanitikina	district head
matanitu	government or state
matanivanua	herald or spokesperson
meke	traditional Fijian dance
navunavuci	conception
qaravi itavi	unquestionable duty and service
qele ni teitei	gardening land
qoliqoli	fishing ground
reguregu	paying of respects prior to a funeral
roko tui	head of a province
sautu	good quality life, wealthy
sevusevu	a presentation of kava to welcome a visitor or make a request
solesolevaki	to work together to achieve a common purpose
solu	fundraising
sulu	skirt
sulu jiaba	traditional dress
tabu	taboo/prohibition. Used here to describe a quarantine placed on a marine area with no fishing permitted
talanoa	sharing of conversation and knowledge
tanoa	a carved wooden bowl used to prepare kava (<i>yaqona</i>)
tikina	district
tokatoka	extended family
tui	king, chief

turaga ni koro	village head
vaka matanitu	the way of the government
vakarogotaki lesu tale	reporting back
vakavakarau	preparation and planning
vakavanua	the way of the land, belonging to the <i>Vanua</i>
vakarorogo	listening
vakanomodi	silence
vakavinavinaka	gifting/thank yous
vakaviti	Fijian way of life
vale levu	Chief's house
vanua	a people, their chief, their defined territory, their waterways of fishing grounds, their environment, their spirituality, their history, their epistemology and culture (Nabobo-Baba, 2006)
veidokai	to act with respect and humility
veidolei	reciprocity, giving and sharing
veikau	forest land
veikauwaitaki	showing care and empathy
veilomani	to act with love and kindness
veimaroroi	protection - of research participants
veinanumi	being considerate of others
veisiko	to visit someone
veivakatorocaketaki	enhancement - benefitting the community
veivukei	giving a helping hand
veiwekani	relationships
vosa vaka dodonu	talking straight
vosota	patience
vutuniyau	wealthy
yalomatua	wise
yalo vata	of the same spirit
yaqona	kava - a plant and drink made from <i>Piper Methysticum</i>
yavusa	clan - largest kin grouping
yavutu	sites of founding ancestors' houses, place of origin