

**CULTURE HERITAGE MANAGEMENT AND TOURISM:**  
*Models for Co-operation among Stakeholders*

**A Case Study  
on  
Levuka  
Fiji Islands**

*Submitted to*

**UNESCO**  
**Office of the Regional Advisor for Culture**  
**in Asia and the Pacific**

*By*

**The Local Case Study Team**

**Bhaktapur**  
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## EXECUTIVE SUMMARY

Levuka town with its fine legacy of old colonial buildings and visually dramatic settings, is undoubtedly one of Fiji's finest cultural landscapes. Proposals for the town's preservation and development of cultural tourism date back to the early 1970's (Belt Collins & Ass. 1973).

There have been few formal developments of Levuka, and Ovalau's natural and cultural attractions for visitors in terms of site interpretations. This type of development will :

- a) benefit visitors;
- b) generate needed jobs/income;
- c) help fund local conservation / heritage initiatives, and
- d) revive local interest in traditional activities.

Research has shown that progress on small-scale initiatives are often delayed by lack of capital, expert advice and disagreements amongst communal groups. There is a strong need for consultation and awareness programs for local communities (Cabaniuk,S.1998).

The Levuka / Ovalau experience is unique and its potential as a heritage destination, and as a base for outdoor recreation and nature-based tourism is still to be realised. Recreation and tourism interests need to be carefully balanced alongside community wishes, heritage and conservation need, and the needs of other sectors.

Increase in tourism projects is anticipated to contribute to the economic well-being of the town, but this must be controlled and carefully planned and managed to prevent environment degradation, erosion of culture and traditional lifestyles, and community conflict. Stakeholders must be fully aware and involved in aspects of tourism development.

Fiji needs to identify its vision for Levuka and ensure that all resource sectors have a consistent policy for Levuka's heritage.

It is envisioned that the results of this Heritage Tourism Survey for Levuka will provide a step in the direction towards a carefully researched and planned management strategy for the effective management of culture, heritage and tourism in Levuka.

## ACKNOWLEDGEMENTS

The National Trust for Fiji was given the task of coordinating a Heritage Tourism Survey for Levuka as part of the UNESCO LEAP project. The following persons have all contributed to the preparation of this report :

- Ms. Jyotika Singh, Fiji Museum
- Mr. Viane Amato-Ali, Department of Town and Country Planning
- Mr. George Gibson, Mayor, Levuka Town Council
- Ms. Annie Murgan, Town Clerk, Levuka Town Council
- Ms. Nicky Yoshida, Proprietor, Royal Hotel
- Mr. David Kirton, Heritage Project Manager, Levuka Town Council
- Ms. Elizabeth Erasito, Research Officer, National Trust for Fiji

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- Ms. Elizabeth Niumataiwalu, Councilor, Levuka Town Council
- Mr. Petero Mudu, District Administrative Officer
- Ms. Ofa Douglas, Air Fiji
- Ms. Eka Vakacegu, Tourism student, USP
- Mr. Rene, Tourism student, USP.

Thank you to the many other people who have contributed to this survey, the staff of the Levuka Town Council; the Directors and staff of the Fiji Museum and National Trust of Fiji. Acknowledgement is also made to the Levuka Heritage Committee and the National Trust Council for endorsement and support of this project.

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## INTRODUCTION

### Project Definition

"Cultural Heritage Management and Tourism: Models for Co-operation amongst Stakeholders" - a project to improve on key networks in heritage and tourism sectors with great emphasis on the UNESCO LEAP network of heritage site managers.

### Objectives

As defined within the project document, the key objectives of the project are:

- Carry out an in-depth study on the impact of tourism on heritage preservation;
- Examine the presence and/or depth of co-operation among the tourism industry, the national and local government, non-governmental organisations and heritage conservationists;
- Analysis and incorporation of an "assessment survey" of international and domestic visitors to the site and their expectations.

### Methodology

A project team was selected to include representation from the local community and organisations directly involved in heritage management. These included:

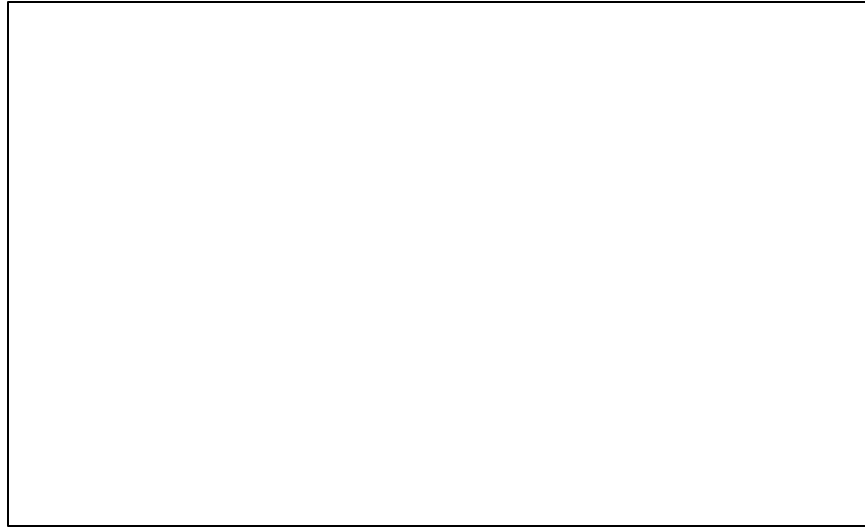
- Ms Annie Murgan, Town Clerk, LTC (representing the LTC and on-site heritage tourism manager)
- Ms. Nicky Yoshida, Proprietor, Royal Hotel (representing the private sector tourism industry)
- Mr. David Kirton, Heritage Project Manager, Levuka Town Council
- Ms Jyotika Singh, Fiji Museum (representing the cultural heritage management sector)
- Mr. Viane Amato-Ali, Department of Town and Country Planning (representing the national government)
- Mrs. Elizabeth Erasito, National Trust for Fiji (representing the implementing agency for World Heritage in Fiji).

The project team reported to both the Levuka Heritage Committee and the National Trust Council on progress with the report. At a local level, the representatives from Levuka disseminated the information to the community and involved members of the local community and local council in the collection of information required for the project.

## 2.0 OVALAU ISLAND

Ovalau is one of seven islands located in the Koro Sea on the eastern coast of Viti Levu, the main island in the Fiji Group. These group of islands consist the Lomaiviti Group or Province in Fiji (Fig. 2.1)

Figure 2.1 Ovalau Island Location.



Source :

The island is roughly oval in shape, comprises an approximate land area of 102 sq. km (10,280 ha), and measures approximately 14km north/south and 11km east/west. The island is volcanic in origin and retains much of its classic central-type volcano form (Derrick,R.A.,1957). As Ovalau is located on the windward of VitiLevu, the island experiences a warm and wet lowland maritime tropical climate.

Native forest, including coastal mangroves, cover some 6,602 ha or approximately 64% of the land surface of Ovalau and is found mainly to the west and south parts of the island. The north and eastern areas are mainly grasslands with occasional forests (Watling,D.1986).

The population of Ovalau is 8625 (Bureau of Statistics,1997). This represents an annual average growth rate of 1.7%. Approximately 85% of the islands population are ethnic Fijians, 5% are ethnic Indians and the remaining 10% are classified as others. This is a unique characteristic of Levuka, i.e. its diversity of peoples of Pacific, European and Asian descent. Indo-Fijians trace their ancestry to indentured laborers in the late 1870's or businessmen in the early 20<sup>th</sup> C. Old established European families trace their descent back to England, USA, Australia, Germany and the colonies (Cabaniuk, S. 1998). 43% of the total island population reside in the Levuka urban area along the East Coast.

## 1.0 SECTION I : HERITAGE AND SERVICES

## 1.1 Heritage

Levuka is located on the island of Ovalau, part of the Lomaiviti Province – one of the three provinces of the Eastern Division of Fiji. Levuka is the administrative center for the Eastern Division, as well as the only commercial center for the Lomaiviti group of islands and a transportation node for many inter-island services (Hubbard 1994: 32).

The non-indigenous settlement of Levuka began with a small aggregation of beachcombers in the 1830s. Because of Levuka's deep and protected harbor and exposure to the trade winds, by the 1850s it had developed into a principal port of call for European, Australian and American traders in the South Pacific (Burley 1999: 2). Levuka developed in the 1860s into an entrepot and commercial centre for Fiji. Trade in coffee, copra, beche de mer, cotton and other commodities began to attract a stable population interested in long-term settlement in Levuka (Burley 1999: 2).

Yet in the 1860s, Fiji was a country in political turmoil. The migrant population in Levuka were pushing for stability in the country. Levuka played a critical role in the emergence of Fiji as a nation and a colony of Great Britain. On 10<sup>th</sup> of October 1874, Fiji was ceded to Great Britain and Levuka became the capital of Fiji.

Levuka thrived economically in its role as the colonial capital. The Royal Engineers constructed sea walls, roads and various other public amenities. The topography of Levuka exercised a strong influence in the development of the town. Development strictly limited by the topography started adjacent to the creek and spread southwards along the coast. Newspapers, public schools, shops, churches, a bank and a municipal town council were rapidly established in 19<sup>th</sup> Century Levuka, most of which are still in existence (Burley 1999: 3). Simultaneously, private residences were rapidly being built, particularly, in the upper surrounds of the town. Levuka's resources, nevertheless, proved too limited for long-term visions of a national capital. Government administration was shifted to Suva on the island of Viti Levu in 1881 and Levuka's importance waned.

As a heritage site, Levuka incorporates a remnant colonial architecture, numerous archaeological remains and a townscape without extensive modern disturbances. It is a unique resource, which illustrates the development of a community from initial settlement to colonial capital and present day, an old town struggling to survive. Levuka has retained its pattern of intercultural relationships, urban forms and layers of successive development until present day.

The shift of the capital from Levuka to Suva brought an abrupt halt to most economic activities in Levuka. As a result, development in Levuka since 1881 was slow and at most times stagnant and hence Levuka retains to this date, its pattern of inter-cultural relationships and a unique collection of late 19<sup>th</sup> Century buildings with their architectural styles and high integrity (Hubbard 1994: 1-2).

Levuka is one of the best remaining examples of a town/settlement, which is reflective of the effect of European exploitation and colonization in the South Pacific. Levuka developed along the coastline on an ad hoc basis, typical of many towns in the South Pacific, but Levuka is unique in that it has managed to retain a high degree of authenticity and a wealth of old buildings (Hubbard 1994: 34).

The cultural or intangible history of Levuka is also multi layered and it is still reflected in the cultural diversity of Levuka today. The indigenous people moved to occupy Levuka approximately 3500 years ago, followed by the rapid migration by the Europeans in the 1800s and the later settlement by the indentured Indian laborers who at the expiry of their contracts settled in Levuka where they took up commercial interests.

Over the years, Levuka has experienced a gradual increase in tourism but this is slow and in its current state incapable of providing for the long-term conservation of Levuka. Levuka lacks the scenic beaches typical of so many of the South Pacific islands and the primary attraction for Levuka is its colonial heritage.

In 1989, the Government of Fiji declared Levuka a historic town of both regional and national significance. However, it must be noted that the attraction to Levuka is not limited to the historic town only. There is a rich and diverse cultural record of the prehistory of Fiji (before the colonization of Fiji by the Europeans) in areas adjacent to the town.

The interior of Levuka town has substantial physical evidence of prehistoric settlement and hill fortification. The most famous and best preserved of these (to date)<sup>1</sup> is the Korolevu Hill Fort that has potential to be developed as a culture ecotourism site.

The later history of Levuka complements the prehistory of Ovalau in that it lends another cultural resource of potential benefit to tourism in Levuka. A maritime archaeological investigation of the Levuka harbor has revealed the presence of a number of 19<sup>th</sup> Century shipwrecks. Whilst diving is not permitted in the vicinity of the shipwrecks, further archaeological study and proper management guidelines for the wrecks could provide us with another potential tourist attraction.

Levuka is a site with a rich cultural history that is prominently reflected in its tangible (the townscape) and to a lesser extent in its intangible (i.e. cultural and social) heritage. Whilst lacking in pilgrimage or festival significance, the evidence of the physical and cultural history of Levuka gives it a very unique and special place in Fiji's and the Pacific's history.

## 1.2 Services

### 1.2.1 Accommodations

Levuka has a choice of several inexpensive places to stay. Prices per night range from \$8 to \$77 with some places providing bed and breakfast. These are highlighted on Figure 1.0. A list of accommodation available in Levuka, Ovalau and Lomaiviti region is shown on Table 1.1.

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<sup>1</sup> Further archaeological investigation could reveal other sites and the archaeology of Ovalau has not been significantly studied.

Table 1.1: Tourist accommodation in the Ovalau/Lomaiviti region.

Accommodation	Location	Type of Accommodation
<b>Ovalau Island</b>		
1. Royal Hotel	Nasau Park, Levuka	Rooms, Cottage, Dormitory
2. Old Capital Inn	Convent Road, Levuka	Cottages & Dormitory
3. Colonial Inn	Beach Street, Levuka	Rooms & Dormitory
4. Mavida Lodge	Beach Street, Levuka	Rooms
5. Ovalau Holiday Resort	Lawaki Toki, Levuka	Rooms & Dormitory
6. Rukuruku Resort	Rukuruku	Bures, Bungalow, Dormitory & Camping
7. Devokula Cultural Village	Devokula, Levuka-I-Ra	Bures & Dormitory
<b>Off-Ovalau Island</b>		
1. Caqelai Island	Caqelai Island	Dormitory & Camping
2. Leleuvia Island Resort	Leleuvia Island	Bures, Bungalow, Dormitory & Camping
3. Lost Island Resort	Yanuca Island	Bures & Dormitory
4. Naigani Island Resort	Naigani Island	Villas
5. The Wakaya Club	Wakaya Island	Bures

Source :

There are presently some 7-tourist accommodations on the island, providing an average of 77 rooms or units. This has remained relatively constant over the past three years as shown on Table 1.2

Table 1.2 : Numbers of rooms and beds available for 1997 - 1999.

	1997	1998	1999
Number of rooms	74	77	81
Number of beds	210	206	212

Table 1.3 lists the number of rooms and beds per accommodation area.

Table 1.3

Hotel	No. of Rooms	No. of Beds
Royal Hotel	25	5
Mavida Lodge	5	12
Old Colonial	14	30
Old Capital Inn II	6	14
Ovalau Holiday Resort	8	54
Rukuruku Resort	9	24
Sailors Home	2	4
Devokula Cultural Village	10	20

The main hotels within the Levuka Town area are the Royal Hotel, Mavida Lodge, and Old Capital Inn and Colonial Inn. Outside the town are small resorts Ovalau Resort, Rukuruku Resort on the west coast, and Devokula Cultural Village on the north coast (these are marked on the heritage maps in Section I). Offshore resorts and tourist accommodations are

located on Caqelai, Leleuvia, Motoriki, Naigani and Wakaya Islands. Over the past few years a small number of community- based heritage tourism projects such as the establishment of small visitor accommodations (mainly the conversion of residential premises) have evolved (Cabaniuk,S. 1998. Unpublished). This has been due partly to the demand and partly in anticipation of exciting new development opportunities in tourism. The *Fiji Strategic Tourism Development Plan* (Deloitte Touche, 1997) emphasised that the development of visitor accommodation in Levuka should be on the middle-upper market range. Any future development of accommodation within the town area should be in scale and character with the historic environment of the town (Hubbard,T. 1994. Unpublished.) Whether or not there is sufficient volume of tourists to accommodate additional visitor accommodation is debatable and requires further research.

### 1.2.2 Eateries

Few of the guesthouses in Levuka provide cooking facilities and there are several eating places in the town which are mostly patronised by foreigners. Eating places are listed in Table 1.4 below.

Table 1.4

<b>Name</b>	<b>Location</b>	<b>Description</b>
Café Levuka	Beach Street	Breakfast, lunch, snacks
Kim's Restaurant	Beach Street	Lunch, dinner - mainly Chinese dishes
Old Capital Inn II Restaurant	Convent Road	Lunch,dinner, Sunday Buffet
Whale's Tale Restaurant	Beach Street	Coffee and home cooking, medium prices. A tourist favourite.
Seasite Restaurant	Beach Street	Fast food, Indian home cooking, cheap prices

### 1.2.3 Entertainment

Two clubs are patronised by both locals and visitors. These are the Ovalau Club and the Levuka Club on Beach Street.

### 1.2.4 Services

The Westpac Bank and Colonial Bank located on Beach Street provide full banking services including exchange of foreign currencies.

Laundering is provided at the Whale's Tale Restaurant and the Community Centre.

Public toilets are located on the foreshore by the electricity generators, at the local market and at the pavilion at Nasau Park.

The Police Station, Post Office and hospital are all located in the town area. Postal services are very reliable and accessible during weekdays.

A new, modern hospital, funded and equipped through Japanese aid is under construction and will service both Ovalau and the Lomaiviti province. The standard and quality of service provided by the hospital will adequately meet the needs of the current tourist population as well as any projected increase in visitor arrivals. As Ovalau is approximately 10 minutes flight time away from the mainland, any demand for emergency evacuations will be readily met.

There are no Internet cafes or services provided.

### 1.2.5 Transport

Air Fiji which runs two flights a day from the capital city of Suva provides air transport services to the island. A minibus provides transport from the airport to the town for a fare of \$US1.50.

A bus/ferry/bus service from the mainland to Ovalau and other islands is provided by Patterson Brothers Shipping, three times a week.

The lack of direct flights to Ovalau from the Nadi International Airport means visitors have to travel via Suva/Nausori to the island. This is not conducive to increasing visitor arrivals to Ovalau. However, Nausori Airport now receives direct flights from Sydney and Auckland and this may have an impact by making Levuka more accessible to tourists.

Access to the island is via ferry or plane and there is little chance of a demand for parking spaces. A walk through the town takes approximately 15 minutes; therefore a transport system through the heritage site is not required. Local transport service is provided by taxis and carriers, which park along Beach Street. The availability of these taxis and carriers for hire at reasonable rates is adequate to transport the visitor to areas out of the town.

Other bus services are provided en route to islands Leleuvia, Naigani and Caqelai. These are not regular, relying on demand.

### 1.2.6 Information

Information on the town's heritage and available accommodation and tours is provided at the Levuka Community Centre and at the Ovalau Transport and Tours office.

## 2.0 SECTION II : STATISTICS

The historic capital of Levuka, located at the "cross roads" of the Pacific, and once a port of call for C.19<sup>th</sup> vessels plying the oceans between London, San Francisco and Sydney, has a long association with travelers and tourism.. The town's history, combined with its legacy of fine colonial buildings, attractive setting, and proximity to the modern capital of Suva remains attractive to local and overseas visitors (Cabaniuk,S. 1998. Unpublished).

Compared to visitor numbers for western Viti Levu, numbers to Levuka are comparatively low. Table 2.0 provides figures of visitor numbers to Levuka from 1997 - 1999. Numbers of visitors have remained constant over the past three years though there is a significant difference in the number of local to international visitors.

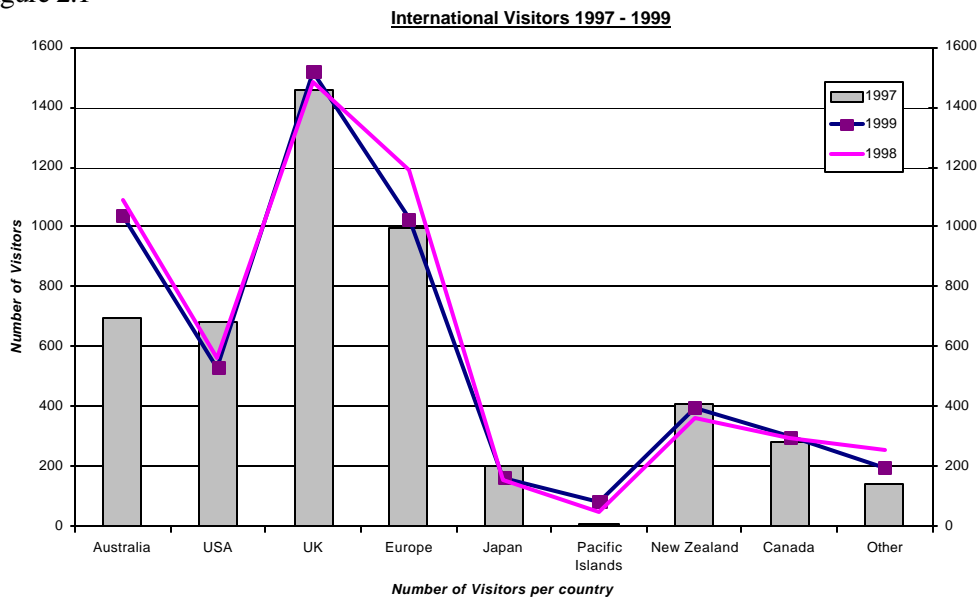
Table 2.0 : Local and international visitors for 1997 - 1999.

	1997	1998	1999
Local	3020	2621	2688
International	4884	5151	4951
<b>TOTAL</b>	<b>7904</b>	<b>7772</b>	<b>7639</b>

However it should be noted that these figures are based on statistics which do not include visitor numbers from Devokula Cultural Village. Visitor numbers of daily visitors from Caqelai, Naigani , and Suva are not included. Also of significance is the lack of statistics on visiting yachts to Levuka.

Figure 2.1 presents the distribution of international visitors by country for the years 1997 - 1999. Visitors from the United Kingdom are the more in number with low number of visitors from the Pacific Islands. The high number of British tourist could be attributed to the fact that Levuka is one of the best-preserved British colonial towns in the South Pacific.

Figure 2.1



While the PAFCO cannery is the islands major employer, the town, as the main administrative centre for the Lomaiviti region is able to contribute to the economy of Ovalau. There is a small tourism industry, which is centered on the colonial heritage of Levuka. Businesses on Beach Street remain very much small family concerns, and the small number of hotels, guesthouses, cafes, restaurants and eateries provide for a small but steady flow of tourists. Research has shown that there is much potential for further development in agriculture, fisheries, forest resource development, tourism and the provision of educational services (Cabaniuk,S. 1998. Unpublished).

Analysis of average expenditure per day is calculated on statistics provided by the Bureau of Statistics and is summarised in Table 2.3 below. This is by no means accurate as account is not made of expenses in the town nor expenses on visits to the outlying islands.

Table 2.3

	Range of Expenditure per day (\$US)
1997	7 - 18
1998	10 - 25
1999	15 - 30

The table highlights an increase in the average expenditure per day over the three successive years. This is consistent with increase in costs of living, inflation and increase in annual GDP. The results for 1999 is also consistent with the average expenditure per day for tourists as identified by the Visitor Survey analysed in Section XIV.

### 3.0 SECTION III : ECONOMIC INDICATORS

The old capital of Levuka is today only a remnant of the once thriving economy. The town is the main administrative, service and educational center for the Lomaiviti Region.

The local authority responsible for municipal management of the town as well as protection and conservation of its heritage is the Levuka Town Council (LTC). The Council is guided by the Levuka Town Planning Scheme (DTCP, 1986) for conservation and development decisions within the town boundary.

Financial resources available to the LTC are limited and this imposes restrictions on the nature and scope of work carried out by the Council. Sources of income for the LTC over the period 1996 - 1998 are shown on Table 3.1 below.

Table 3.1

Source of Income	1996 (\$US)	1997 (\$US)	1998 (\$US)	% of Income
<b>Rates</b>	34636	36272	42834	56
<b>Licensing</b>	8595	5988	6728	10
<b>Amenity Fees</b>	5896	4805	5683	8
<b>Commission</b>	3000	3000	3000	4
<b>VAT</b>		2900	4435	4
<b>Fines</b>			40	0
<b>Corporate Donors</b>		7800	2369	5
<b>Loans</b>			2500	1
<b>Government Grant</b>		25000		12
<b>TOTAL</b>	<b>52,127</b>	<b>85,765</b>	<b>67,589</b>	<b>100</b>

Source : Levuka Town Council

The primary source of income is derived through the collection of town rates. The town rates are calculated as follows :

Table 3.2

Rates (\$US)	1996 - 1997	1998
<i>General rate on Unimproved Capital Value (UCV) \$11,372,600</i>	0.605c in \$	0.855c
<i>Government Rate on UCV \$218,300</i>	0.605c	0.855c
<i>Special Loan Rate on UCV \$1,372,600</i>	0.200c	0.325c
<i>Special Government Rate on UCV \$218,300</i>	0.200c	0.35c
<i>Light Rates on UCV \$1,372,600</i>	0.219	0.344
<i>Special Government Light Rate on UCV \$218,300</i>	0.219	0.344

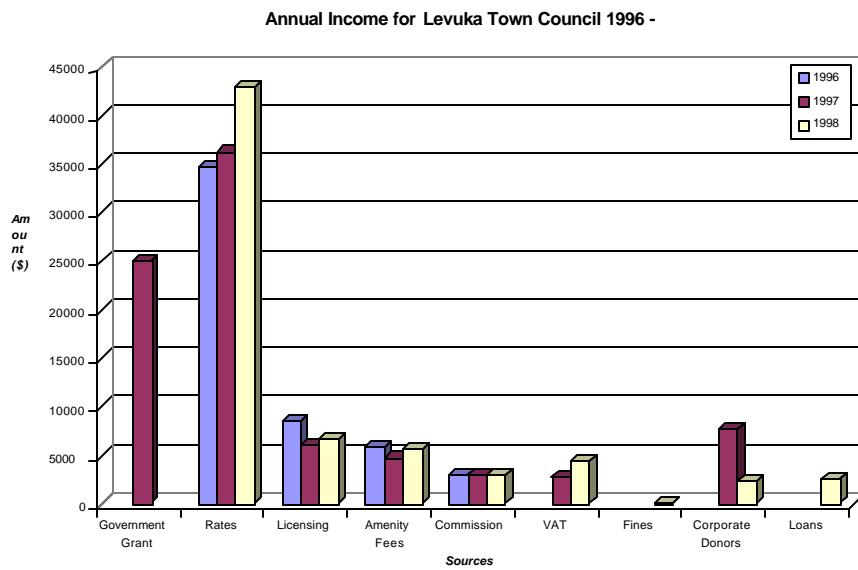
Secondary sources of income are through the collection of license and amenity fees. Description of amenity fees are as follows :

Table 3.3

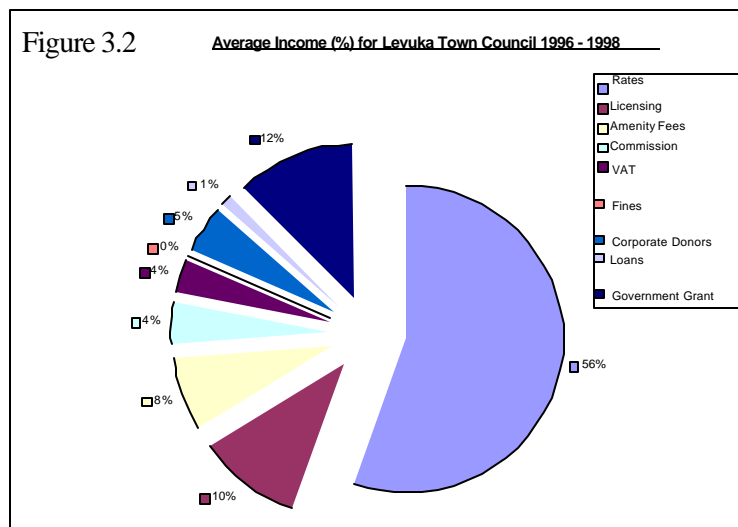
Fees	Description
Market	Collected from traders.
Market Rental	Collected from the Market Master who runs a canteen in the market.
Building Application	Submitted with applications for building development.
Park	Hire of Nasau Park for sports or other events.
Hall	Hire of Town Hall
Taxi & Carrier Stand	Fees for taxi and carrier stands
Garbage	Collected from people outside the town boundary who wish rubbish collection service.
Car Wash	Run by LTC

The LTC administers the collection of payments to the Fiji Electricity Authority (FEA) at the Council Office and thus charges an annual commission to the FEA.

Figure 3.1



Calculation of the average source of income for the years 1996-1998 is represented in the pie chart in Figure 3.2.



Of major concern is the lack of Government funds provided for the "Levuka project". While the Government has declared Levuka a heritage town, it seems to have made limited financial contribution. However it seems that the Government Grant issued in 1997 was specifically for road and drain improvements in the town. This grant is considered a repayable loan by the Central Government until the LTC has spent the full value of the Grant on the specific purpose.

It is interesting to note the lack of corporate and public donations. The LTC has in the past relied on local funding initiatives such as the "Back to Levuka Week" and on the support of PATA, international conservation volunteers and private individuals. With the preparation of Levuka for nomination to the UNESCO World Heritage List, there is certainly potential for international recognition and credibility - a major plus for potential corporate sponsors. This could be an area for more research.

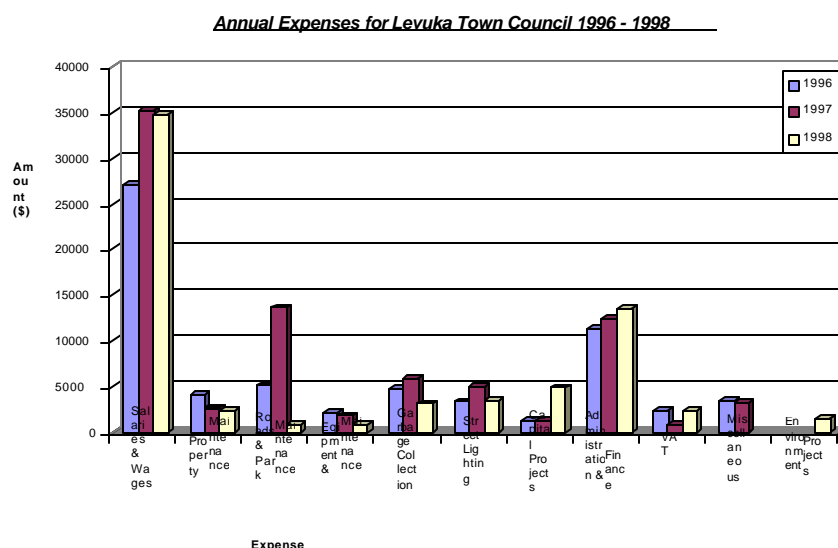
The Annual Expenditure for the LTC over the years 1996-1998 is shown in Table 3.4 and graphically represented in Figure 3.3.

Table 3.4 Annual Expenditure for LTC 1996 - 1998

Source of Expenditure	1996	1997	1998	% Expenditure
Salaries & Wages	27,058	35,299	34,829	46
Property Maintenance	4,128	2,689	2,310	4
Roads & Park Maintenance	5,177	13,640	757	9
Equipment & Maintenance	2,157	1,742	923	2
Garbage Collection	4,716	5,976	3,143	6
Street Lighting	3,359	5,009	3,516	6
Capital Projects	1,330	1,254	4,977	4
Administration & Finance	11,421	12,491	13,483	17
VAT	2,279	719	2,307	2
Miscellaneous	3,427	3,277		3
Environment Projects			1,478	1
<b>TOTAL</b>	<b>\$65,052</b>	<b>\$82,096</b>	<b>\$67,719</b>	<b>100</b>

Source : Levuka Town Council

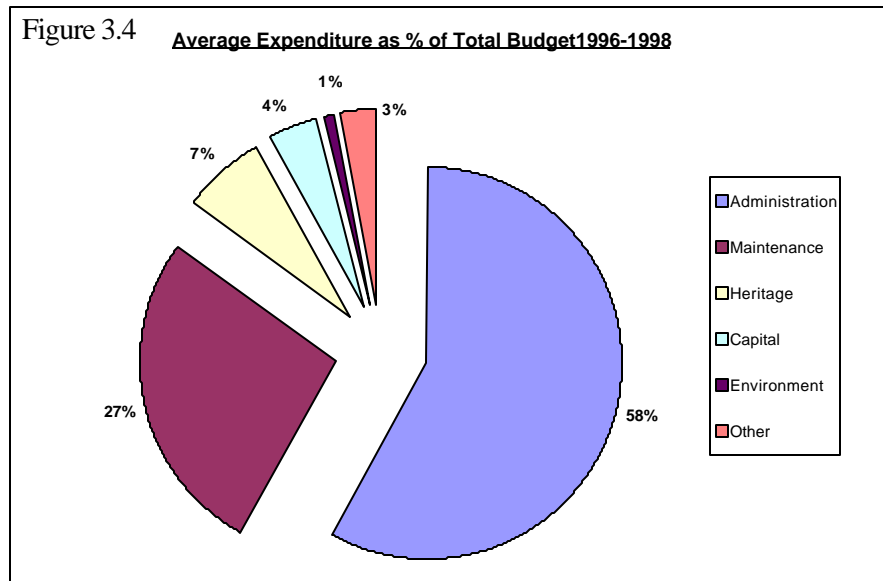
Figure 3.3



A major portion of the LTC budget is used for administrative purposes and town maintenance. Least budget is allocated towards capital developments in the town and for environmental projects. The only budget allocated for heritage is the \$US7,500 salary required for the Heritage Advisor to the LTC in 1997 and 1998. This is presented together with allocations for *Salaries & Wages* in Table 3.4.

Figures provided by the LTC show no other extra-budgetary sources except for those shown in Table 3.4.

The average expenditure for the years 1996-1998 is summarised in Figure 3.4.



Given the small income of the LTC there is considerable difficulty in meeting the recurrent operating costs. There is a distinct possibility that the Environment Officer, heritage project manager, Town Warden and some labourers will be without jobs in the near future.

Serious capital projects cannot be funded and maintenance costs of Council properties, namely the Town hall, Pavilion and Workshop is insufficient to meet the status quo and they will slowly deteriorate. All capital projects will need to be funded through donor agencies.

The LTC is not a commercial entity and any scope for future activities will require the LTC to increase its income. However, it is unlikely that increases in taxation (rates) in future years will only keep up with inflation and therefore will be totally absorbed by the recurrent operating costs of the LTC. As mentioned earlier, the Levuka community has over the past years, provided financial support for heritage and community based projects. This has been mainly through local fund-raising events. However, there are limits to how much funds a small town can raise. There is a need for a strategy to be developed to acquire funds for heritage projects.

#### 4.0 SECTION IV : HERITAGE MANAGEMENT

##### 4.1 Heritage Management Organisations

In Fiji, heritage management is not the sole responsibility of an institution. There is no overarching legislation or organization protecting heritage but a number of different institutions have jurisdiction over the protection of national heritage. There are primarily two levels at which heritage management occurs in Fiji – the National and Local level.

At the national level a number of institutions are directly responsible for management of tangible and intangible heritage.

4.1.1 Organizations directly responsible for the management of Fiji’s *intangible* cultural heritage:

Organization	Intangible Heritage Managed
<b><u>Fiji Museum</u></b>	<ul style="list-style-type: none"> <li>• Recordings of music</li> <li>• Oral history collection</li> </ul>
Fiji Institute of Culture	<ul style="list-style-type: none"> <li>• Oral traditions and Fijian Language Dictionary</li> </ul>
Native Lands Commission	<ul style="list-style-type: none"> <li>• Oral traditions/Genealogies related to native land</li> </ul>
Fiji Arts Council	<ul style="list-style-type: none"> <li>• Arts and Dances</li> </ul>

4.1.2 Organizations directly responsible for management of Fiji’s *tangible* cultural heritage:

Organization	Tangible Heritage Managed
Fiji Museum	<ul style="list-style-type: none"> <li>• Archaeological/Palaentological sites</li> <li>• Collections of cultural and historical materials, historic photographs, art collections, rare books and document collections</li> </ul>
National Trust for Fiji	<ul style="list-style-type: none"> <li>• Historic buildings and sites</li> </ul>
National Archives	<ul style="list-style-type: none"> <li>• Photographs and film footage</li> <li>• Documents, books and photographs</li> </ul>
Department of Town and Country Planning	<ul style="list-style-type: none"> <li>• Historic buildings in Levuka and Suva</li> </ul>

At the national level, heritage management occurs through an interplay and integrated approach from the different institutions involved in the various aspects of heritage management.

In the case of Levuka, heritage management occurs primarily at two levels – the national and local level. Nationally the Fiji Museum and the National Trust are involved in heritage management of Levuka. On the local level, heritage management is a concerted effort by the local residents and the Levuka Town Council.

Heritage Management is conducted through a number of means:

- The Levuka Town Council has appointed a Levuka Heritage Project Manager to provide expert assistance to the residents on heritage management, building schemes, conservation work etc. The Heritage Advisor also seeks funding for heritage projects in

Levuka and a number of small-scale heritage projects have been quite successful. Legal controls for conservation of Levuka are provided by the Levuka Town Planning Scheme<sup>2</sup> under the Town Planning ACT (1946). Unfortunately lack of funding is a severe detriment to the work of the Heritage Project Manager.

- The residents of Levuka have a Historical and Cultural Society that is quite active and is geared towards raising awareness of conservation in Levuka and assists with small-scale heritage management in Levuka.

Efforts at heritage management in Levuka is at two levels: the National (through the Trust and the Museum) and the Local (through the Town Council Heritage Advisor and the local society). The Trust and Museum act more in an advisory role and undertake policy development and legislative review to provide for the legal protection of Levuka. The local heritage managers undertake the conservation of historic buildings and sites in Levuka.

The two inherently different yet complimenting roles played by the National and Local agencies in heritage management needs to be coordinated to ensure cohesion in the management of Levuka.

As a result, a Levuka Heritage Committee was set up with representatives from the Local heritage managers and the National heritage managers, as well as the Lomaiviti Provincial Council for Levuka and various Government agencies to provide a forum for a concerted effort at heritage management in Levuka.

This committee meets on a regular basis (once a month usually) to discuss the various heritage projects in place or being proposed and reports on progress. This committee also forms the base for the proposed World Heritage nomination for Levuka. The committee also acts as an information dissemination center for heritage initiatives and projects in Levuka.

#### 4.2 Heritage Budget

There is no specific budgetary allocation for heritage management in Levuka. Most heritage projects are funded on an ad hoc basis where funding is available. Currently the funds for the Heritage Advisor (\$15, 000 FJ) is exhausted and there are no funds this year to continue this project. In addition to this the Trust and the Museum provide their own funding for all projects related to Levuka and this amounts to \$5000 FJ per year for both institutions.

Cultural Heritage forms an integral part of our life in Fiji, reflecting the rich traditions and diversity of our many communities. Levuka is a living town and must continue to grow and prosper. What is needed is a system of properly administered controls which will ensure the gradual restoration and appropriate re-use of the old buildings, proper controls on the construction and use of new buildings and controls which will encourage future prosperity and appropriate business and commercial activity in the town (Hubbard 1994: 3).

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<sup>2</sup> Levuka Town Planning Scheme includes: The Scheme Plan, The Town Planning ACT General Provisions (1980) and the Scheme Statement.

## 5.0 SECTION V : HERITAGE PROJECTS

### 5.1 Completed Heritage Projects

Table 5.1 below provides descriptions of completed heritage projects for Levuka over the past 10 years.

Table 5.1

CHART OF COMPLETED HERITAGE PROJECTS			
Description of completed projects	Implementation Period	Total Budget	Funding Source
<p>1 PAVILLION</p> <p>Phase I</p> <p>a) Originally constructed in the early 1900's</p> <p>b) To strengthen and renew all the old iron sheet and timber</p> <p>c) To refurbish the toilets</p> <p>d) To improve on storage facilities under the pavilion</p> <p>Phase II</p> <p>e) To establish a pavilion canteen</p>	<p>Dates: Phase 1 1995</p> <p>Phase II 1998</p> <p>a) Photographs were taken before and after the alteration</p> <p>b) Work was tendered out with the proviso that our Town Overseer supervise the work</p> <p>c) It took 3 months to complete the work.</p>	<p>Amount tendered \$11,680.</p> <p>Levuka Timber &amp; Hardware Co.</p> <p>Final completion figure was \$12,280.</p> <p>Plus canteen costs \$4,000</p>	<p>Back to Levuka Funds</p> <p>Levuka Town Council</p>
<p>2 QUEEN VICTORIA MEMORIAL HALL</p> <p>a) To change the whole roof and renew damaged timber</p> <p>b) To repaint the inside and outside</p> <p>c) Upgrade toilet facilities</p> <p>d) To repair and polish the sprung wooden floor</p>	<p>a) This was to be implemented in three stages over a period of two years.</p> <p>b) First phase was the veranda roof - then cleaning and painting inside</p> <p>c) Finally the gabled roof &amp; toilet upgrading.</p>	<p>a) \$6,220 roofing</p> <p>b) Painting &amp; toilet upgrading. \$2000</p> <p>c) The gabled roof &amp; floor polishing \$7,400</p>	<p>a) Back to Levuka, \$6,220</p> <p>b) Soft Loan from Conservation Committee \$5,000</p> <p>c) \$7,000 from Australian Government</p> <p>d) LTC in kind</p>

<p>3 ROAD &amp; DRAIN UPGRADING</p> <p>a) Vunibua Steps &amp; Drain  b) Mission hill drain  c) The Levuka Public School Bridge &amp; market bridge approach  d) Chapel street  e) Vunibua &amp; Bentleys Lane Bridge railings</p>	<p>All work was carried out in 1997, except Chapel Street and Vunibua &amp; Bentleys Lane Bridge works which was done in 1999</p>	<p>\$18,000</p>	<p>Levuka Town Council through grant provided by Fiji Government</p>
<p>4. SEA WALL REPAIRS</p> <p>a) Built in 1874, it is now beginning To collapse.  b) Cyclone Kina, in Jan. 1994 damaged much of the sea-wall along it's entire length</p>	<p>Possibly 1.5 months have been spent on repairs. The work done by the Public Works Department.</p>	<p>Approx. \$40,000 has been spent</p>	<p>Central Government Funds</p>
<p>5. HERITAGE ADVISORS/Project Manager</p> <p>Two successive Heritage advisors were appointed.  i) Gerry Takano  ii) John Bennett  Followed by a Heritage Project Manager  iii) David Kirton</p> <p>6. TAXI SHELTERS &amp; TOWN SIGN POST</p> <p>Three taxi shelters for use by taxi operators and the public have been erected on the sea front during 1999. These have been designed to blend in with the historic nature of the town and include public notices concerning the environment, anti-littering, and tourist information</p>	<p>i) Gerry Takano 1994 - 96  ii) John Bennett 1996 - 1997  iii) David Kirton 1998 - present</p> <p>March - June 1999</p>	<p>\$20,000  \$14,000  \$30,000</p> <p>Taxi Shelters:  \$6,000</p> <p>Town Sign Post:  \$1,000</p>	<p>Pacific Asia Travel Assn  P.A.T.A.  PATA, Levuka Town Council, Fiji Telecoms &amp; Posts Fiji</p> <p>Flour Mills of Fiji with supervision provided by the Levuka Town Council</p>

<p>7. PUBLIC TOILET A public toilet was erected on the sea front for use by locals and tourists alike.</p>	<p>Feb - March 1997</p>	<p>\$12,000</p>	<p>Back to Levuka carnival funds &amp; Levuka Town Council</p>
<p>8. MARKET UPGRADING  In late 1998 it became apparent that the public market building operated by Council was in urgent need of repair. These repairs were carried out, at the same time the opportunity was taken to improve the appearance of the market to make it more in tune with the heritage of the town. This was done by adding two side gable roofs and decorative bargeboards.</p>	<p>Phase I - re-roofing Jan - March 1999 Phase II - gable additions April - June 1999</p>	<p>\$10,000 \$6,000</p>	<p>Back to Levuka carnival funds &amp; Levuka Town Council</p>
<p>9. NASOVA HOUSE  Nasova house was erected on the site of the first British Governor's residence in about 1905 using materials salvaged from the remains of the original building (largely destroyed by a hurricane). The house is classic of its period, but has reflections (because of the use of the older materials) to a pre-colonial period in Fiji's history. The building is owned by Government &amp; leased to Council. It has been sadly neglected for many years and a three-phase refurbishment plan has been agreed. Phase I of the plan was to stabilise and decorate the structure. Work was carried out by the Public Works Department.</p>	<p>Work began in October 1998 and completed in December 1998.</p>	<p>Total budget was \$5,000</p>	<p>Funded by the Levuka Town Council through a soft loan supplied by the Levuka Conservation Committee.</p>
<p>10. PUBLIC WORKSHOP ON HERITAGE (Jan 1999) The National Trust of Fiji, the Levuka Town Council, the Fiji Museum and the Ministry of Women and Culture organised a two-day conference and workshop for Levuka and Ovalau stakeholders in the Levuka Heritage process. The venue for the workshop was the Queen Victoria</p>	<p>January 1999.</p>	<p>Total budget: Approx.: \$7,000</p>	<p>Various: National Trust of Fiji Fiji Museum Levuka Town Council Ministry of Women &amp; Culture</p>

<p>Memorial Hall. The output of the workshop was a report, which included outline action steps to progress the Heritage project. The formation of the Levuka Heritage Committee (which later absorbed the Levuka Conservation Committee) was a direct result of the workshop. 30 plus participants.</p>			
<p><b>11. ENVIRONMENT &amp; HERITAGE EXHIBITION (June 1998 &amp; 99)</b></p> <p>For several years the LTC has recognised the necessity to consider its heritage in an environmental context and vice-versa. The two issues are inseparable in terms of conservation and tourism development. The LTC response to the UNEP Day of the Environment for both 1998 and 1999 was to arrange a full week's program of awareness raising and environmental activity. 90% of the school children of Ovalau (about 3,500) attended the 1998 exhibition and a case history written to cover the event (not yet published).</p> <p>The part time (1 day per week) appointment of an Environment Officer by the Town Council resulted from the 1998 project.</p>	<p>June 6 - 14<sup>th</sup> 1998 June 6<sup>th</sup> - 13<sup>th</sup> 1999</p>	<p>1998 - \$5,000 1999 - \$2,500</p>	<p>1998 \$4,250 from corporate sponsors \$750 from Levuka Town Council</p> <p>1999 \$1,750 from corporate sponsors \$750 from Levuka Town Council</p>
<p><b>12 NASOVA CESSION STONES &amp; GOVERNORS JETTY</b></p> <p>Following hurricane damage in 1994 the Cession Stone site was in danger of sea incursion caused by the breakdown of the sea wall. Repairs were carried out. The Cession stones mark the site of the signing of the deed of Cession to the British Crown in 1874. A re-enactment of the signing of the Deed of Cession takes</p>	<p>1996 - 1997 The District Officer, Lomaiviti, initiated Work.</p>	<p>Approx. \$10,000</p>	<p>The Government of Fiji</p>

<p>place on this site in October each year.</p> <p>The Governor's Jetty, adjacent to the Cession stone site was also seriously damaged by the 1994 hurricane and needed considerable repair. A Jetty has stood on this site since before Cession.</p>			
<p><b>13 DRAFT LEVUKA HERITAGE MASTER PLAN</b></p> <p>The Levuka Town Council for consideration has submitted a draft Levuka Heritage Master Plan by Government and other stakeholders. It is hoped that the plan will assist to raise awareness in decision-makers and help to attract funding for the future.</p>	<p>The draft plan has been in formulation since mid 1999. It was necessary to be aware of all the parameters before the plan could be drafted. The Heritage Project Manager prepared the draft.</p>	<p>Approx. \$3,000</p>	<p>Levuka Town Council</p>
<p><b>14 FIJIAN WAR MEMORIAL</b></p> <p>The Fijian war memorial in Levuka's main Beach Street marks the death of Fijian nationals in the first world war. A corner of the stone needle had fallen away some years ago and the plasterwork on the needle was deteriorating. Initial repair work has been completed - further repair work is required on the marble nameplates.</p> <p>A millennium plaque was added to the memorial site, beneath the plaque is a "time capsule" containing coins etc.</p>	<p>Work began in Dec. 1999 and completed the first week Jan. 2000.</p>	<p>\$2,000</p>	<p>Government of Fiji</p>
<p><b>15 BISHOPS TOMB</b></p> <p>The Bishops Tomb inters the remains of the first Roman Catholic Bishop of Fiji. The tomb required repairs and maintenance.</p>	<p>Work was carried out in 1997</p>	<p>\$5,000</p>	<p>Ovalau Tours &amp; Transport Ltd</p>

<p><b>16 CAWACI CHURCH</b> This Roman Catholic church, located at St. John's College, Cawaci, is amongst the oldest massive stone buildings in Fiji and was in dire need of repairs, caused by damp, insect and weather damage.</p>	<p>Work was carried out in 1996 - 97</p>	<p>\$60,000</p>	<p>Victor Carell and the Fijian Community in Australia</p>
<p><b>17 MARIST CONVENT SCHOOL</b> The Marist Convent School is another old massive rubble structure (predates Cawaci Church by about 10 years). The structure was degrading as a result of water incursion through roof, walls and foundations. A new roof, guttering and drainpipes have been fitted and a ring drain put around the foundation. This has significantly reduced the degradation. Other renovation work is still needed; to deal with structural problems caused by insect and fungal damage and the need to strengthen walls. A seven-phase renovation plan has been drawn up. Phases I - III have been completed.</p>	<p>1997 - 1999 Phase I Re-roofing main building Phase II Drainage Phase III Re-roofing canteen annex</p>	<p>Total spend to date, approx. \$120,000  Balance of work remaining \$400,000</p>	<p>School Parents and Teachers Association: \$110,000 Government Grant \$10,000</p>
<p><b>18 NAVOKA CHURCH REPAIRS &amp; MAINTENANCE</b> Navoka church is one of the oldest remaining Methodist churches in Fiji (pre-dating 1869). This simple church is still in use today. Ceiling and wall damage was being caused by water incursion through the roof. It was necessary therefore to replace part of the roof and protect the walls by painting.</p>	<p>Roofing repairs Painting</p>	<p>\$3,000</p>	<p>The Congregation of the Church</p>
<p><b>19 FIJI ELECTRICITY AUTHORITY GENERATING STATION, FALSE FRONT &amp; INSTALLATION OF "SILENT" GENERATORS</b>  The islands electricity supply is generated from a station located in the main centre of town. The Fiji Electricity</p>	<p>1997 - 1998</p>	<p>\$400,000</p>	<p>Fiji Electricity Authority</p>

Authority agreed to replace the standard generators with "silent" generators and to build a false front to their premises, more in keeping with the image of the main street.			
<p>20 MARITIME ARCHEAOLOGICAL SURVEY</p> <p>In June 1998 the Fiji Museum jointly with the Australian National Maritime Museum organised a maritime archaeological survey of part of the Levuka Lagoon. Three wrecks dating back to 1840 were located.</p>	June - July 1998	\$50,000	Australian National Maritime Museum and the Fiji Museum
<p>21 LEVUKA COMMUNITY CENTRE</p> <p>The Levuka Historical and Cultural Society with the National Trust for Fiji were able to acquire the original Morris Hedstrom store and warehouse in Levuka. Morris Hedstrom became the largest wholesaler and retailer in Fiji until modern times.</p> <p>The store required significant structural repair, which included reroofing, rewiring, re-flooring, drainage etc. The work was carried out with a combination of contractors and volunteers.</p>	1979 - 1981	\$60,000	The Levuka Community with assistance from Mr. Victor Carrel and others.
<p>22. Renovation of European War memorial</p> <p>The Fijian war memorial was renovated as part of the Millenium Celebrations. We now wish to renovate the "European" War memorial. Renovations are to the structure. Repairs are also required to the plaques.</p>	Jan-Feb 2000	\$1000	OT & T - \$800 District Office - \$100
<p>23. PRIVATE BUILDING RENOVATIONS</p> <p>Of the 152 Building Development applications registered by the LTC for the five year period 1995 -1999, 68 were for renovations or repairs to historic buildings listed in the Hubbard Report. The total registered value of the 68 applications is recorded in the Levuka Town Council's Building Register as \$F149,770 (this is likely to be a conservative figure).</p>	1995-1999	\$149,770	Levuka Property Owners

<p><b>24. STUDENT RESEARCH-DRAIBA CEMETERY</b>  In June 1999 a third year Art and History student from Edinburgh University spent 4 weeks in Levuka working with the Heritage Project on plotting and researching gravesites in the Draiba cemetery. The student also carried out research into Dr. John Hutchison, who invented the spirometer, who died as a pauper in Levuka in July 1881.</p> <p><b>25. PADI ENVIRONMENT AWARENESS</b>  In September 1999, Ovalau water Sports Ltd, a professional dive company operating in Levuka, was one of the few Professional Association of Diving Instructors (PADI) companies to respond to the PADI International project Environment Awareness Day. In Levuka a one day foreshore clean up was organised in conjunction with the LTC and Tidy Towns Committee. 500kg of rubbish was collected between the low and high tide water marks over a half a kilometer stretch of Levuka's beach.</p>	<p>June/July 1999</p>	<p>Estimated Cost  \$6000</p>	<p>University Bursary \$3,300  Personal students costs  \$2,700</p>
<p><b>26. TIDY TOWNS STREET LITTER SURVEY</b>  Amongst other things, the Levuka Tidy Towns Committee instigated a street litter survey. It is believed to be the only regular survey of its kind in the country. The contents of this survey differ greatly from the rubbish collected from the beach area.</p>			

## 5.2 Proposed Heritage Projects

Proposed projects for Levuka are described in Figure 5.2 below.

Figure 5.2

<b>Chart of Heritage Projects in the Pipeline - Levuka, Fiji Islands</b>				
Description of projects in the pipeline	Implementation Period	Total Budget	Amount Secured	How will the remaining balance be financed
<p><b>1. Heritage Project Manager</b> Funding for the on-the-ground project manager for the Levuka Heritage project Manager ended in Dec. 1999. Levuka Town Council agreed to continue salary payments until end March 2000. But urgent funding is required for this key post.</p>	<p>It is predicted that the Heritage Project will become self sustainable by June 2004. Funding for 54 months is therefore required. After June 2004 duties will become less developmental and will evolve into the position of Levuka Heritage Custodian.</p>	<p>Yr. 2000 \$15,000 Yr. 2001 \$16,500 Yr. 2002 \$17,650 Yr. 2003 \$19,500 Yr. 2004 (6 mths) \$10,000</p>	<p>Yr. 2000 \$3,000 thereafter none secured.</p>	<p>Assistance has been sought from the British and Fijian Governments and the National Trust for Fiji.</p>
<p><b>2. Heritage Master-Plan</b> The first draft of the Heritage Master Plan was completed by the LTC Heritage Project Manager in December 1999. Copies have been circulated to relevant organisations for comments.</p>	<p>Completion of this plan is subject to funding availability for continuing the post of the LTC Heritage Project Manager. The final plan will also take into consideration the output of the UNESCO LEAP workshop in Nepal (April 2000). The first 3 year masterplan is therefore likely to be completed circa June 2000.</p>	<p>\$2,500 for the first 3 year plan and thereafter \$1,000 per annum for updating.</p>	<p>No funds.</p>	<p>Possible sources of funds are through UNESCO, Corporate donors secured through the LTC, national Government, ILO, bilateral funding.</p>

	Thereafter, the plan will be updated at 6 monthly intervals so that it is a continuous rolling 3 year plan.			
<b>3. Heritage Corporate Image</b>  The need for a consistent corporate image for Levuka is recognised. This will professionalise the heritage image and provide guidelines for presentation and promotional purposes.	May 2000 A consultant from New Zealand has been identified for this activity.	\$6,000	Application is currently being processed by the Governments of Fiji & New Zealand	Funding has been requested from the New Zealand Government
<b>4. Rapid Assessment of Natural Heritage possibilities</b>  Technical assistance is required to determine the natural heritage potential of Levuka and the island of Ovalau.	May 2000	\$11,500	Application is currently being processed by the Governments of Fiji & New Zealand	Funding has been requested from the New Zealand Government
<b>5. Heritage &amp; Environment Awareness Programme</b>  Part of the integrated development plan for Levuka, Ovalau and Lomaiviti Province includes income generation from eco and heritage tourism. To achieve this objective there has to be a greater awareness and understanding by the general community of the importance of the environment and of the unique heritage of the area, and of how these	May 2000	\$27,355	Application is currently being processed by the Governments of Fiji & New Zealand	\$18,905 from New Zealand Government \$5,250 from the Levuka Town Council \$3,200 from Australian Government.

<p>can be conserved. This project identifies the Lomaiviti Provincial Council as being the providers of this service and makes provision for the associated costs and activities.</p>				
<p><b>6. Physical infrastructure Assessment:</b>  <b>Roads</b>  <b>Drains</b>  <b>Sea Wall</b>  <b>Airport</b>  <b>Sewerage</b>  <b>Fire Prevention/fighting</b></p> <p>Inadequacies in the physical infrastructure have been identified, but solutions and options need consideration. A Civil engineer will assess the needs and make recommendations. The Australian Youth Ambassador scheme has agreed to identify and provide an Engineer.</p>	<p>March 2000</p>	<p>\$10,000</p>	<p>\$10,000</p>	<p>Australian Youth Ambassadors Aus Aid</p>
<p><b>7. Signage &amp; Information Project Phase I &amp; II.</b></p> <p>Phase I is to erect direction signposts in the town and to issue a brochure for a heritage trail.</p> <p>Phase II is to erect information plaques on buildings and at sites of heritage interest.</p>	<p>Phase I - Mar/Apr. 2000</p> <p>Phase II - 2001</p>	<p>Phase I \$10,000</p> <p>Phase II \$12,000</p>	<p>Phase I \$10,000 secured</p> <p>Phase II Not yet secured</p>	<p>Phase I has been funded by the Pacific Asia Travel Association.</p> <p>Funding for Phase II has not yet been sought.</p>

<p><b>8. Identification of Pre-historic Sites on Ovalau Island.</b></p> <p>The Fiji Museum has recorded approx. 30 pre-historic sites on the island of Ovalau. These require further investigation and dialogue with local and traditional landowners needs to be started in order to determine which sites will be suitable for inclusion in tourist itineraries. This will require considerable island travel and both formal and informal meetings with individuals and communities. This project will be undertaken by the Provincial Council.</p>	<p>May - December, 2000</p>	<p>\$8,000</p>	<p>Funding not yet secure</p>	<p>Government of Fiji Fiji Museum National Trust of Fiji</p>
<p><b>9. Marist Convent School Phases IV - VII</b></p> <p>Phases I - III have already been completed. Phase IV is the strengthening of the floor diaphragm, the replacement of rotten wood and the replastering of walls.</p>	<p>Sept. 2000 (subject to funding being available)</p>	<p>\$75,0000</p>	<p>\$25,000 secured from funds already held by the parent teachers association.</p>	<p>The Government of Fiji has been approached under their joint funding scheme for the balance of funds.</p>
<p><b>10. Archaeological Surveying</b></p> <p>A historical archaeology project is being undertaken in Levuka by the Simon Fraser University of Vancouver. This project will provide a reconstruction of Levuka.</p>	<p>June/July 2000</p>	<p>Cost Unknown</p>	<p>Funding is provided through the university faculty and the students themselves.</p>	<p>Not applicable</p>

<p><b>11. Private Building Renovation Loan Fund</b></p> <p>A revolving fund is to be established to assist private building and site owners to renovate and improve their properties within the town's heritage image. The Levuka Conservation Fund had previously established such a fund, which has become moribund. The Levuka Heritage Committee will take over the administration of the fund and revitalise it. The fund will be administered by the Heritage Project Office</p>	<p>Feb/March 2000 then ongoing indefinitely.</p>	<p>Initially, \$50,000 required</p>	<p>Theoretically, \$25,000 available from the Conservation Society. Further \$25,000 required.</p>	<p>Approaches will be made to potential corporate, government and multilateral donors.</p>
<p><b>12. Public Building Renovation Loan Fund</b></p> <p>This scheme will be similar to the above but will permit public building owners to have access to soft loan finance. E.g. Churches, schools, local government, NGOs, etc.</p>	<p>September 2000 then on-going indefinitely</p>	<p>An initial sum of \$50,000 is sought.</p>	<p>Nil</p>	<p>Government of Fiji</p>
<p><b>13. Nasova House Phase II &amp; III</b></p> <p>In order to make the Levuka Heritage Project financially sustainable it is necessary to generate income. It is proposed that Nasova House, be turned into a Heritage Development Centre. The building will house a library, lecture room, offices, workshop and dormitory accommodation for students.</p> <p>Phase I will cover the conversion of the existing building, phase II will provide new accommodation buildings.</p>	<p>Subject to funding availability Phase I will begin in Jan. 2001 and is expected to take 3 months. Phase II will begin in May 2001 and is expected to complete in August 2001</p>	<p>Phase I Building \$30,000 Equipment \$30,000 Materials \$10,000</p> <p>Phase II Building \$70,000 Equipment \$15,000</p>	<p>No funds available at present</p>	<p>UNESCO Fiji Government ESCAP ILO European Union Bi-lateral donors Etc.</p>

<p><b>14. UNESCO World Heritage Site Nomination</b>  The process for UNESCO World Heritage Site nomination began in 1997 and tentative nomination papers have been submitted. The Levuka Heritage Committee, (comprising Levuka &amp; Ovalau stakeholders and Government facilitators) is leading the application and the National Trust of Fiji is Secretariat to the Committee.</p>	<p>It is anticipated that the final submission will be made in mid 2001 for approval in Dec. 2001.</p>	<p>The financial implications for the full application process, have not yet been fully identified.</p>	<p>Nil</p>	
<p><b>15. Re-enactment costumes &amp; Radio play</b>  A re-enactment of the Signing of the Deed of Cession at Nasova takes place each year on the anniversary of the signing. Until this year the costumes for the re-enactment have been acquired from a private costume collection in Australia. Due to disability, the private collectors will not be able to provide costumes in the future. The project is to obtain a set of costumes for the re-enactment, which will be kept in Levuka, and to develop the re-enactment into a 20-minute radio play.</p>	<p>The objective is to have the costumes and play ready for October, 2000.</p>	<p>\$5000</p>	<p>No funding has yet been identified.</p>	<p>Heads of Mission discretionary grant from the British High Commission.  Fiji Visitors Bureau</p>
<p><b>16. Fathers Wharf (Slipway)</b>  The Fathers "Wharf" (in reality a slipway) was built early in the 20<sup>th</sup> century to accommodate the slipping of the Roman Catholic island-touring vessel. It was also used for tying alongside the small boats bringing island</p>	<p>Plans believed to approximate the original structure have been completed. The civil engineer mentioned at 6 above will assist to draw up a reconstruction program for the wharf and to</p>	<p>Estimated cost is \$20,000</p>	<p>\$8,000 is currently available</p>	<p>Balance of funding will be raised through the community.</p>

<p>congregation to the Catholic Church. The original structure was reputedly damaged during reclamation work for the Pacific Fishing Company and again during Hurricane Kina in 1993. The community wish to reconstruct this once prominent, central foreshore structure.</p>	<p>cost the program. Subject to funding the work will begin in mid to late 2000 and is expected to be completed in early 2001.</p>			
<p><b>17. Bath Road Swimming Pool</b></p> <p>In the early 1900's the popular swimming hole at Baba was dammed, changing rooms built and the pool floor concreted. The pool was damaged circa 1960 when prolonged heavy rain caused a rock of approx. 10 tons to fall into the pool. Since that time the pool has fallen into further disrepair and the buildings have been removed. This project considers the renovation of this area and to include a refreshment kiosk. Old photographs of the pool (dated 1931) will be reproduced and displayed at the pool site.</p>	<p>The removal of the rock, repairs to the pool and construction of changing rooms will take approx. 6 - 8 weeks. Work will begin when funding is available.</p>	<p>Approx. \$15,000</p>	<p>No funds yet identified</p>	<p>No sponsors yet identified</p>
<p><b>18. Children's Park</b></p> <p>Levuka is bereft of a children's activity park (swings, climbing frames, slides etc) Two possible sites have been identified. Local materials (pine posts) will be the major building material.</p>	<p>The park would take approx. 2 weeks to construct after materials are available.</p> <p>This project is expected to be funded and to proceed in 2000.</p>	<p>\$5,000</p>	<p>No funds yet identified</p>	<p>Levuka community with the town Council will raise the funds</p>

<p><b>19. First Electricity Generation</b></p> <p>The first public electricity in Fiji was generated in Levuka. The generator site is still visible, with substantial remains of the original equipment still in situ. It is proposed that the land is acquired and an interpretative centre erected around the machinery.</p>	<p>The project will take approx. 3 months after the land and finance has been acquired.</p>	<p>\$12,000</p>	<p>No funds have yet been identified.</p>	<p>No sponsors have yet been identified, but the Fiji Electricity Authority and Patterson Bros. will be approached</p>
<p><b>20. Levuka Museum Project</b></p> <p>The current museum in Levuka (run by the Historic and Cultural Society with assistance from the Fiji Museum) is generalised on the history of Fiji. There is sufficient material about Levuka and Ovalau itself to dedicate a museum. Details concerning location have yet to be determined.</p>	<p>This is a long-term project that may involve the University of the South Pacific and the Fiji Museum (amongst others).</p>	<p>Cost not yet identified</p>	<p>Funding not yet identified</p>	<p>Sponsorship not yet identified.</p>
<p><b>21. Community Centre Renovation</b></p> <p>The Levuka Community Centre was renovated when it was first acquired by the Levuka Historical and Cultural Society some 20 years ago. A further renovation is now required to ensure both the integrity of the building and its suitability to the changing needs of the community.</p>	<p>Detailed plans have not yet been completed</p>	<p>Cost is not yet know</p>	<p>Funding is not yet identified</p>	<p>Source of funding not yet identified.</p>

<p><b>22. Retailers display workshop</b></p> <p>The standard of window and goods displays is poor and often not appealing to tourists. A two-day workshop will be held to try to improve this.</p>	<p>The two day workshop is planned for June 2000</p>	<p>\$1,000</p>	<p>Funding not yet identified, but participants will be required to contribute to costs</p>	<p>The Fiji &amp; Levuka Chambers of Commerce, the Fiji Visitors Bureau and the Fiji National Training Council.</p>
<p><b>23. Restaurant &amp; Cafe Operators Workshop</b></p> <p>As with the retailers, Hotel, restaurant and café owners generally need to improve product presentation and operating technique. A two-day workshop will be held.</p>	<p>The two day workshop is planned for June 2000</p>	<p>\$1,000</p>	<p>Funding not yet identified, but participants will be required to contribute to costs</p>	<p>The Fiji &amp; Levuka Chambers of Commerce, the Fiji Visitors Bureau and the Fiji National Training Council.</p>
<p><b>24. Eco-tourism Promotional</b></p> <p>The meaning of eco-tourism and the potential for it's development is not yet widely understood in Ovalau Island and there is no obvious assistance readily available to those who have business ideas. With the Lomaiviti Provincial Council we would like to develop materials in the Fijian language and to distribute these through village workshops and help to liase with existing business advisory services available in mainland Fiji for the benefit of local people.</p>	<p>Materials preparation Aug/Sept 2000  Pilot workshop (Levuka) November 2000.  Other village &amp; island workshops Feb - March 2001</p>	<p>\$5,000  \$500  \$3,500</p>	<p>Funding is not yet identified</p>	<p>Fiji Chamber of Commerce  Ministry for Home Affairs  Ministry for Women &amp; Culture  Ministry for Commerce, Business Development, and Investment  Fiji Visitors Bureau  Commercial banks</p>

<p><b>25. Town Plan review</b> The existing Town Plan requires review and strengthening to protect the heritage and environment.</p>	<p>2000 It will take approximately 3 months to complete the exercise and will include public submissions and meetings</p>	<p>\$40,000</p>	<p>No funding yet identified</p>	<p>Possible assistance from the Ministry of Local Government</p>
<p><b>26. Review of Town Bylaws</b> The Town Bylaws are out of date and inadequate to the present needs of the town. A review of the Bylaws will take into account the special heritage and environment needs of the town.</p>	<p>2000 - 2001 The review is expected to begin in early 2000 and complete in early 2001.</p>	<p>\$10,000</p>	<p>No funding is yet identified</p>	<p>Possible assistance from the Ministry of Local Government and the Levuka Town Council.</p>
<p><b>27. Garbage Management Project</b> As mentioned elsewhere, the LTC firmly believes that the heritage assets of the town must be taken in the full context of their surrounding environment and its general biosphere. Existing garbage management practises barely meet current national standards and do not meet the environmental consciousness of today's local residents nor visiting tourists. The Town Clerk, Environment Officer and Heritage project manager have submitted a full project outline, which includes aspects such as garbage collection, satellite collection points for inaccessible town areas, composting, recycling, waste separation, etc. the project is innovative and seeks empirical solutions to the specific garbage disposal problems inherited by Levuka.</p>	<p>For implementation and funding purposes the project has been designed to be implemented in phases and will take 30 months for full implementation. It is hoped that this project will begin in mid 2000 and complete by end 2002</p>	<p>\$360,000</p>	<p>Funding sources have not yet been specifically identified and the project requires detail before these can be identified.</p>	<p>The Government of Fiji The Government of Japan The Levuka Town Council</p>

<p><b>28. Plastics Recycling Project</b></p> <p>Plastic litter is one of the biggest single environmental threats to Levuka, Ovalau Island, Fiji and the South Pacific region. With increased tourism, this problem is likely to increase. This project looks at researching and developing a solution through plastic recycling.</p>	<p>Project is expected to begin in mid 2000 and will take 3 years to be fully implemented</p>	<p>Phase I &amp; II \$82,000 Phase III estimated costs \$100,000</p>	<p>This will be a joint venture project with inputs expected from the University of the South Pacific, Corporate donors, Levuka Town Council, etc.</p>	<p>Project is currently being submitted. Core funding is expected to come from the Coke Cola Amatil (Fiji) Co. Ltd.</p>
<p><b>29. Endangered Buildings Emergency Fund</b></p> <p>There are a number of historically and culturally valuable buildings that are in immediate threat of collapse or demolition through disrepair and neglect. The Levuka Heritage Project would like to have access to funds and the legal power to repair these buildings.</p>	<p>Mid 2000 and thereafter on-going indefinitely.</p>	<p>\$100,000</p>	<p>Funding has not yet been identified.</p>	<p>Funding will be sought from UNESCO, Government of Fiji and any other sources.</p>

### 5.3 Priority Projects

The Heritage Master Plan virtually identifies the urgent capital projects for the town. Sea defenses, fire prevention and fire fighting, storm drainage and sewage are the immediate priorities. All of these relate directly to preventing further damage to the town as a heritage site and as a living community.

Priority projects in Table 5.2. are :

- a. Heritage Project Manager. The current holistic nature of the heritage project means that what is good for the project is good for the town. There is a need for a fully trained and qualified heritage manager to implement heritage projects for the town.
- b. Physical Infrastructure Assessment. This will lead to project proposals being written to protect and improve the town.
- c. Heritage and Environment Awareness Raising Program. It is important to increase awareness among stakeholders.
- d. Nasova House Phase III and I. This will help to finance the program, raise the awareness and profile nationally and internationally.
- e. Review of the Town Plan.
- f. Review of the Town Bylaws.
- g. Endangered Buildings Emergency Fund.

### 5.4 The Heritage Corporate Image

The LTC does not consider this as a priority project as yet but envision it as a useful image for the town. It is a marketing, awareness raising, and profile mechanism that helps the public sector to focus on what Levuka is perceived by others to be. By getting the "image" together at this point, it sets a consistent image and makes it easier to make decisions on heritage aspects of the town for the future.

## 6.0 SECTION VI : PLANNING FOR HERITAGE

### 6.1 Condition of Heritage

The only inventory done on heritage sites in Levuka was in 1994 when an attempt was made to list all heritage buildings and sites. Table 6.1 shows the name and type of buildings of national significance and its condition.

Table 6.1 : Buildings/Sites of National Significance

<b>Name and Type of Building/Site</b>	<b>Condition</b>
<i>Monument</i>	
➤ Deed of Cession Site	Good
➤ European War Memorial Site	Good
<i>School</i>	
➤ Levuka Public School Hostel	Excellent
➤ Delana Methodist Mission School	Good
➤ Methodist Teachers Hostel	Fair
<i>Church</i>	
➤ Methodist Church on Mission Hill	Good
➤ Old Methodist Mission House	Poor
➤ Levuka Kora Church	Good
<i>Accommodation</i>	
➤ Captain Robbie's House	Good
<i>Private Residences</i>	
➤ Eastgate Residence	Poor
➤ Former Fredrick Hennings Residence	Poor
➤ D. Garner Jones House	Good
➤ Former US Consulate's Residence	Poor
➤ Former Governor's Residence	Good
<i>Commercial Buildings</i>	
➤ PAFCO Fish Factory	Excellent
<i>Others</i>	
➤ Anniversary Bure	Good
➤ Post Office/Customs Authority Building	Excellent
➤ Former MH Building	Excellent
➤ Former MH Bond Store	Good
➤ Former MH Copra Shed	Excellent
➤ Ovalau Club	Good
➤ Levuka Town Hall	Good
➤ Levuka Bowling Club	Good

Table 6.2 Table of Buildings/Sites of Regional Significance

<b>Name and Type of Building/Site</b>	<b>Condition</b>
<i>School</i>	
➤ Levuka Public School Complex	Excellent
➤ St. John's School	Good
<i>Church</i>	
➤ St. John's Church	Good
➤ Bishop's Tomb at Cawaci	Good
➤ Sacred Heart Church	Excellent
<i>Accommodation</i>	
➤ Royal Hotel	Good

The remaining listed properties are considered to be of local significance. Most are in good condition with only two that are considered in need of immediate attention.

Unfortunately, we do not have a map that plots all these sites. This, however, is crucial and will need to be done in the near future.

Another point one must consider is that the inventory is not complete, as all the houses have not been included, despite the whole town being declared a heritage area. Also, some of the heritage buildings are outside the town boundary. There has been talk of extending the town boundary to include these other sites but due to the topography and location of these sites, this will be difficult to achieve.

## 6.2 Cost of Restoration of Heritage

With regards to section 8.1, this is information that we do not have simply because the estimate has never been done. However, a better approach would be to divide the town into sectors, prioritize these sectors and then carry out estimates for the cost of restoration per sector when the need arises and the funds are available. Because of the poor funding that the town receives, it would be an exercise in futility if the whole town were done. The estimates would change over time and if sufficient time lapsed, this would make the initial estimates obsolete.

Yet to give us an idea of costs the following Table 6.3 identifies some restoration projects and costs that were carried out.

<b>Year</b>	<b>Project</b>	<b>Cost (\$US)</b>
1999	Renovation of Fijian War Memorial	600
1999 - 2000	Cinema Copra Shed renovation	7,000 (estimate)
1999	Artisanal House Renovation	5,000
1980	Levuka Community Centre renovation	32,000

## **7.0 SECTION VII : CARRYING CAPACITY AND TOURISM DEVELOPMENT STRATEGIES**

### **7.1 Fiji Tourism Development Plan 1998 – 2005**

The Fiji Tourism Development Plan 1998 - 2005 refers to Ovalau and Levuka in three different contexts. Ovalau is classified under the physical planning section as a Type B area. This is defined as areas which "require a co-ordinated approach to planning for future tourism growth in more dispersed areas of potential, by conserving character and environment and the support of initial attraction and infrastructure projects as a basis for future expansion".

The importance of Levuka is defined in the plan as, "the prime importance is the preservation and conservation of the buildings and character of Levuka, both as a day excursion and also a short term destination providing a unique and contrasting attraction to the rest of Fiji".

In relation to tourism in Levuka, the plan identified the following aspects:

- Its small size places a limitation on tourism numbers;
- High tourist numbers can lead to environmental and social damage;
- Cultural and heritage visitors should be attracted rather than general tourists.

### **7.2 Levuka Town Council**

The Levuka Town Council has no current method or system for assessment or analysis of tourism in the town. Neither does it have a specific tourism strategy or development plan. However, the LTC recently produced a five-year Heritage Masterplan 2000-2005, which is currently in draft form and being circulated to various organisations for comments.

"The objective of the plan is to harmonise the old with the new; to promote today's values of improved lifestyles, education, security, employment, economic and commercial advancement, environmental care and the demands of a more sophisticated tourism industry whilst faithfully conserving the past" (LTC, 1999).

#### **7.2.1 Overall Objectives of Levuka Heritage Masterplan**

As one part of a larger integrated plan, to help develop Levuka and Ovalau into being a self-sustainable economically and socially viable community through the protection, conservation, development and promotion of its heritage image.

These objectives are dispersed from short-term (2001) through long-term goals (beyond 2004). The following sections describe these objectives as outlined in the Masterplan.

#### **7.2.2 Protection and Conservation (Short term Objective 2001)**

To ensure that the town, its buildings and streetscape are indefinitely protected from further degradation as a result of natural and man-made threats to its environment.

#### **7.2.3 Development (Medium Term Objective 2004)**

To improve the subsidiary physical and administrative infrastructure and human resources, and to encourage public and private investment to permit the further development of Levuka's heritage image.

#### 7.2.4 Promotion (Long Term Objective - beyond 2004)

To promote and encourage heritage tourism in a controlled and monitored manner and to ensure as far as possible that the benefits are continued, sustainable and evenly distributed.

This section of the Masterplan is the LTC's development plan the future of tourism in Levuka. As identified by the plan, the goals towards tourism development in Levuka are :

- To make all those relevant organisations and businesses involved in tourism promotion aware of the unique heritage image of Levuka.
- To raise the standard of presentation of tourism related organisations in Levuka, Ovalau and Lomaiviti in the most appropriate and affordable possible manner.
- To reach a level of tourism which is comfortable and acceptable to the residents of Levuka.
- To make the benefits of tourism available to the largest number of or reduce any harmful effects of tourism on the society and the physical environment.
- To enhance the attraction of Levuka to tourists through the introduction of relevant materials and research.
- To make the heritage image of Levuka sustainable.

#### 7.3 Conclusion

Determining the carrying capacity of Levuka will require an understanding of all the associated factors and relationships that govern tourism in Levuka. Further research is required into the type of tourism capacity required for Levuka. The development of an objective for tourism under the Levuka Town Council Masterplan is a first step towards the definition of a concept for carrying capacity for Levuka.

## 8.0 SECTION VIII: LEVUKA HERITAGE SCHEMES

### 8.1 Current schemes implemented by the LTC.

**Parking Fees** - no metered parking fees are charged by Council. Less than 1% of Ovalau's visitors arrive by with their own vehicle. Levuka is the main town on the island of Ovalau. Most visitors arrive either by plane, or by bus/ferry.

**Site Entrance Fees** - the municipal council does not own any heritage assets other than public buildings, which are by definition open to the public.

**Hotel & Restaurant tax** - Hotel and Restaurant taxes were abolished by central Government and replaced by Value Added Tax (VAT). VAT is collected by Central Government. Hotels & restaurants do pay an annual business license fee to Council but these are absorbed into the Council general revenue budget.

**Local Tour Guide Services** - there are a number of privately operated Tour guides in and around Levuka. The largest operator being Ovalau Tours and Transport (OT & T). OT&T operates it's own, voluntary scheme. In the case of walking tours (F\$10) 20% of the proceeds go to the Community Centre for upkeep of the museum. For the extended town tour, 30% of the proceeds goes towards 3 different projects. These projects are:

- i) Restoration, repair and maintenance of the Bishops Tomb, Cawaci
- ii) Restoration and repair of the stained glass windows at the Holy Redeemer Anglican Church in Levuka.
- iii) Care of the Levuka cemetery

The overseas antecedents of two of the people interred in the Draiba Cemetery to care for their gravesites have also contracted OT&T.

**Sale of Books, brochures, maps etc.** - this activity is taken on by the Levuka Historical and Cultural Society (refer below).

**Public Toilets** - the Council maintains four public toilets located on the main street, in the public market, at the sports pavilion and in the Town Hall. No charges are made for these toilets.

**Stage Shows** - the Council itself does not organise stage shows, however, the town hall (and stage) is available for hire by the community. Income thus generated is absorbed into the general revenue of the Council.

### 8.2 General description of Levuka Town Council (LTC).

There are no regular schemes currently in operation by the LTC to specifically capture the revenue of the tourism industry for heritage conservation. The current dearth of appropriate municipal finance, assets and personnel precludes action of this nature. Council has made budgetary allocation of F\$3,000 to the Heritage Project for the year 2000, which is raised through general revenue - Rates, business licenses etc. In addition the Council supports the Heritage project by providing some administrative support and being the host organisation for the project. A total of approximately 3% of the Council budget in 2000 is directly devoted to heritage matters.

It is the general philosophy of the LTC that if the town becomes more prosperous through tourism then this will result in more economic activity by the private sector and hence more general revenue to Council through business licenses, building application fees, collection of rates, etc. Municipal expenditure will be determined in accordance with the Town's needs, heritage conservation being one of those needs. By adoption of this philosophy the

Council is not excluding the future possible introduction of specific schemes and will make every endeavour to do so as opportunity arises.

By far the majority of heritage assets possessed by the Town are privately owned. The Council supports the heritage effort by providing practical assistance through the Heritage Project Manager and by tending to the Governance of the town in a manner, which is supportive to the heritage image of the town.

The LTC is aware of the potential benefits of increased heritage and eco-tourism, and the need to generate funds in order to conserve its heritage and further invest in the tourist industry. However constraints against doing this are as follows:

- a) The LTC itself has limited assets from which to earn funds i.e. land and natural resources, buildings, technical and financial assets. Those assets that are available to the Council are disposed to the benefit of the direct and immediate general public and are not considered generally appropriate for generating tourism revenue.
- b) As the major town in the island of Ovalau and in the rural island province of Lomaiviti, the town has to first provide facilities to cater to the needs of the people of the town and rural district. With its present revenue it finds difficulty meeting these demands, let alone, those of conservation and tourism. In some cases those needs overlap with heritage conservation - e.g. renovation of the Town Hall. Heritage needs are taken into account in any new development; e.g. taxi stands have been designed to blend in with the heritage character of the town.
- c) The number of tourists and the lack of regular tourism makes it difficult to justify to relatively unsophisticated ratepayers the spending of scarce resources on specific tourist amenities.
- d) The LTC does not want to take up commercial business because it does not have the manpower capability, and neither does it want to deprive the commercial community of these opportunities.

As things stand, this municipality of less than 3000 people, in textbook terms, is an uneconomic municipal unit. It is only the modest but immovable pride of the folk of Levuka, the unstinting efforts of individuals and the very heritage of being the first municipal council in the country that has held the municipality together. On a budget of less than F\$130,000 (US\$65,000) the Council provides street lighting and repairs, garbage collection, street and drains maintenance, parks and sporting facilities, licensing, building and health control, town administration, public amenities such as market and toilets, drinking fountains, etc. etc. This in itself, is a major achievement on such a meager budget, and per se contributes to the tradition and culture of the town, island and nation.

Council is aware of the need for investment in conservation and but is unable to make that investment. Considerable thought is being given by Councilors, employees and other interested parties into raising revenue for this purpose and some schemes are in the pipeline, but these need to be funded. Existing programme activity is described in 7.0.

## 8.3 Other Schemes

### 8.3.1 Back to Levuka Carnival

#### a) Description of the Scheme:

The LTC, for the last 18 years, has convened a "Back to Levuka Carnival" (BTLC) Committee to organise and manage the annual Back to Levuka Carnival. The Committee is normally made up of the Mayor as Chairperson, the Town Clerk as Secretary, with Councilors, employees and invited members of the public as ordinary members. The BTLC is usually a week-long series of events that mark the anniversaries of the *Signing of the Deed of Cession in 1874* and *Fiji Independence Day in 1970* and celebrates the very existence of Levuka itself. Signing of the Deed of Cession and Fiji Independence both occurred on the 10<sup>th</sup> October and the week incorporates this date each year. A copy of the 1999 programme is attached as Annex 1 to this Section. Annex II to this section provides a financial breakdown of the event.

The name of the Carnival "Back to Levuka" has been chosen for its double meaning. In respect of international tourism (and heritage) it reflects the time when Levuka was the Capital of Fiji, when the signing of the Deed of Cession took place and the cosmopolitan composition of the community as it was then (and is largely still today). In respect of domestic tourism it reflects the time when Levuka was the major trading Centre, was a Centre of national educational and sporting excellence, and when it was the social focus of Fiji.

In some years the BTLC has raised up to \$16,000, in other years (such as in 1999), it has run at a loss. When it runs at a loss costs are met by the LTC. As shown in Table 7.1 the BTLC has financially contributed to heritage project costs. The event helps to generally promote Levuka, as a community; as a place of national heritage importance, and as a tourist destination.

#### b) Critical analysis of the Scheme:

The BTLC is considered primarily as an entertainment service and promotional event. It is largely managed and administered by a committee of volunteers from a variety of backgrounds. Although events are usually well patronised by the general Levuka and Ovalau public and by school children during school organised events; criticism has been recently voiced concerning the "sameness" of each year's programme. This is not surprising, given that the modus operandi has always been to begin the first Committee meeting of the year by dusting off the old programme and applying it to the new-year. This system does not encourage new ideas and initiatives. Despite the early sitting each year of the Committee the programme is often not finalised until shortly before the event, thus preventing adequate advertising and publicity.

### 8.3.2 Levuka Tourism Sub-Committee

#### a) Description of the Scheme

The Levuka Tourism sub-committee (LTsubC) was primarily established to react to the occasional cruise ship visit to the town. It is loosely made up of Town Councilors, the District Officer (or his nominee), a representative from the Police Dept, a representative from the Ports and Marine Authority, private sector tourism representatives (Hotels,

Restaurants, Tour Company) a representative from the Chamber of Commerce, and selected village representatives.

The objective of the LTsubC is to ensure that there is a welcoming committee at the wharf, that there are town and community tours and guides, and that transport and other amenities are available to the tourists. During 1999 there were two cruise ships carrying an average of 700 passengers each to Levuka. The LTsubC appears to carry out its objectives in a manner, which is well received by the Cruise Ship Company, the passengers and the locals. Income for the LTsubC is generated by charging a levy of \$1 or \$2 against each passenger who sign up for a guided tour (whether it is a town tour, village tour or other). The income generated from this (approx. \$400 in 1999) is used to improve tourist amenities, e.g. in 1998 this included the production of a short one-page brochure given to each arriving passenger, and in 1999 a contribution towards the redevelopment of the Town Market.

#### 8.4 Community Initiatives

It is relevant at this juncture to note that there are a couple of non-council initiatives (which enjoy Council support) that does help to channel income derived from tourism to renovation and maintenance of Levuka's heritage.

##### 8.4.1 The Levuka and Historical Cultural Society (LHCS)

###### a) Description of the Scheme:

The LHCS has been in existence for almost 20 years. The preamble and objectives of its registered constitution is reproduced below.

## PREAMBLE

**CERTAIN** members of the Levuka community in Fiji recognise that the preservation and enhancement of the town of Levuka as a historic site is of real importance to the nation of Fiji and to the whole area of the South Pacific. Those same members wish to retain the pristine quality, atmosphere and general old-world hospitality and outlook that remain the charm of Levuka. Since collectively, the people of Levuka possess these rare assets, which have otherwise vanished from the rest of the world, it is the members intention to preserve and share these with people from all over the world and by so doing to enhance the life of the local community. Those same members **HEREBY** declare this to be the Association's Constitution.

## OBJECTIVES

The aims and objectives of the Society shall be as follows:

- a) To promote improved community awareness of the unique material and social attributes of the Levuka and Ovalau community.
- b) To provide a focal point for the development of historical, cultural, environmental, educational, sporting and leisure, activities for both visitors and residents of Levuka and Ovalau; inter alia, this includes:
  - i.) the purchase, management, restoration and preservation of the original Morris Hedstrom Store, Warehouse, Offices and Bond Store for use as the Levuka Community Centre;
  - ii.) the development of an official Ovalau Museum affiliated to the Fiji Museum for purposes of exhibiting historic and archaeological artefacts
  - iii.) the development of a library which will be affiliated to the Ministry of Education.
  - iv.) the development of any such other facilities in pursuit of these objectives.
- c) The undertaking of such further projects in Levuka and Ovalau as may be in keeping with the ideals, aims and objectives of the Society and for general community purposes as shall be dictated from time to time by the Society's members.
- d) To promote the permanent preservation for the benefit of the nation of lands (including foreshore areas and reefs), buildings, furniture, pictures and chattels of every description having national, historic, cultural and architectural or natural interest or beauty; inter alia,
  - i.) The physical, legal and environmental protection and augmentation of the amenities of any such land or buildings and their surroundings and to preserve their natural aspect and features;
  - ii.) The protection of native species of animal and plant life;
  - iii.) The provision of access to, and enjoyment by, the public of such aforesaid lands, buildings and chattels.

Clearly, the LHCS operates as a non-profit organisation. It was successful in its objective of acquiring the historic original Morris Hedstrom store and warehouse and this has been renovated for use as a community centre. The Community Centre houses the only community run public library in the country, a small museum (with assistance from the Fiji Museum), a community meeting hall, a small park and gardens, a kindergarten, a gymnasium and a squash court. The LHCS also acquired the adjoining property, which was the Morris Hedstrom Bond Store, and which is also a historic building. The National Trust of Fiji holds the deeds of these properties "in trust" for the people of Levuka.

The LHCS is almost able to cover the cost of maintaining and operating the Community Centre from revenue generated through museum admission charges (F\$2), by renting out a portion of the building as a shoe shop and through the sale of post cards, handicrafts etc. The balance of operating funds currently comes from reserves.

The LHCS is able to reasonably maintain the structure of the old Morris Hedstrom main building, but will be unable, without further financial assistance, to carryout major repairs and further renovation that will become necessary in the next decade.

The National Trust of Fiji is administering the old Morris Hedstrom Bond Store.

#### 8.4.2 Levuka Tidy Towns Committee

##### a) Description of the Scheme

The Levuka Tidy Towns Committee (TTC) was established in May 1999 with the support of the Town Council in response to the national Keep Fiji Beautiful "Tidy Towns" competition. The competition has been modeled on the Australia experience.

With the Mayor as Chairman of the Committee, meetings are held twice weekly. Administrative and operational matters are discussed at one meeting while "working bees" are held on Saturday mornings. Initial response seemed promising, but as time wore on members declined to a core of 8 - 10 people.

Work focussed towards the beautification of the town, included attending to public gardens, litter clean-ups, provision of litter bins, buying back plastic and glass bottles for recycling, foreshore and beach environmental care, and tidying up of the municipal bowling green. Most of the work simply involved volunteer labour from the members and the small funding required was self generated through small weekly raffles, bazaar stalls and sale of food. Town shopkeepers in some cases supported working bees by providing free refreshments (soft drinks) to the volunteers and supplying sugar and flour sacks for rubbish collection.

The TTC was also successful in acquiring a grant of \$600 from the Australian Embassy to purchase small tools to help in its work, e.g. wheelbarrow, garden forks, spades, bush knives, protective gloves, hose pipe etc.

In February 2000, the LTTC was presented with the Keep Fiji Beautiful Association's national "Tidy Town's Award" for the 1999 category A (i.e. towns with a population of less than 7000). It also received "Best kept residential area" and "Best youth education and awareness" national awards. With these subsidiary awards, Levuka became the overall national winners of the 1999 competition.

## 9.0 SECTION IX : PROMOTION AND PRESENTATION OF HERITAGE

### 9.1 Schemes implemented to attract visitors.

The LTC has not yet seriously embarked on specific schemes to attract visitors. It is generally the municipality's philosophy that rather than engage in this activity itself (for which it is ill equipped) the LTC will attempt to establish the infrastructure and support private enterprise to promote the town's interests.

Section VIII has already mentioned the work of the Levuka Tourism Sub-Committee, and that the objectives and purpose of the sub-committee will be fully reviewed during 2000. It is anticipated that the review will result in a more pro-active committee, which will take on the task of both the general promotion of the town and island as well as the specific promotion of individual attractions. It is uncertain if the LTC will continue to host the committee. There are arguments in favour of the committee being operated by those directly involved in the industry, or the Levuka Chamber of Commerce. If the host organisation for the committee is changed the LTC will continue to be represented on the committee.

The Council has also had a long standing and fruitful relationship with the Pacific Asia Travel Association (PATA) and the Society of Fiji Travel Agencies (SOFTA). PATA has done much to assist Levuka to raise awareness in Fiji about the heritage contained in Levuka and Ovalau during the last 20 years. Amongst a great many other inputs, PATA fully funded the post of the Levuka Heritage Advisor for the period 1994 - 1997 inclusive, and helped to fund the Town of Levuka Heritage study in 1994. Both the local chapter of PATA and PATA International has published articles in their own magazines and in the international press about Levuka and its heritage.

In January, 1999 the LTC, with assistance from PATA & SOFTA arranged a visit of 18 tourism industry professionals from within Fiji to spend a day seeing the sites, facilities and amenities for themselves. This was well received by the industry and 1999 did see an increase in tourism activity that appears set to continue into 2000.

*Levuka and Ovalau tourism was at its highest in pre-coup 1987. Since that time, like the rest of Fiji, it has taken time to recover. With a few minor fluctuations, tourism continues to steadily increase each year.*

The Fiji Visitors Bureau (FVB) has also played a role in promoting Levuka and Ovalau. The FVB is a national organisation set up by Government and mutually supported by the Tourism Council of the South Pacific. The major objective of the FVB is to promote international tourism to Fiji. The FVB has set up an extensive web site for Fiji. Levuka/Ovalau has a fair representation on the FVB site, but it is believed that this representation could be expanded and improved and negotiations are likely to take place in this regard during 2000. In addition, the FVB has assisted in printing brochures of Levuka. (Brochure attached - Fiji's Unique First Capital - Levuka). These brochures are available at all FVB information offices and at the International Airport in Nadi.

Other organisations and businesses have also printed their own brochures. The Levuka Tourism sub-committee produced a brochure for a visiting P & O cruise ship in 1999. (Brochure attached - Levuka and Ovalau Island). This brochure was produced at short

notice and with a shoestring budget and it is envisaged that the Levuka Tourism sub-committee will revisit the brochure and improve and expand on it during 2000.

The Royal Hotel, Mavida Guest House, Old Colonial Inn, Ovalau Holiday Resort and Devukula cultural village (amongst others) have all produced their own brochures and have their own web sites, or pages on other companies web sites.

Ovalau Tours and Transport Ltd, (OT &T - retailer) and Significantly Original Holidays (SOH - wholesaler) are the towns major travel agent and tour operators. These companies have been active in assisting with the establishment and development of a number of tourist related businesses. This assistance has included advertising and promotion. OT &T has specifically included mention of other businesses in its extensive web site and has provided technical and advisory assistance to those businesses largely free of charge. OT & T and the other private hotel, resort and restaurant businesses have also worked together with the FVB and various local and overseas TV and media companies on promotional visits. These visits were supported by hoteliers and others in the tourist industry through the provision of discounted or free services and facilities.

OT&T has put together a full day tour package for visitors. The package has the choice of two options for lunch and afternoon activity. The morning activity includes a refreshment break where orientation is provided to visitors concerning the history and culture of Levuka and Ovalau. OT & T is also working on putting together multiple day tour packages that are expected to be introduced early in 2000.

The Royal Hotel, Mavida Guest House, Ovalau Holiday Resort and the Old Capital Inn are pleased to help visitors to contact local tour guides.

Mention has also been made of the Annual Back to Levuka Carnival in Section VIII. This event initiated by the Town Council has undoubtedly played an important role in raising awareness about Levuka and Ovalau. The Back to Levuka calendar (copy attached) was particularly successful in promoting Levuka as a place of historic and heritage interest through its well-chosen and colourful photographs.

Similarly, previous mention has been made in Section VIII of the role played by the Levuka Historical and Cultural Society, and the Levuka Community Centre operated by the Society. One of the ways that the Society raises both revenue and awareness about Levuka and Ovalau is through the printing and sales of post cards. A selection of ten of the cards produced and sold by the Society are attached.

However, it is clear that many of the organised tours may not provide a direct economic benefit to the local community. This can be resolved if a scheme to charge a levy on every product sold to the tourist was identified.

## 9.2 Heritage on Display

### 9.2.1 Background information.

The historical assets available to Levuka town are extensive (100 buildings and sites indicated in the Town of Levuka Heritage Study) and are largely concentrated in the small town itself. The whole area of the town is only 165 acres. Although there are sites outside

the municipal boundary, for the most part the heritage assets can be best seen by foot by either guided tour or self-exploration.

#### 9.2.2 Signage

PATA International responded positively to a project proposal submitted by the Town Council in 1999 for the erection of signage to assist visitors to the town and to indicate a "heritage trail". The original project has been supplemented by assistance from the New Zealand Overseas Development Administration who will assist the town Council to design the necessary signage. The signage project (F\$10,000) and the design project (F\$5,000) are scheduled to be completed by June 2000.

A second phase to the signage project will be drawn up in early 2000. This phase will look at providing brief information plaques to be erected on buildings and at sites of heritage interest.

#### 9.2.3 Printed information.

Two brochures are currently available to describe the heritage of Levuka to visitors. The first - called "Historic Levuka, Walk" is a colourful four-sided brochure available free of charge from OT & T and the Community Centre. This brochure also serves as a general promotional brochure for Levuka. It provides photographs and basic information on 14 of the more important, prominent sites.

The second brochure is more extensive (in booklet format) and is available from the Community Centre for a small charge. Visitors who pay the \$2 entrance fee to visit the museum are given a copy of the booklet free of charge. The booklet contains general information about Levuka and Ovalau and specific information of 15 sites of historic importance. It contains some naïve, but nonetheless attractive sketches of sites of interest. This second brochure will be updated and "polished" to compliment the phase 1 signage project mentioned above.

Both the above-mentioned brochures contain basic maps of the town.

#### 9.2.4 Maps .

A not to scale tourist map has been designed (November, 1999) by the Town Council for display on a public notice board on the town foreshore area. This map is currently with the signwriters and the notice board is expected to be erected before the end of February 2000. Further copies of the map board will be commissioned by the Levuka Heritage Project and erected in appropriate locations in the town after pilot testing of the initial map.

One of the great attractions to many local and overseas visitors to Levuka is the very friendly and welcoming attitude of its residents. The town is small, the pace of life generally slow and an Old World hospitality really exists. Getting physically lost in Levuka is, both literally and actually, impossible. Locals will be delighted to assist visitors and provide directions. More likely than not, visitors enquiring for direction will not only be verbally given the directions, but personally shown the way (without any expectation of reward).

#### 9.2.5 Tour Guides.

Several tour guides are available for commission to show the sites of Levuka. A guided walking tour of the town will take between 1 - 3 hours. Most of the guides are from the

older cadre of town residents. To name a few Mr. Henry Sahai (83 years young, and probably fitter than most of the tourists he shows around!), Mr. William Moses (75), Mr. George Gibson (also the current Mayor, 71 years). These gentlemen not only know about the heritage of Levuka, but also actually lived it. Their overseas sounding names may be a little misleading - Henry and William were both born in Levuka, George was born on the island of Rotuma but has lived in Levuka since the 1930's. These surnames are reflective of Levuka's past and present connection with the early overseas settlers.

There are, of course, younger guides available who are equally competent to provide an informative and enjoyable tour. Trekking tours are also available, these usually encompass the hills of the island, often into the center of the island and require a little more stamina. Trekking tours will also incorporate some of the older indigenous sites of heritage interest.

Guides can be organised through OT &T or hotels.

Taxi drivers will also provide guiding services, particularly for an around the island tour, or a tour up to the Bishops Tomb and Church at Cawaci. Around the island tours take approximately half a day, and a tour to Cawaci about 1 hour.

### 9.3 Presentation of Living Culture

#### 9.3.1 Background.

Towns and cities, per se, are not a traditional feature of the cultural life of *indigenous* Fiji. Village life is far more representative of the original Fijian culture. The town of Levuka grew as a direct result of early contact and settlement by overseas visitors, religions and the indentured Indian labour. To the north end of Levuka town, is found Levuka Village, the home of the present day "Tui" or king of Levuka. Tui Levuka, who is also the paramount chief of the island of Ovalau, still commands immense respect from both indigenous Fijians and others. The heritage that Levuka town represents is the heritage of the development of a nation through interaction with others. However, the remaining majority of Ovalau Island represents the original culture and pre-history of Fiji. In this context Levuka and Ovalau do not represent conflicting aspects of Fiji's history and culture, simply different aspects, that now live in harmony.

#### 9.3.2 Indigenous Culture.

A number of eco-tourism and cultural exhibitions are in the early stages of development. The most developed of these which is fully open to tourists is the cultural village of Devokula. This "living" village is a recreation of an authentic Fijian village. It has been created not only to allow tourists to indulge in traditional village life, but also to keep that style of life alive in an ever-changing world. Within the village context visitors can see traditional ways of life; fishing, agriculture, food preparation, meke (dancing), singing and ceremonial (yagona ceremony). The only compromise with modern living made in this village stay, is the use of flush toilets, showers and mosquito nets.

#### 9.3.3 "Interactive" Culture

The whole of Levuka is still a living representation of the interactive culture that makes up part of modern day Fiji. Many of the public and private buildings of the town exist today looking much the same, and serving the same functions as they did 100 and more years ago. Few concessions have been made to modern times. To borrow from the words of Sir

Len Usher's in his Fiji Times article on Levuka of 1980, "*above all, the magic of Levuka lies in the calm that has succeeded a turbulent past, and that refuses today to be bustled by pressure or self-importance. This is a precious attribute in a rat-race ridden world*".

#### 9.3.4 Craft workshops.

Other than what is represented in Devokula village there are no craft workshops in Levuka/Ovalau. The current Provincial Government (covering the Lomaiviti Group of islands) plans to build a cultural center at Nasova (the Southern extremity of Leuvka). It is an inherent part of those plans that the craft workshop will be open to the public.

#### 9.3.5 Stage Shows

Cultural displays of singing, dancing, mime and handicrafts have been arranged primarily by the Schools and at village level for the Back to Levuka Carnival and for visiting cruise ships. These have been well received, but are not produced on a regular basis. Similar shows can be organised for private groups, if there is sufficient numbers incentive.

#### 9.3.6 Dinner Theatre

There is no dinner theatre as such, but the hotel, guesthouse and some restaurants do organise entertainment from time to time, which may include old and new traditional dance and song.

#### 9.3.7 House Tours

OT & T offer a "Tea and Talanoa" session to tourists. Talanoa is the Fijian word for "talking or having a chat". A number of old time residents are prepared to host overseas visitors and talk about the "old times" with them and to allow them to visit their homes. The homes of these "Tea and Talanoa" hosts are all colonial vintages, and in many cases are furnished with antiques and have the personal knick-knacks of several generations on show, or in daily use.

### 9.4 Regulation of Authenticity of Service/Products.

There is no official regulation in any of the above areas. Authenticity is self regulated, but is usually backed up with sufficient evidence (either oral, pictorial or in the written word) to allow the tourist to verify the information for themselves.

### 9.5 Vehicular Restrictions

As previously mentioned most visitor arrivals to Levuka are by plane or bus/ferry and less than 1 % of visitors arrive in their own vehicles. This, together with the physical topography of Levuka where many of the older houses and sites are only accessible to pedestrians, means that it is unnecessary to restrict vehicles to sites. Local taxi and vehicle operators would not, in this small community, intrude with their vehicles onto historic sites.

### 9.6 Visitor Restrictions

Generally speaking there is no restriction on visitors. Certain sites do have opening hours, such as the Nasova Cession stones (6 a.m. to 6 p.m.) and some buildings may be closed

when they are in use, e.g. Town hall, churches, etc. As far as the town itself is concerned it is always open. Sundays, as in the rest of Fiji, are usually quiet days reserved for Christian devotions and most shops and facilities are closed.

## SECTION X : VISITOR SURVEY

### 10.1 Introduction

Levuka is a small town on the island of Ovalau located off the beaten track off the eastern shores of the main island of Viti Levu. The town is linked to the capital Suva through a twice-daily airline flight from Nausori Airport to Bureta airstrip on the other side of Ovalau. This short flight takes approximately 12 minutes. However, the bumpy bus ride from the airstrip to Levuka takes approximately 45 minutes. The other link is through ferry, with the bus leaving Suva three to four times a week and arriving at the old capital 5 hours later.

Ovalau does not have beaches that can compete with the picture postcard beaches of the Nadi/Yasawa/Mamanuca area and is disadvantaged to some extent due to its distance from the international airport at Nadi. However, the recent upgrading of Nausori Airport to international status augurs well for Levuka as almost daily flights from Australia and New Zealand provide a potential tourist market for the old capital.

Presently, tourists that do come to Levuka are backpackers who have time on their hands as they meander through and discover Fiji, and the more discerning, educated tourists that search out such heritage places. The latter often have the resources to pay the daily or overnight excursion from Nadi or Suva.

Levuka is a special place for Fiji citizens, it is the old capital and is the place where Fiji was ceded to Great Britain. Its significance is introduced as part of the educational curriculum in primary schools in Fiji and for many local tourists, a trip to Levuka is a pilgrimage of sorts. Organized national sporting tournaments are another drawcard for the old capital.

### 10.2 Survey Methods

When considering the logistics of conducting the survey, it was decided by the National Trust for Fiji that Viane Amato-Ali, a senior town planner from central government, be requested to assist in the survey section of the report. Mr. Amato-Ali has been involved in the Levuka Heritage Project for the last ten years and did his MSc. in Tourism Management & Planning in the UK. His MSc. thesis was titled 'Strategic Planning for Sustainable Heritage Tourism: A Case Study of Levuka, Fiji's Old Capital'. Mr. Amato-Ali coordinated with the National Trust, Levuka Town Council and the University of the South Pacific to conduct the survey.

### 10.3 Questionnaire Format

It was noted that the questionnaire sent by UNESCO was not as well constructed as we expected and this resulted in problems when the survey was conducted. Granted the questionnaire was standard for all the sites but because of the type of heritage site Levuka is, many questions were not really applicable.

This was the first tourism survey of its kind to be conducted in Levuka and to make the most of this rare opportunity, a few questions were added and interviewers were requested to take a more qualitative approach whenever possible (i.e. discussions and

informal talks) when conducting the survey. This has enabled us to derive a wealth of information regarding local people's perceptions about heritage conservation and heritage tourism.

#### 10.3.1 Visitor Survey

The visitor survey was conducted by three final-year Tourism Studies students at the University of the South Pacific and an employee of Air Fiji based in Levuka. Air Fiji is the only airline that services the island of Ovalau. The students spent a couple of days in Levuka although at different times over three weeks so as to get the greatest number of people. Their surveys were carried out on the ferry on its way from Levuka to Suva and also in Levuka. The airline employee targeted those tourists that left by plane.

#### 10.3.2 Weaknesses

In the visitor survey, the last question of the General Information section asked '*How did you travel to this site?*' A list of modes of transport was given. Because Levuka is on an island, we replaced *train* with *ferry* and *by foot* with *yacht/boat*.

In the section on Services and Authenticity, regarding the first question, '*Does your hotel/guest house attempt to recreate the local traditional atmosphere?*' Traditional was replaced with the word 'colonial', as Levuka is a colonial heritage site.

In the section on Food, the question, *Did you sample the local cuisine?* raised confusion as to what was local. Levuka is a colonial heritage site and it would seem appropriate that the cuisine should be linked to the type of heritage. This then led to the question '*Were the utensils authentic?*' It is quite obvious that the questionnaire has made an assumption that all heritage sites are indigenous. When considering the other case studies, Levuka is unique in this regard in that it is not an indigenous site.

In quite a number of multiple choice questions such as the section on pollution, the choices given are quite limited. I believe that five choices should have been given, *Excellent, Good, Acceptable, Poor, Very Poor* for all the multiple-choice questions. Just having two choices of *Acceptable* and *Excessive* is not a good reflection of the quality of the site and assumes extremes which in a place like Levuka, with its very slow pace of life, this is not so.

On the section on Presentation of Heritage, the question: *Would you have appreciated more signs indicating the location of monuments and other points of interest?* has three multiple choices [a] Yes, definitely [b] Fine as it is [c] Indifferent. An extra choice should have been included such as [d] No, already too many. Indeed, many interviewees requested to make changes to the multiple choices.

The visitor survey conducted did not meet the requested number of 100 local visitors. Although the survey was conducted over a month, the number of days that the student interviewers were in Levuka totaled 10 days. Of the 10 days, approximately 4 were mid-week. Domestic tourism is usually heavier during the weekends.

#### 10.4 Visitor Survey Analysis.

As requested by UNESCO, an attempt to get equal representation of local and international tourists was made. However, we could not get the required numbers.

There were 100 international visitors that were interviewed and 79 locals. The visitor survey was conducted over a period of a month, when taking all the interviewers into consideration.

#### 10.4.1 General Information.

Table 10.1 shows a breakdown of the places of origins of tourists.

**Table 10.1 : Origin and Number of Visitors.**

<b>PLACE OF ORIGIN</b>	<b>Number of Visitors.</b>
Fiji	79
Australia	14
New Zealand	11
USA	11
UK	28
Europe	24
Asia	2
Africa	4
S.America	1
Canada	3
<b>TOTAL</b>	<b>177</b>

#### 10.4.2.a. Local Tourists Response.

Levuka would like to promote itself as a venue for national sports tournaments. When the surveys were conducted, the Fiji Nurses Association happened to be hosting its annual tournament at Levuka and so many of the female respondents were there for the tournament and also to see the town for the first time.

For the male respondents, many interviewed were either born or educated at Levuka and were returning for a holiday.

#### 10.4.2.b. International Tourist Response.

Reaction by the international tourists were quite mixed from issues of authenticity to cleanliness of the place. However, everyone unanimously agreed that it was a good place to visit, small and quaint.

The response to the following questions have been tabulated in table 10.2:

*Q.1 Purpose of visit to Levuka*

*Q.2 How did you arrange this visit?*

*Q.3 How are you paying for this trip?*

*Q.4 How did you learn about this site?*

**Table 10.2 : Response to Questions 1 – 4.**

Questions	Local Tourists	International Tourists	Total Visitors
<b>Q.1 Purpose of Visit.</b>			
1. Cultural Tourism	5	23	28
2. Shopping	30	0	30
3. Recreation	23	71	94
4. Pilgrimage	2	1	3
5. Business	0	7	7
6. Visiting	22	10	32
7. Other	0	5	5
<b>TOTAL</b>	<b>82</b>	<b>117</b>	<b>199</b>
<b>Q.2 Arrangement</b>			
1. Tour Operator	12	7	19
2. Self	40	87	127
3. Friends/Relatives	27	5	32
<b>TOTAL</b>	<b>79</b>	<b>99</b>	<b>178</b>
<b>Q.3 Payment.</b>			
1. Tour operator	6	3	9
2. Pay As you go	61	95	156
3. Guest	9	1	10
<b>TOTAL</b>	<b>76</b>	<b>99</b>	<b>175</b>
<b>Q.4 How did you learn about Levuka?</b>			
1. Friend	29	42	71
2. Work	13	2	15
3. Guide Book	8	55	63
4. Specialized Book	3	0	3
5. School	30	3	33
6. Other.	4	4	8
<b>OTHER</b>	<b>87</b>	<b>106</b>	<b>193</b>

#### 10.4.2.c. Table 10.2 Analysis.

In question 1 regarding the purpose of their visit, 30 local tourists stated that they were in Levuka for shopping. This is quite an unusual reason for people on the main island to come to Levuka for. Also on question 1, 23 locals and 71 international visitors put down ‘recreation’ as the purpose of their visit. There may be different interpretations of the term ‘recreation’ by both groups. As mentioned earlier, the nurses were having their annual sporting tournament at Levuka and many interviewed were nurses and friends attending this tournament. It is possible that the international group would interpret ‘recreation’ as sightseeing, and other passive recreational activities.

Interestingly, 22 locals and 10 international tourists stated ‘visiting friends & relatives’ as the reason why they were in Levuka. This is a large number for a small community but is quite reflective of a considerable proportion of visitors to Levuka.

For international visitors, guide books were the biggest disseminator of information on Levuka (55) followed by friends (42). The availability of good quality guidebooks such as the ‘Lonely Planet’ has made places like Levuka known to more travelers than ever

before. The phenomenal growth of the internet is rapidly becoming a popular source of tourism information.

The responses to questions 5, 6 & 7 are in Table 10.3.

Q.5. *How long do you plan to stay in Levuka?*

Q.6 *What is your daily budget for all your expenses?*

Q.7 *How did you travel to Levuka?*

**Table 10.3: Travel Mode, Duration of Stay & Budget.**

Questions	Local Visitors	International Visitors	Total.
How long do you plan to stay?			
1Day	8	3	11
Overnight	24	8	32
1 Week	27	64	91
More than 1 week.	21	24	45
<b>TOTAL</b>	<b>80</b>	<b>99</b>	<b>179</b>
What is your daily budget?			
<US\$5	10	3	13
US\$5 – 20	31	48	79
US\$20 – 50	25	42	67
>US\$50	12	6	18
<b>TOTAL</b>	<b>78</b>	<b>99</b>	<b>177</b>
How did you travel to Levuka?			
Plane	23	59	82
Car	0	0	0
Ferry	48	30	78
Foot	2	0	2
Bike	0	0	0
Yacht	8	11	19
<b>TOTAL</b>	<b>81</b>	<b>100</b>	<b>181</b>

10.4.2.d. Table 10.3 Analysis.

The results of question 5 regarding the duration of stay augurs well for Levuka as the majority of those interviewed stay for a week in the town followed by 45 people who stay more than a week. The author's experience would verify this.

The results of question 6 regarding the amount of money spent also augurs well for Levuka in the high numbers that spend more than US\$20. This figure may not seem much compared to mass tourist destinations but for a small community like Levuka, this sum is considerable and another point to consider is that virtually the whole amount spent by tourists goes directly into the local economy as opposed to mass tourist destinations dominated by multinational companies.

With regards to question 7, people come to Levuka either by plane, ferry, yachts or the Leleuvia Resort ferry. Surprisingly, 2 respondents stated that they walked to Levuka, a possible misunderstanding of the question.

## **10.5 Services & Authenticity.**

The responses to the Services & Authenticity questions are in table 10.4, 10.5 & 10.6.

Table 10.4 : Authenticity	Local Visitors	International Visitors	Total
<b>Accommodation</b>			
1. Recreation of Colonial Atmosphere			
[a] Yes	40	76	116
[b] No	30	12	42
<b>TOTAL</b>	<b>70</b>	<b>88</b>	<b>158</b>
2. Authentically			
[a] Yes	31	68	99
[b] No	9	5	14
<b>TOTAL</b>	<b>40</b>	<b>73</b>	<b>113</b>
3. Add to your enjoyment			
[a] Yes, Very much	16	38	54
[b] Yes	15	31	46
[c] Not relevant	7	5	12
<b>TOTAL</b>	<b>38</b>	<b>74</b>	<b>112</b>
4. Would you have preferred to stay in one?			
[a] Yes	17	3	20
[b] No	11	3	14
<b>TOTAL</b>	<b>28</b>	<b>6</b>	<b>34</b>
<b>Food</b>			
1. Did you sample local cuisine?			
[a] Yes	71	92	163
[b] No	9	6	15
<b>TOTAL</b>	<b>80</b>	<b>98</b>	<b>8</b>
2. Where?			
[a] Street Vendor	9	16	25
[b] Restaurant	63	84	147
<b>TOTAL</b>	<b>72</b>	<b>100</b>	<b>172</b>
3. Was the atmosphere authentic?			
[a] Yes	33	53	86
[b] No	28	26	54
<b>TOTAL</b>	<b>61</b>	<b>79</b>	<b>140</b>
4. Were the utensils authentic?			
[a] Yes	9	26	35
[b] No	49	57	106
<b>TOTAL</b>	<b>58</b>	<b>83</b>	<b>141</b>
5. Why didn't you sample the local cuisine?			
[a] Didn't know where to find it	1	2	3
[b] Worried about the cleanliness	0	0	0
[c] I did not like it	0	0	0
[d] Other.	4	0	4
<b>TOTAL</b>	<b>5</b>	<b>2</b>	<b>7</b>

#### 10.5.1 Accommodation.

With regards to accommodation, the majority of visitors believed that the accommodation sufficiently recreated the colonial atmosphere while 23% weren't convinced. Interestingly

enough, the majority of these cynics were local visitors. With regards to the authenticity of their accommodation, the majority felt that it was authentic. However, this question was poorly answered with many not venturing an answer.

#### 10.5.2. Food

Food was another confusing issue because of the different interpretations of what was to be considered local cuisine. I believe the questionnaire missed out an important avenue for food and that was 'local homes' as opposed to 'restaurant' and 'street vendor'. As the survey indicated, there were a large number of visitors who visit relatives and friends and would have had their meals there. This was not accounted for.

<b>Table 10.5 : Authenticity</b>	<b>Local Visitors</b>	<b>International Visitors</b>	<b>Total</b>
<b>Crafts &amp; Souvenirs</b>			
1. Did you buy any local craft?			
[a] Yes	12	19	31
[b] No	68	81	149
<b>TOTAL</b>	<b>80</b>	<b>100</b>	<b>180</b>
2. How would you rank the variety?			
[a] Excellent	5	2	7
[b] Acceptable	28	37	65
[c] Poor	33	21	54
<b>TOTAL</b>	<b>66</b>	<b>60</b>	<b>126</b>
3. How would you rank the quality?			
[a] Excellent	6	4	10
[b] Acceptable	34	40	74
[c] Poor	29	11	40
<b>TOTAL</b>	<b>69</b>	<b>55</b>	<b>124</b>
<b>Performing Arts</b>			
1. Did you attend any traditional performances?			
[a] Yes	33	54	87
[b] No	46	45	91
<b>TOTAL</b>	<b>79</b>	<b>99</b>	<b>178</b>
2. If yes, please rank the quality			
[a] Excellent	14	42	56
[b] Acceptable	18	12	30
[c] Poor	1	0	1
<b>TOTAL</b>	<b>33</b>	<b>54</b>	<b>87</b>

#### 10.5.3 Crafts & Souvenirs

Levuka has very little of local handicrafts sold. This was reflected in the questionnaire with only 31 who purchased items and 149 chose not to. Due to the basic level of tourism development in Levuka, this is one area that has yet to be developed and there is great potential for this with the growth of tourism.

#### 10.5.4 . Performing Arts.

With regards to performing arts, this again has not been developed on a regular basis for visitors except at the eco-tourism village of Arovudi.

TABLE 10.6 : SERVICES	LOCAL VISITORS	INTERNATIONAL VISITORS	TOTAL
<b>Transportation</b>			
1. How did you move around the site?			
[a] Foot	69	93	162
[b] Bicycle	2	4	6
[c] Traditional Transport	7	14	21
[d] Car/bike	13	16	29
[e] Bus	0	0	0
[f] Boat.	0	2	2
<b>TOTAL</b>	<b>91</b>	<b>129</b>	<b>220</b>
2. Motor traffic within the site.			
[a] Acceptable	58	80	136
[b] Excessive	8	1	9
<b>TOTAL</b>	<b>66</b>	<b>81</b>	<b>147</b>
<b>Infrastructure</b>			
1. Lighting of the site			
[a] validates the heritage	13	24	44
[b] Acceptable	51	66	117
[c] Insufficient.	18	3	21
<b>TOTAL</b>	<b>82</b>	<b>93</b>	<b>175</b>
2. Condition of Pavements & Public Spaces			
[a] Reinforces the traditional authentic atmosphere	14	37	51
[b] Needs improvement.	60	60	120
[c] Acceptable	2	2	2
<b>TOTAL</b>	<b>76</b>	<b>99</b>	<b>175</b>
<b>Hygiene</b>			
1. Overall cleanliness of the site			
[a] Excellent	13	16	29
[b] Acceptable	41	68	109
[c] Poor	20	14	34
[d] Very Poor.	3	2	5
<b>TOTAL</b>	<b>77</b>	<b>100</b>	<b>177</b>
2. Number of Rubbish bins on the site			
[a] sufficient	43	72	115
[b] Insufficient.	27	22	49
<b>TOTAL</b>	<b>70</b>	<b>94</b>	<b>164</b>
<b>Pollution</b>			
1. Level of air pollution in Levuka			
[a] Excessive	0	1	1
[b] Bad	25	2	27
[c] Acceptable	34	63	97
[d] Good	21	34	55
<b>TOTAL</b>	<b>80</b>	<b>100</b>	<b>180</b>
2. Level of noise pollution in Levuka			
[a] Excessive	0	3	3
[b] Bad	9	5	14
[c] Acceptable	40	68	108

[d] Good	31	23	54
<b>TOTAL</b>	<b>80</b>	<b>99</b>	<b>179</b>
3. Level of Visual pollution in Levuka			
[a] Excessive	0	2	2
[b] Bad	14	3	17
[c] Acceptable	49	77	126
[d] Good	17	17	34
<b>TOTAL</b>	<b>80</b>	<b>99</b>	<b>179</b>

#### 10.5.5 Transportation

The major forms of motorized transportation in the old capital are taxis, vans or light trucks. The only regular bus service is the twice-daily shuttle to the airport. Villagers from outside Levuka rely heavily on light trucks for transport. For those living in Levuka and the nearby villages, taxis and vans are the preferred choice, apart from walking, of course.

Levuka is a small town where everything is within walking distance. The high number of visitors preferring to travel on foot reflects this. This is followed by people who use cars or motorbikes although I think it is more of the former than the latter as Levuka, like the rest of Fiji, has very few motor bikes.

#### 10.5.6 Infrastructure

With regards to the lighting of the site i.e. street lights and lights in public places, a total of 44 visitors believed that the lighting of the site validated the heritage of Levuka. A further 117 felt that it was adequate. However, 21 were of the view that it was insufficient.

The conditions of pavements and public spaces drew interesting responses. 51 believed that it reinforced the traditional authentic atmosphere whilst 120 felt it needed improvement. Only 2 found it acceptable. Of the 120 that felt Levuka needed improvement, many were double minded as they also believed that too much improvement would mean the loss of the town's authenticity. Some felt that the present state of slight disrepair was good as it captured the atmosphere of what they had read in books regarding Levuka and its history. Some were interested to know what the original pavements were made of.

#### 10.5.7 Hygiene

Generally, visitors believed that the overall cleanliness of Levuka was acceptable. 29 visitors believed that the overall cleanliness of the site was excellent while 109 felt that it was acceptable. 34 visitors felt that it was poor and 5 very poor. Interestingly, the local visitors seemed fussier regarding hygiene standards than the international visitors.

More than two thirds of visitors believed that there were sufficient rubbish bins in the town while less than a third felt that it was insufficient. With regards to this question, there is an assumption that the more the rubbish bins they have in place, the cleaner the place will be. As part of the Tidy Towns Programme, the LTC had increased the number of rubbish bins along the town. They have noticed an increase in general cleanliness of the town.

#### 10.5.8 Pollution

For the majority of visitors to Levuka, 97 found the levels of air pollution acceptable while 55 found it good. 27 felt that it was bad and 1 believed that it was excessive. Of the 27 that found it bad, 25 were local visitors. The PAFCO factory would be the major culprit with

regards to air pollution. Although steps can be taken to minimize this form of pollution, it would be extremely optimistic to expect this to be eradicated.

With noise pollution, 108 found it acceptable, 54 found it good, 14 thought that it was bad and 3 believed it to be excessive. When interviewed, many cited the large number of stray dogs and their associated barking and traffic as the main causes. With regards to the latter, the disproportionately large number of trucks in comparison to cars on the island, is a contributing factor. This is due to the state of the roads on the islands and for many villages, a truck is more practical in that it can carry both passengers and cargo.

Visual Pollution received a better response with 126 finding Levuka visually acceptable, 34 thought it was good, 17 found it accessible and 2 found the pollution excessive.

## 10.6 Presentation of Heritage

### 10.6.1 Maintenance of Monuments.

Although 43 of the visitors surveyed felt that the monuments were well cared for, a significant portion 47, felt otherwise whilst 84 believed that it was reasonably maintained. Both monuments have been renovated.

### 10.6.2 Signs

For signs, 107 believed that this was inadequate in the town and would appreciate more signs indicating the location of monuments and other points of interest 48 believed that the present signage was sufficient and 11 did not have an opinion.

### 10.6.3 Maps.

A majority of visitors did not buy maps (147) whilst 23 did purchase maps. For those who did not purchase maps, 57 were not interested in purchasing the maps, 55 already had maps in the guidebook and 21 said that it was not available. Only one (1) stated that the maps were too expensive. It must be noted however, that detailed maps of Levuka and Ovalau are available from the Lands Department in Suva.

### 10.6.4 Guides

Of those who were interviewed, 63 hired guides to see Levuka and the surrounding tourist attractions. 105 decided to discover Levuka and Ovalau on their own. Of the 63 that did hire guides, 49 were quite pleased with this service whilst 13 were reasonably satisfied with it. It is a credit to the local guides that there were no dissatisfied customers.

For those who did not hire guides, the majority (77) were not interested in doing so. This high number can be correlated with the large number of visitors who spend a considerable time in Levuka (up to one week). Most of these visitors have the time to discover Levuka on their own and most of them do so. Of those that didn't hire guides, only 6 felt that they were too expensive, 1 said that guides weren't available and 2 used guides in package tours.

### 10.6.5 Fees.

Of those interviewed, 45 stated that they paid fees to enter heritage sites. 120 did not pay to enter heritage sites. In Levuka, there are very few sites, which one has to pay to enter. Most of the heritage sites in Levuka are outdoors and are free. For those who did pay, only 4 felt

that the price was too expensive. This was evenly distributed between local and international tourists. 37 believed the fees were reasonable and only 2 felt that it was too cheap.

The next question was, “whether the purpose of this fee was explained?” was poorly answered with only 39 respondents answering the question. 20 said ‘Yes’ and 19 said ‘No’.

141 stated that they were willing to pay a fee if the money raised was for heritage conservation, while 25 indicated they were unwilling to do this.

#### 10.7 Conclusion.

The visitor survey yielded a lot of interesting results. It was the first survey of its kind and most importantly, took into consideration a very important but forgotten stakeholder, the local tourist. This group had very strong views about all the issues raised and surprisingly were more intolerant than the international visitor.

The survey has segmented the market and makes it possible for the council or government to target these tourist market segments. This survey will be of assistance if Levuka decides to move on to the next stage of project development, which is a strategic heritage tourism plan.

## SECTION XI : COMMUNITY PARTICIPATION

### 11.1 Services

**Tour Guides** - All of the eight regular guides are local people, i.e. people who are long term residents (10 years or more) of Levuka and Ovalau and/or who were born on the island.

**Restaurants and Food Outlets** - Of the five existing restaurants, four are locally operated, the fifth is owned by an Australian family who have been resident in Ovalau for 17 years.

**Accommodation facilities** - The three hotels/guest houses in Levuka are all locally owned and operated. In addition, a furnished house that is available for tourist rental is owned by an overseas resident, but is managed by Ovalau Tours and Transport. Of the three rural resorts, two are owned and operated by local residents, the third has a mixed shareholding and is managed by an American couple.

**Souvenir/craft shops** - No dedicated souvenir/craft shops currently operate in Levuka. Several of the local shops have a small selection of crafts and souvenirs and the Community Centre also sells a limited range of souvenirs and crafts. Plans are in place for the Provincial Council to build and operate a cultural centre at Nasova - this will be entirely operated by local people from the town, island and island province.

**Traditional Performing Arts** - Only Devokula village offers regular traditional performing arts displays, about 20 people are involved and they are all local villagers. During cruise ship visits and during the Back to Levuka festival many local town (mainly school students) and village people perform dance and song as entertainment.

### 11.2 Conservation

**Volunteer programmes of Heritage Conservation** - There are no heritage specific voluntary community conservation programmes being undertaken at present. However, there are several groups who, from time to time, assist with beautification and environmental conservation work. E.g. beach cleaning, planting, litter collection etc. For the most part these are self-motivated community groups, usually from a church or school, but occasionally from a discrete community within the town. The Levuka Tidy Towns Committee coordinated and encouraged some groups and individuals. National environment week each June also stimulates communities to undertake specific tasks during the week and raises awareness of the need to care for the general environment (which includes heritage issues). The Anglican youth group, for a while, was taking care of the European monument, but this gradually ceased. The Levuka Historical and Cultural Society is a voluntary community group and is making efforts to look after the original Morris Hedstrom Store and the Patterson Gardens.

The Town Council is currently putting a project together for presentation to the Provincial Government and the Ministry of Youth to consider. This project will involve using otherwise unemployed youths to carry out some of the Council's heritage project work. The youth will be paid and will learn some basic skills, they will be supervised by a paid foreman.

Other heritage restoration and maintenance projects (private and public) usually use contracted labour. Where local skill levels meet the required standards these are used. In some cases contractors have been called in from Suva (e.g. most of the renovation work for the Marist Convent School).

### 11.3 Education

**Heritage at School** - the school curriculum is set by central government and does not specifically include heritage as a subject. Social studies and History are optional subjects which do include some element of heritage education, but not specifically so.

The Town Council's part time Environment Officer (1998 - 1999) has visited each school in the island and provided informal lectures and workshops at village level relating environment with heritage.

The Levuka Heritage Committee, with assistance from the Provincial Council hope to build on the initial work done by the Town Council during 2000 (refer section V.2). The project will include heritage education and awareness raising at village level. The National Trust of Fiji has also organised workshops for traditional leaders at a national level.

**Students in Heritage Conservation** - No schemes are currently in place but it is hoped to begin the introduction of these in 2000 with local Secondary Schools. Refer also to the youth employment scheme noted in this section above.

The University of the South Pacific has, for several years now, visited Levuka for field studies. These visits, usually of three days duration include a detailed briefing about the heritage of Levuka, and the students themselves go out and collect data and information. This trend looks set to continue on an annual basis.

Several overseas universities and schools have visited Levuka during recent years, and Simon Fraser University (Vancouver) will bring groups of students to Levuka during June/July 2000 to undertake archaeological survey work. The Simon Fraser University is working in conjunction with the Levuka Town Council, the University of the South Pacific, the Fiji Museum and the National Trust.

**Community Heritage education Projects** - subject to funding there are plans to begin a regular Community Heritage and Environment news sheet. Public notices appear from time to time in the Community Centre. A documentary video about Levuka's heritage was filmed some 15 years ago. The video is now due for updating.

The Fiji Times (national daily newspaper) has independently produced a number of newspaper supplements on the history of Levuka.

## **SECTION XII : NEW INNOVATIONS PROMOTED BY TOURISM**

Levuka is today promoted as a historic attraction. Recent community based tourism projects include informal guided hikes, visits to local heritage sites, and the development of small visitor accommodations.

Levuka, as the old colonial capital has left good basic infrastructure for the island of Ovalau. An unsealed road encircles the island and improvements are needed to parts of the coastal road. Old foot tracks cross the island providing links to many of the coastal villages. There is an airport at Bureta, a jetty at Buresala, a wharf at Levuka, and a boat landing at Naqueledamudamu. Improvements to the water supply system to meet future demands is being carried out as recommended in the *Levuka Regional Water Supply Scheme* (Sinclair Knight Mertz,1996).

### 13.0SECTION XIII : POLLUTION

Despite Levuka having tourism for quite a number of years, the following factors have played a major contributing role in minimizing its impact:

1. The low tourist numbers that come to Levuka. These low numbers have resulted in the acceptance of visitors by the local community, as the feeling of ownership of their town is still quite strong.
2. Levuka has tended to attract the more discernible, educated and culturally sensitive tourist who have blended in extremely well with the local community.

#### 13.1 Spatial Pollution.

Being one of the busiest ports in the South Pacific, Levuka has had a large number of hotels, boarding houses etc. Indeed, in 1873, there were 18 listed hotels. The existing hotels and resorts in Levuka and on the island of Ovalau have been in existence for quite a number of years. The Royal Hotel is the oldest in Fiji, constructed before 1869. The two latest inclusions are located outside the town in isolated spots away from villages. All are small, family-run businesses, none catering for more than 50 guests at a time.

Due to the established nature of tourist accommodation and the scale of tourism in Levuka, there has been virtually no displacement or effect on the local community's spatial distribution.

#### 13.2 Economic Pollution.

There are a number of tourist businesses such as restaurants that cater for tourists. 'The Whale's Tale' and Café Levuka are perhaps two that rely heavily on tourist patronage. However, because of the restrictive numbers, these businesses must fall back on local patronage to supplement their income.

The establishment of Ovalau Tours & Transport Ltd. and Significantly Original Holidays are the town's major travel agent and tour operator. Yet despite this growth and establishment of a more concerted tourism drive, it would be unfair and untrue to state that economic pollution is a problem. Present local economic activity is still geared toward meeting local needs.

#### 13.3 Spiritual Pollution.

Fijians are quite religious and have strong beliefs. Spiritual pollution is not an issue. Interestingly enough, although the town has had tourism for a while, there has not been major interaction between tourists and locals. Interaction is more common amongst tourists than with locals. The exchange of ideological and religious ideas between tourists and locals is thus, limited. A supporting factor is that most visitors to Levuka are generally sensitive to the locals' beliefs and as far as one can determine, have not attempted to undermine local religious or spiritual beliefs.

#### 13.4 Material Culture.

Again the type of visitors that visit Levuka has played a major role in minimizing the impact on the local community's culture. Visitors are rarely the 'party animals' that

frequent mass tourism destinations but have blended in with the community, sensitive to the behavioural expectations of the locals.

Another important factor is the resilience of the local community. Levuka has had a rich history of western integration with many of its prominent families, descendants of white settlers. Its reputation as a good educational centre has helped maintain the town's interaction with the rest of Fiji. Many of the residents have family residing in Australia, New Zealand and further afield. Thus it is fair to say that the residents of the town are to some extent, 'versed in the ways of the world' when one considers the extent of their integration with the rest of the country and the world. The presence of a small number of culturally sensitive tourists in Levuka on the local community has been one of acceptance.

### 13.5 Visual and Noise Pollution.

There has been very little tourism related visual pollution in the town. Perhaps the most striking is the Ovalau Tours & Transport Ltd. advertisement painted on the side of the company's building. Most of the resorts on the islands rely on advertising brochures, websites on the Internet and signboards at the entrance of the hotels. Levuka has been spared the scourge of advertising billboards that pollute the roadsides and shorefronts at Nadi, Fiji's mass tourist town. All the resorts and restaurants have kept with the colonial heritage of the town.

With regards to noise pollution, there has been very little tourism-related noise pollution. Levuka does not have night-clubs and dances need a permit from the District Officer, which is issued quite sparingly. There are no dances organised specifically for tourists although a quiet beer and a game of billiards are on offer at the Ovalau Club. The Ovalau Club is a private club although they do permit visitors to Levuka to use the club's facilities.

The hotels, in keeping with the colonial character, do not play loud music. Hotel activities are usually quiet, passive recreational and unobtrusive in nature.

### 13.6 Garbage Production.

The garbage generation of tourism, according to statistics provided by the hotel owners is not only minimal, but also not growing. Below is a table regarding the number of rubbish bins emptied per week over the last five years.

<b>Hotel Name</b>	<b>Number of Rubbish Bins per Week in 1995</b>	<b>Number of Rubbish Bins per week in 1997</b>	<b>Number of Rubbish Bins per week in 1999.</b>
Royal Hotel	One	One	One
Mavida Lodge	Two	Two	Two
Old Capital Inn 1	Two (On average)	Two	Two
Old Capital Inn 2	Two (On average)	Two	Two
Ovalau Holiday Resort	One	One	One
Devokula	Nil	Nil	Nil
Rukuruku Resort	Not available	Not available	Not available
	<b>Number of Trips to the dumpsite per week in 1995.</b>	<b>Number of trips to the dump site per week in 1997</b>	<b>Number of trips to the dumpsite per week in 1999.</b>
Levuka Town Council	8 or 9 trip per week. 552 for the whole year	9 or 10 trips per week, 554 for the whole year.	9 trips per week. 555 for the whole year.

The figures reflect the small numbers of tourists that come to Levuka. However, a discrepancy one notes is the figures for the Royal Hotel, which has consistently recorded 1 bin per week. The Royal Hotel is the largest and attracts the most guests of all the resorts on Ovalau. It seems unusual that the smaller less busy hotels such as the Old Capital Inn would generate more rubbish. The Royal Hotel also offers breakfast and dinner and so one would imagine that there would be greater rubbish generated. However, Council workers allege approximately 10 to 15 bins per week. This will have to be cross-checked with the hotel owners.

Devokula is a village-based and village-run eco-tourist resort quite a distance from the town and does not use the town dump to get rid of its rubbish. They have not been able to provide accurate figures regarding rubbish generation. However, they state that they request tourists to take rubbish back with them. It would seem that there has been some misunderstanding regarding the questionnaire.

Information on the Rukuruku resort was also not available, as the interviewer could not reach the resort due to its isolation and transportation difficulties.

## 14.0 SECTION IV : COMMUNITY SURVEY

### 14.1 Survey Method

Two teams conducted the survey, one did the community survey and the other the visitor survey. Initially, the proposal was to have the community survey done by high school students. However, it was felt that this was an important project and thus warranted a more professional approach. Since the exercise involved interviewing a generally conservative group, it was felt that they would respond better to a mature interviewer. Two interviewers were selected, one, a civil servant and the other, a town councilor, both educated and respected members of the community.

#### 14.1.a Village Surveys

It was decided that the community survey would not be restricted to the town of Levuka but also include the neighboring three villages of the town which, due to their proximity, are influenced by the town. These villages are Naikorokoro, Draiba and Levuka Village.

The other two villages surveyed were Arovudi and Lovoni and were chosen because they presently have ecotourism projects in operation. In Arovudi, they have an ecotourism project run by the village youth and involves the majority of the village whilst in Lovoni, an individual from the village conducts a nature walk for tourists through historical mountain fortifications. The level of involvement of the inhabitants in the two villages is reflected in their views of tourism and in how they answered the questions. Those interviewed in Arovudi were extremely supportive of tourism whilst for those in Lovoni, support was lukewarm, with many stating that they did not benefit from the industry.

#### 14.1.b Levuka Town

Of the 200 interviews, 112 were town residents. An interesting issue they raised which was not part of the questionnaire was that they were very supportive of conserving their heritage homes, but wanted the government to assist in its maintenance stating that their houses were very expensive to maintain. Paradoxically, some residents agreed that the main reason why tourists came to Levuka was because of its heritage buildings and was very supportive of increasing tourist numbers but at the same time wanted the government to allow them to replace their heritage houses (usually wooden) with concrete houses.

Their findings are considered in detail in Section ?

### 14.2 Weaknesses

In the community survey, interviewers were requested to put in the date and time and location (village name) the interview was conducted. Three questions were included:

- ◆ What do you think of tourism in Levuka? *Good*                      *Okay*                      *Not Good.*
- ◆ Do you think tourist numbers have:      *Increased*      *Decreased*      *Not Changed*
- ◆ Do you think people come to Levuka for its heritage? *Yes*                      *No*                      *Don't know*

In the last question of the Tourism section, it states, '*In general, how would you evaluate the growth of the tourism industry in your community?*' This is making an assumption that tourism is growing. However the response of 14 people of the 200

interviewed believed that tourism was declining and 49 were of the opinion that it remained the same. This presumption could have influenced responses for those who thought otherwise about tourism trends. No tourist figures for Levuka were available and so there is no statistical evidence. Additionally, the boxes do not accommodate those who have no opinion of tourism, which for a large proportion of those on the island of Ovalau, tourism has had little direct impact on their lives. This is reflected in answer to the question *'Do you think that the 'growing' number of visitors has had an impact in your daily life?'* where 127 respondents stated NO.

### 14.3 Community Survey Analysis

The community survey numbered 200, evenly split between males and females. Of this number 13 were below the age of 20, 90 between the age of 20 and 40 and 97 above the age of 40.

#### 14.3.1 General Information.

Those surveyed were employed in various jobs, a breakdown of their occupations is recorded in Table 14.1.

The community survey came up with quite a number of interesting comments from people. Issues raised by the town folk and village folk were quite distinct and in the latter group, there was a distinction between those villages involved in tourism and those that were not.

**Table 14.1: Occupation of those Interviewed and Village of Residence.**

OCCUPATION	Town	Arovudi	Levuka Village	Naikorokoro	Draiba	Lovoni	TOTAL
Student	8	0	0	0	0	0	8
Household Work	16	1	0	7	9	7	40
Unemployed	21	12	16	0	3	11	63
Employed	67	13	2	3	1	3	89
Restaurant	3	0	0	0	0	0	3
Hotel	2	0	0	0	0	0	2
Retail	12	0	0	0	0	0	12
Tourist guide	4	0	0	0	0	0	4
Other	2	0	0	0	0	0	2
Agriculture	7	3	0	1	1	1	13
Civil Service	21	0	1	0	0	0	22
Heavy Industry	7	8	0	1	0	0	16
Other	9	2	1	1	0	2	15
<b>TOTAL</b>	<b>179</b>	<b>39</b>	<b>20</b>	<b>13</b>	<b>14</b>	<b>24</b>	<b>289</b>

The major issue raised by the townfolk of Levuka was heritage conservation. The business community believed that if government wanted them to preserve their historic buildings, then it should assist them financially or in kind.

For the three villages that did not have a tourism project, many expressed disappointment that they were not given the opportunity to participate in the industry and requested that government should assist them in setting up tourist ventures.

#### 14.3.2 Tourism.

##### Q.1 *'Which one of these scenarios would you prefer?'*

There was overwhelming support for tourism with 174 supporting, 1 preferring a reduction, 17 preferring no change, 2 would rather see no tourists at all and 6 did not have an opinion.

##### Q.2 *What do you think about the way tourists dress?*

The majority were in support of tourism but there was a concern expressed by many of the surrounding villagers that tourists should dress decently and have requested that tourists be made aware of it. Of the 200 interviewed 114 did not mind, 27 did not like present tourist dress whilst 58 were supportive.

However, it must be pointed out that tourists that do come to Levuka are usually not the average mass tourist that flock to the sunny beaches of Nadi and western Viti Levu but are usually backpackers and the more discerning, educated tourists who make the long trip from Nadi to Levuka for its heritage. The latter group takes pains to ensure that they do not offend the local population and dress accordingly. The lack of good swimming beaches on Ovalau has played a role in tourists adhering to acceptable local standards of dress.

##### Q.3 *'What do you think about tourists taking photos?'*

83 liked having their photos taken, 15 objected to it while 102 did not mind. Of those who objected, 9 were from the town and 3 were from Levuka Village which is right next to town. This is interesting in point in that Fijians (and other Pacific Islanders) generally do not have negative beliefs regarding photographs and quite often, it is difficult to take a photo in a village without people wanting to be in it.

##### Q.4 *'What do you think about tourists entering temples?'*

resulted in 84 people agreeing to it, 33 not happy with it and 88 did not mind. Those who were not happy with tourists in churches or temples could give no specific reason.

##### Q.5 *'What do you think about tourists entering houses?'*

81 people liked having people entering their houses, 28 were not happy about it and 90 did not mind. The majority of villagers either liked people entering their house or did not mind. Of those who objected 24 were from town and 4 were from the villages. Fijians are a communal people and quite friendly. Thus the perception of personal space is foreign in villages. However, with town folk, entering homes is generally considered an invasion of privacy. Many villagers interviewed were proud to show people their homes, even complete strangers.

##### Q.6 *Do you think that the growing number of visitors has had an impact in your daily life?*

This was a poorly answered question due to some reason or other. Of those who responded, 70 answered 'Yes' with 41 having positive impacts, 2 stating negative

impacts and 21 said both negative and positive impacts. 9 unfortunately did not fill in an answer. 127 believed that visitors had made no impact on their lives.

*Q.7 In general, how would you evaluate the growth of the tourism industry in your community?*

108 were happy with it, 45 said it had its pros and cons and 5 did not like it at all. The rest did not answer the question. Most of those that did answer did not believe that tourism was not growing.

*Q.8 What do you think of tourism in Levuka?*

This was one of the three questions we added. The response was ; 140 thought it was good for the town, 115 felt it was okay and 19 did not agree to it.

*Q.9 Do you think the number of tourists have increased, decreased or remained the same?*

133 believed that the numbers were increasing, 14 believed that it was decreasing while 49 felt that it remained the same.

#### 14.3.3 Heritage.

The section on heritage yielded some surprising results. The first question that was put in was:

*Q.1 Do you think that people come to Levuka for its heritage?*

136 of those that responded believed that people do come to Levuka for its heritage status, 14 did not think so and 43 did not know. Of the 43 that did not believe so, 28 were from the town itself.

*Q.2 Is Levuka's heritage worth seeing?*

This received overwhelming support with 159 believed this was definitely so, 34 weren't sure and 7 could not understand why people came to Levuka. The pride of the people of Ovalau in the old capital is legendary in Fiji and this response was no surprise.

*Q.3 How have you learnt about the significance of the heritage of Levuka?*

Dissemination of heritage information on Levuka has been equally spread with 81 learning about it through family, 55 through school, 46 through other means such as [1]Other People [2] Media [3]PATA (Pacific Asia Travel Association) [4] Levuka Town Council.

*Q.4 Do you live in a heritage home?*

Due to the interview taking up 5 villages outside Levuka, of those interviewed only 34 lived in heritage houses while 153 did not. Of the 34 only 21 had their houses restored. And of these 21, only 1 received government aid while the remaining 20 did not.

For those who did live in a heritage house but had not restored it numbered 17. Asked if they would like to get their houses restored, 15 replied yes while 2 did not want to get their houses restored. It was not possible to find out why the two respondents did not want their houses restored.

*Q.5 Do you think that government should spend more on heritage conservation?*

145 believed that government should definitely spend more, 18 did not think so and 29 were not sure. This reflected the overwhelming opinion of property owners in Levuka town that the government should assist them in preserving their properties since it was considered by government as Fiji's national heritage town.

#### 14.3.4 Community Survey Conclusion.

On the issue of tourism, there was overwhelming support with very few conditions such as the request that tourists be asked to dress decently. This is symptomatic of areas that have had very little exposure to tourism i.e. *'Pre-Takeoff'* period.

With regards to heritage, support is rather muted. The villagers are quite supportive of it but they have been spared the cost of maintaining these buildings since their houses are not heritage homes. However, heritage home owners do support the concept of heritage conservation but feel that the government should assist them in maintaining their homes in cash or in kind.