

Versatility in Hospitality Industry around the Globe Case study on Development and Challenges of Hospitality Sector of Palau

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Abstract: Palau was discovered by the Europeans on 28 December 1696 when the first map of Palau was drawn by the Czech missionary Paul Klein based on a description given by a group of Palauan's shipwrecked on the Philippine coast on Samar. This map and a letter sent to Europe by Klein in June 1697 had a vast impact on the surge of interest in Palau. It resulted in the first and failed Jesuit attempts to travel to the islands from the Philippines in 1700, 1708 and 1709. Palau's pursuit of niche tourism markets, which support value growth over volume growth, targets a more engaged traveller who seeks new, authentic experiences as opposed to low-budget sun-and-sea mass tourism. Mass tourism is becoming less desirable worldwide as it delivers negative environmental impacts and limits benefits to local communities. Hotel development projects aimed to service the low-end packaged traveller have cluttered the market and degraded Palau's pristine brand. To make matters worse, Palau's identity as an exclusive world-class diving destination is eroding, due to significant overcrowding at key sites. Resolving these issues is crucial. Resolution will require the political will of the ROP government and a coordinated industry. The Responsible Tourism Policy Outlines the way forward. We must all pull together to implement needed solutions. In Palau, tourism brings the "rising tide of economic development" and land is the boat few Palauans have. Given that tourism is first and foremost an agent of globalisation in a capitalist system; my degree program sought to explore how tourism can be adapted in destinations that continue to depend on it economically but are seeking more sustainable social and environmental solutions. Sustainability in tourism can be defined as beneficial for the livelihoods of local people and the conservation of life on our planet[1].

Keywords: Palau

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