

**REPORT BY SURVEY MISSION
ON
ECONOMIC AND TECHNICAL COOPERATION TO FIJI**

MARCH 1973

**OVERSEAS TECHNICAL COOPERATION AGENCY
GOVERNMENT OF JAPAN**

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REPORT BY SURVEY MISSION ON ECONOMIC AND
TECHNICAL COOPERATION TO FIJI

I. FOREWORD

The mission dispatched by OTCA and consisting of technical experts carried out an on-the-site survey of economic conditions in Fiji, for a period of about two weeks from July 1st to 14th, 1972. The mission is deeply grateful to the Government of Fiji and related organizations for their valuable assistance during the survey. As a result of the survey, it is the view of the mission that the problems and recommendations described later in this report must be fully taken into account in proceeding with the economic development of Fiji. Since the survey was conducted from the standpoint of possible technical cooperation and a study of economic conditions, the direct measures which can be taken by Japan, as a result of the findings of the survey, would be limited to the dispatch of Overseas Cooperation Youth Corps and technical experts.

The mission reported back to the Ministry of Foreign Affairs, Government of Japan, and related organizations as well as OTCA about its findings of Fiji which had been little known in Japan, and also about various problems and requests presented by the Government of Fiji. The mission hopes that this report will contribute to further steps in the direction of technical and economic assistance by Japan to Fiji.

Organization of the Survey Team

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II. RECOMMENDATIONS ON ECONOMIC DEVELOPMENT - FOCUSING ON AGRICULTURE AND FISHERY

1. Promotion of tourism simultaneously with industrialization and regional development.

The overall economy of Fiji has so far depended much upon agriculture, particularly upon sugar. It is observed that due to the recent depression in the domestic sugar industry caused by the world-wide weak market, this nation is now developing other sectors of the economy with primary attention to tourism, which expanded remarkably in recent years.

Because the world-wide sugar market will not improve from a long range perspective, and also because Fiji possesses scarce resources other than tourism, there is no doubt that the promotion of tourism will play a decisive role in the future economic development of this nation.

1-1 Formulation of overall economic plan with tourism as its mainstay.

Firstly, the long-range development plan for tourism must be formulated with top-most urgency. However such a Plan should not be limited only to the scope of growing tourism, but it should be mapped out as an overall economic development plan with tourism as its mainstay. More precisely, the Plan should not only aim at the expansion of tourist facilities such as renovation of hotels etc, but it should attempt to boost the national economy by means of a strategy for the promotion of tourism simultaneously with industrialization. Furthermore the Plan should function as a guideline for regional development so that practical steps for regional development will be visualized and implemented along with the Plan.

Regarding agriculture and fishery, as well as farm and fishing villages, the above-mentioned economic plan should comprise basic planning for self-sufficiency in food for tourists and for improved technology in souvenir manufacture so that practical steps will be taken in line with the recommendations described later.

1-2 Self-sufficiency in tourists' foodstuff.

It is observed that the current import of foods for tourists, such as lettuce, carrots and tomatoes, etc, fruits and beef can be replaced by boosting domestic production. Technological success is remarkable in local agricultural institutes, with the result that future steps must be taken so that such technology will be utilized by farmers and that the distribution system will be improved.

Meanwhile, from the viewpoint of farmers' cooperatives and also the need for modernizing farm-villages, it is suggested that pioneering villages should be designated in order to take up such activities. Several villages should be selected according to a certain standard of qualifications in production and distribution according to each product item, as well as availability of local managerial leaders, so that intensive guidance and encouragement will be made in production and distribution of these pioneering villages. Alternatively, the deputation of technical experts in each of these villages might be useful. Furthermore, such pioneering villages should constitute a kind of agriculture cooperative with the maximum possible integration of production and sales activities, which is of paramount importance for success in such activities.

Among others, marketing should be viewed from the standpoint of directly combining these pioneering villages with tourist facilities such as hotels, etc. Furthermore, intensive guidance must be given not only in the sector of agriculture, but also in the social field as well as culture and education, so that the remaining villages will follow suit thereby contributing to the well-organized modernization of farm-villages.

1-3 Improved technology for souvenir manufacture.

Tourists retain pleasant memories of the pleasant taste of local dishes and also the artistic value of souvenirs. Wood handicraft, leather and paper-made gifts, shell work, etc, presently available in Fiji, are certainly unique in nature but lack much from a technological viewpoint. Since the novelty of such handicraft, which can never equal their primitiveness, can be attained only by a high degree of technology and delicacy, the mission recommends that local ingenuity should be traced down to traditional technology and beauty for eventual promotion. In the event such step proves successful, it appears that this handicraft industry will grow into one sector of the national economy by way of production of raw materials and also side-line employment for farmers and fishermen.

2. Intensive renovation of infrastructure.

Despite the small land area of Fiji, it appears that a substantial amount of land remains wasted and uncultivated. In order to convert such wasteland into arable land and pasture land, the present state of infrastructure will have to be renovated with top-most urgency. Irrigation facilities must be established for boosting crops. This applies to rice production, vegetables, fruit and pasture. Failing this, any effort for improved seeds and supply of fertilizer will obviously lead to small success.

Meanwhile, transport facilities will also have to be renovated urgently. While the current progress of road building and renovations is gratifying, the mission deeply feels the urgency of providing regular mass transport for inter-island transport - particularly between Vanua Levu and Viti Levu, by means of ferry and the like. Because such mass transport will enable remarkable development of agriculture and overall economy in Vanua Levu, where there is enormous possibility for the Development of large-scale pasture land, vegetable and fruit plantation by cultivating the existing waste land.

3. Gradual build-up of fishery.

The present condition of fishery in Fiji is still limited to home consumption. About three years ago the Fisheries Department was established in the Ministry of Agriculture and Forestry, which commenced guidance and encouragement of fishery. While great hopes are seen in the growth of the canned fish industry, the mission realized are considerable difficulties for the quick development of such industry. The production of canned fish will require a regular and abundant supply of fixed species of fishes. The common operation and management of canned fish with fruit is also essential in order to balance out seasonal fluctuations of fishery. Furthermore the import of cans and the present scale of wages, etc., will prohibit the competitiveness of domestic canning industry against the imported stuff.

The mission recommends an alternative and urgent step to improve fishing technology aiming at self-sufficiency in fishes and reducing the current import of canned fishes. For this purpose the fishing industry will have to be developed methodically in stages, by surveying the potentials of coastal fishing, training of fishing experts, education courses for fishermen, and the establishment of a training centre.

4. Long-range planning of forestry.

While the forestry of Caribbean pine and mahogany is actively being promoted, it appears that a long-range estimate of future marketing must be made.

The mission recommends that aggressive publicity be conducted for such marketing as a first step, along with necessary steps for the alteration of forestry scale, cost reductions and the like.

ERRATA

Page	Line	Error	Correct
1	4	Thd	The
1	24	Takenobu, Kumagai	Takenobu Kumagai
2	8	promary	primary
2	10	long range	long-range
3	3	seplaced	replaced
4	4	of infrastructure	of the infrastructure
4	10	-island transport -	-islands,
4	13	Development	development
4	21	realized are	realizes that there are

