

**COLLABORATIVE ACTIONS FOR SUSTAINABLE TOURISM**

**3RD QUARTERLY NEWSLETTER**

**JUNE 2013 / WORLD ENVIRONMENT DAY EDITION**

# **SHOWCASING ACTIVITIES, RESULTS AND LESSONS FROM KARTONG IN THE GAMBIA ... AND OTHER STORIES**



**GLOBAL ENVIRONMENT FACILITY**  
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Articles submitted for publication will however be subjected to the magazine's editorial policy.





## MESSAGE FROM THE PROJECT MANAGER,

Dear Readers,

Welcome to our 3rd COAST Project Newsletter, covering the months of March – June 2013. We hope that you are finding our Newsletters interesting and useful. These Newsletters are the primary medium that the COAST Project is using to document and disseminate emerging lessons, experiences and best practices in the subject of sustainable coastal tourism from and across the project partner countries in Africa. We use the data and information emerging from the nine Demo Sites in Cameroon, The Gambia, Ghana, Kenya, Mozambique, Nigeria, Senegal, Seychelles and Tanzania to generate news and articles that are aimed at enhancing the discourse on this important subjects across the COAST Project countries in Africa.

### Why Sustainable Coastal Tourism?

Tourism is a dynamic industry that is driving the economic plans of many countries in Africa. For the nine countries participating in the COAST Project, coastal tourism is of critical importance. As the national governments seek to enhance the numbers of tourists visiting their coastlines for leisure and sport, the fragile marine ecosystems need to be protected from destruction. In addition, the local communities living around these natural resources also deserve to be fully integrated within the industry, to enhance ownership and economic benefits. The private sector players, especially the staff, managers and owners of tourism hospitality establishments, also need to be carried along as active agents for sustainable coastal tourism.

### The COAST Project Demonstrating Results

The collaboration between UNIDO, UNEP and UNWTO seeks to integrate sustainability principles in the tourism industries for these countries, by implementing on a pilot basis some best available practices and technologies to manage land based pollution, therefore reducing the degradation of marine and coastal environments of trans-boundary significance. Towards this end,



LUDOVIC  
BERNAUDAT

we have established numerous partnerships with key stakeholders in this sector in the nine countries and are implementing a number of projects and activities aimed at demonstrating Best Available Practices and Best Available Technologies (BAPs/BATs) for enhanced inter-linkage between tourism and environmental sustainability. As the world marks activities that celebrate the year 2013 as the United Nations International Year of Water Cooperation, it is important to reiterate here that these partnerships and activities serve as useful opportunities for promoting and delivering on the global commitments for water cooperation.

Under the Eco-tourism thematic area, jointly implemented with UNWTO, we are showcasing how local communities continue to benefit from the tourism industry through implementing Eco-tourism activities such as; crab farming in Watamu, Kenya; craft development in Inhambane, Mozambique; and community owned eco-lodges in Kartong, The Gambia. We are also working to map out eight Demo Sites, to ensure that all the key hotspots and tourism information is available on one map, with environmentally sensitive zones clearly identified and marked.

For the fragile coral reef ecosystems of Bagamoyo, Tanzania; Inhambane, Mozambique; and Watamu, Kenya the COAST Project is working with EcoAfrica to identify 'hot spot areas' that are affected by human activities such as; diving, fishing and snorkeling in order to improve management and use plans for these in terms of sustainable recreational and marine use. This is through the Reef and Marine Recreation Management (RMRM) thematic area.

The COAST Project is also executing UNIDO's Transfer of Environmentally Sound Technology (TEST) Methodology in support of some select tourism establishments in Kenya, Mozambique, Senegal and Tanzania under the Environmental Management Systems (EMS) thematic area. This is expected to result in adoption and adherence to best practices in environmental management in these hotels and the surrounding communities, as well as to foster public-private partnerships for environmentally sound technologies.

In addition with regard to tourism policies, we are working with our UNWTO partner to showcase some of the required policies, plans, and governance structures for sustainable tourism governance.

In the end, we envisage that a seamless interplay of these thematic areas will result in cogent, publically available, legacy materials that will continue informing the growth and development of the subject of sustainable coastal tourism in Africa. We expect that the results, experiences and lessons that will be amassed from the demonstration sites will be used to inform the development of this subject in the months and years to come well beyond the closing of the COAST Project in mid 2014.

I look forward to the 5th COAST Project Steering Committee Meeting scheduled for September, 2013 in Tanzania where we will all work together to plan for the effective execution of the final phase of the COAST Project activities.

Wishing you all a nice read!

**LUDOVIC BERNAUDAT**  
PROJECT MANAGER



## THE COAST PROJECT WORKING TOWARDS SUSTAINABLE COASTAL TOURISM THROUGH ECO-TOURISM:

### SHOWCASING ACTIVITIES, RESULTS AND LESSONS FROM THE KARTONG DEMO SITE IN THE GAMBIA

#### 1. OVERVIEW OF TOURISM IN THE GAMBIA

Tourism is important in The Gambia as a leading foreign exchange earner and one of the pillars for the eradication of poverty. In this regard, the government's stated policy is to promote tourism and its contribution to economic growth by marketing the country as the 'Smiling Coast of Africa', a popular and affordable winter destination attracting tourists in search of sun, sand, sea and rich cultural experiences. The main objective is to increase the contribution of tourism to the economy and to raise the general living standards of all Gambians. To this end, the government is continuing its efforts to broaden the tourism market, improve quality standards, and ensure rational use of the country's Tourism Development Area by supporting ideals of responsible and sustainable tourism. The Gambia is one of the nine participating countries and is executing its activities at the Kartong Demo Site, through a collaborative venture with the United Nations World Tourism Organization (UNWTO), the Gambia Tourism Board (GT Board) and the Gambia's National Environment Agency (NEA).

#### 2. BACKGROUND INFORMATION ON THE KARTONG DEMO SITE

Kartong is one of the oldest settlements in The Gambia situated about 43km from Banjul (the capital city) and only 10 minutes across a river from the Senegalese Region of Cassamance. The area is growing rapidly and currently has an estimated population of 5,000 people of multi ethnic settlement and different religious practice. Community members engage primarily in farming,

fishing, trading and most importantly in tourism related activities. The shape of Kartong village (also known locally as Kartung) is narrow and surrounded on three sides by Cassamance (Senegal) by a famous natural feature known as Hallahin Bolong (river). To cross to the other bank of the Hallahin Bolong (river), there is a crossing taking not more than five minutes of canoe paddling. The Demo Site area is famed for providing eco-lodges; traditional dances; authentic cultural experiences; river excursions; bird watching; a rich variety of local cuisine; picnic areas; and expansive and clean beaches. To interact with the locals, a trip to the sacred crocodile pool popularly known as 'Folonko' and the 'Balanta' Palm wine tapping center would afford visitors a real treat.

#### 3. SHOWCASING THE COAST PROJECT WORK IN THE GAMBIA

The COAST Project has been executing its activities aimed at demonstrating and supporting the adoption of Best Available Practices and Best Available Technologies (BAPs/BATs) approaches for sustainable coastal tourism that reduces the degradation of marine and coastal environments of trans-boundary significance. Previously, the project had activities in three sites in The Gambia (Tumani Tenda, Denton Bridge and Kartong) but a Mid Term Review conducted in 2012 recommended a strategic emphasis on Kartong site, with the other two sites benefiting through knowledge sharing and mainstreaming of sustainable coastal tourism BAPs/BATs and lessons. Kartong is also emerging as a national icon for responsible and sustainable tourism, and is expected to lead the way in generating

valuable lessons and results that will spur a national re-awakening to place sustainability criteria at the peak of the tourism development plans in The Gambia.

#### 4. WORKING WITH LOCAL COMMUNITIES TO DELIVER SUSTAINABLE TOURISM PRACTICES IN KARTONG

Through collaboration with UNWTO, GT Board and the NEA, the project is currently implementing a number of activities under the Eco-tourism thematic area. The Eco-tourism thematic area seeks to provide local communities ample opportunities to engage in, and benefit from the tourism industry. It seeks to also ensure that the nexus between environment and community eventually translates to sustainable tourism practices that are beneficial to the Kartong area.

Some of the activities being undertaken by the COAST Project to enhance this are summarized below:

##### a. Community Awareness on Protection and Management of Marine and Coastal Environment

This has been achieved through a series of workshops, trainings and public forums that have been done to ensure the local communities and the tourists in the area contribute effectively to environmental conservation in order to protect the marine and coastal environment. For instance, the project has held trainings of over 20 community members on environmental issues to protect the marine and coastal ecosystems, and a training for 25 staff from tourism and hospitality institutions on how to become biodiversity champions; and the



The Hallahin Bolong River, acting as the border between Senegal and The Gambia. It is thriving with fishing, oyster harvesting, tourism and cultural activities (Photo: COAST Project)

project will organize a 'train the trainers' seminar for 6 members of the Kartong Association of Responsible Tourism (KART) and the Village Development Committee to build capacity within the community so that they can conduct their own training programs on environment. The project also supports a number of beach clean ups and community sensitization workshops at Kartong. During the annual Kartong Cultural Festival, a one day triathlon event is set to be organized in Kartong that will include activities such as athletics, bike riding and regatta style rowing on the Hallahin River. The overriding message during this event will be the need to protect the rich marine and coastal environment in the area.

To support all these activities, the COAST Project is supporting the local Kartong

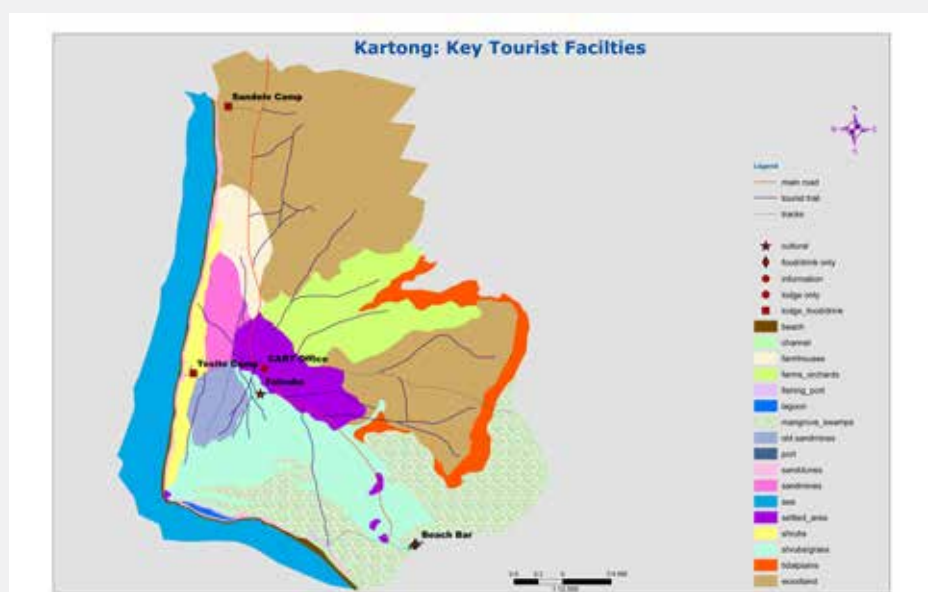
Responsible Tourism Association (KART Assoc.) by equipping and furnishing their local offices with solar energy, a computer, printer and basic office functionalities. The lack of electricity in the area is a key impediment to the running of such a centre, and with the expected purchase and installation of solar panels at the office this year, the KART Association will be empowered to effectively deliver on the Eco-tourism plans for the Kartong area. A follow up training program to equip the key staff with business and administration skills required to run the KART office and staff at the community owned Tesito Camp has also been planned within this year. This training will cover administration including record keeping, customer service, IT, food hygiene and business management.

## b. Managing Solid Wastes through Recycling and Manure for Income Generation

The COAST Project is working with the local partners in Kartong to support efforts of sustainable management of the solid wastes in the area. In this regard, the project purchased 20 waste bins for project tourist attractions with 10 bins being branded green for degradable waste materials and another ten in red color for non-degradable waste. A series of community awareness sessions will be conducted to teach the local people on how to use these bins to ensure successful application. These bins have since been distributed to the area, and are located at key tourist attraction sites to help manage the pervasive problem of waste management in the area. It is deplorable for tourists to visit a site and find mountains of plastic, which are also known to cause fatal injuries and even deaths to marine life. Through this initiative, the COAST Project hopes to encourage the local partners in Kartong to adopt these bins and to conduct periodic clean up activities to help rid the area of the wastes. In addition to the bins, the project plans to conduct training for 25 locals on waste recycling into organic fertilizer and crafts (bracelets, footwear, bangles etc), which can be sold to tourists visiting the area.

## c. Supporting Eco-tourism for Employment Creation and Empowerment of Local Communities in Kartong

The issue of economic empowerment of the local communities is at the heart of the Eco-tourism project being executed by the COAST Project in Kartong. Indeed, if the local communities get to benefit from the resources emanating from the tourism industry, they enhance local community ownership and improve the standards of living. In return, this may lead to immense environment benefits, since the local people now view their local surroundings as a valuable resource that is having direct impacts on their livelihoods. This is the importance of Eco-tourism, as a key platform for supporting sustainable and responsible tourism practices. The COAST Project has identified a number of valuable opportunities and projects that will directly inject some resources into the local households.



Map showing the Kartong Demo Site's key touristim areas (Photo: COAST Project)



They include:

- Development of the Tesito Camp, a local community owned facility, into a camping site with solar energy and facilities like toilets, showers and proper waste disposal arrangement. Additional Eco-tourism activities will involve the introduction of Gambian cookery classes with the village women leading these sessions for visitors;
- The organization of a familiarization trip for local and international tour operators to Kartong in order to expand the market to more operators for the South Gambia cross-village excursion that is a combination of bush and river adventure covering the villages of Sifoe and Berending before ending in Kartong;
- Enhancement of the local handicraft sector by introducing new craft products such as pottery as well as building workshops and points of sale for Kartong artists;
- Rehabilitation and fencing of the Folonko crocodile pool to keep intruding animals away and introduce an entrance fee to the sacred site to raise some revenue to support the local community and their conservation efforts;
- Purchase of 10 bicycles to introduce more environmentally friendly activities such as village cycling with the view to hire bikes out to visitors at the following locations: Sandele, Hallahin Camp and the KART Tourists Information Office. A training on tour guiding for 10 youths from Kartong will be undertaken for the youths who will be conducting the bicycle tour as well as the village walking tour.

##### 5. SUSTAINABLE COASTAL TOURISM: SOME BEST PRACTICES EMERGING AT THE KARTONG DEMO SITE

- Sandele Eco-Lodge – This is a wonderful eco-lodge that has successfully integrated the environmental conservation and community involvement within Kartong. It is one of the best resorts for holidays and conferences in Kartong and employs the exclusive use of renewable energy (solar and wind) and employment of the local community members. It also has a specific trust fund where some percentage of the resources generated from the lodge is integrated back



The NEA and GT Board officials including the COAST Project DPC Mr. Abubacarr Kujabi, handing over the waste bins to the local community in Kartong (Photo: COAST Project)

for the good of the local community. While the land on which the facility rests belongs to the local community, the locals have surrendered it to the proprietors of Sandele on a lease of 25 years, after which the facility will revert to the local community.

- TESITO Eco Camp – This is one of the emerging best practices expected from Kartong. Tesito Eco-Camp is essentially, a community owned and managed eco camp site that straddles the beach area in Kartong. It closely neighbors a Ramsar wetland site, and has expansive spaces for camping picnics and a good beach that would attract tourists. If well managed, the Tesito Eco-Camp has a potential to emerge as a good example of how local communities in the tourism industry can own and manage an eco-camp deriving financial income that would spur local development in the area. The COAST Project will continue to work with its partners (UNWTO, GT Board and NEA) to enhance environmental management principles at this site and to design a workable business model for the camp.

- KART Association – The Kartong Association for Responsible Tourism (KART) is an association of small businesses that sell their goods and services to tourists in Kartong. The group recognizes every single member of the Kartong community as a stakeholder either directly or indirectly due to their role in the thriving tourism industry. KART Association is an active member in

the COAST Project Demo Site Management Committee (DSMC), and is a champion for responsible and sustainable tourism practices within the area. For instance, KART has developed a Code of Conduct for its members in the tourism industry and also adopted a Responsible Tourism Policy that acknowledges the importance of integrating sustainability principles for the benefit of the local community members. The offices of the KART Association are the central tourist information centre for Kartong. The office is centrally located, and has visible tourist information that provides the background to the area, some information on the popular visitor sites and a history of community. The COAST Project, through the Eco-tourism activities is working to empower KART to be champions of sustainable tourism in Kartong.

- Reptile Farm – The reptile farm, located at the periphery of the Kartong site provides a rare chance for the tourists to Kartong to view a number of reptiles commonly found in the area. The farm has tortoises, a number of species of snakes (black mamba, green mamba, pythons, cobras,) crocodiles, lizards and many more. The snakes are normally kept for medical research (venom), conservation and for aesthetic value. An emerging best practice is where the local community who have now been sensitized to always inform the reptile farm management whenever they spot such reptiles in their neighborhood. These are then captured

and safely accommodated within the reptile park. This has led to a reduction of the killing of some of these, especially the snakes.

- **Folonko Sacred Site** – This is a sacred site for the Kartonga people, with deep cultural heritage value to the community. The site has some sacred crocodiles and is known to be a prayer site for various people who have some specific requests, which according to the locals, are normally granted once one pays a visit to the site and pays homage to the crocodiles. Many tourists also visit the site, and interact with the community members living around the site.

## 6. CONCLUSION

Resulting from our ongoing work in the Kartong Demo Site in The Gambia, it is clear that the COAST Project is on the right track to deliver on its core objective of supporting and enhancing the conservation of globally significant coastal and marine ecosystems and associated biodiversity in Sub-Saharan Africa, through the reduction of the negative environmental impacts which they receive as a result of coastal tourism. The Eco-tourism activities at the Demo Site are expected to help enhance the local economic impact of tourism and to motivate local people to protect the environment and biodiversity of the area, and turn Kartong into a tourist destination site in The Gambia that places

a maxim on sustainable and responsible tourism practices. It is the intention that valuable lessons and experiences can be learned from the activities in Kartong, which will be useful to share with professionals and institutions dealing with sustainable coastal tourism in Africa and beyond. When all these activities will have been executed at the Kartong Demo Site, the COAST Project

will generate useful results, experiences and good lessons for replication in other similar coastal destinations in the region. It is also our hope that these activities will continue beyond the COAST Project life span to enhance the place of Kartong Demo Site as a sustainable coastal tourist destination in The Gambia.



The Gambia COAST Project Environment Focal Point Mr. Momodou Suwareh handing over the 10 bicycles to the KART Association (Photo: COAST Project)



Participants of the KM&C training workshop in Banjul, The Gambia (Photo: COAST Project)



Sandele Eco-lodge in Kartong, The Gambia (Photo: COAST Project)





Participants to the web-raising training undertaking a field visit to the Dabaso boardwalk, a COAST Project supported activity in Watamu Demo Site (Photo: COAST Project)

# THE COAST PROJECT SUPPORTS A WEB-RAISING TRAINING AT THE WATAMU DEMO SITE

## BACKGROUND

The COAST Project is working to showcase some of the global best practices and technologies that can enhance the growth and development of sustainable tourism in the coastal areas in nine countries in Africa (Cameroon, The Gambia, Ghana, Kenya, Mozambique, Nigeria, Senegal, Seychelles and Tanzania). In order to provide support to the COAST Project countries by working to domesticate some principles of information technology in Africa, the project executed a web-raising training for representatives from the Watamu Demo Site (Kenya) and Kribi Demo Site (Cameroon).

This was done under the project's Knowledge Management and Communication Strategy.

These two COAST Project countries, Kenya and Cameroon, were selected to benefit from this training after a rapid web audit that identified the two as best placed to benefit and demonstrate to the other project countries how web based applications could be used as a best practice in marketing tourism destinations. The ensuing results, experiences and lessons from this training will be documented and shared with all the COAST Project countries, and particular demonstrable results will be converted into a web-raising toolkit that can easily be used by the partner country tourist destination areas that seek to benefit from online marketing presence to enhance their branding.

## The COAST Project's Web-raising Capacity Building Training for Kenya and Cameroon

This three day workshop was organized at the Turtle Bay Beach Club from 20th to 23rd March, 2013. The participants from Kenya ranged from private sector representatives, civil society organizations and government stakeholders. These stakeholders play a critical role in the work of the COAST Project at the local level. The Kribi Demo Site was represented by Mr. Santiago Ormeno, the UNIDO Technical Officer supporting COAST Project activities at the Demo Site in Cameroon. Mr. Ormeno will execute a number of follow up web-raising training activities at the Kribi Demo Site to enhance the online presence of Eco-tourism in Kribi and build capacities of the local tourism sector in online marketing tools.

## What is web-raising and how does it apply to a tourism destination?

Prof. Simon Milne, Professor of Tourism and the Associate Head of School at the New Zealand Tourism Research Institute (NZTRI), contends that web-raising is touted as a "best practice in enhancing the work of communities in the tourism industry". Prof. Milne has led numerous researches in this subject in New Zealand and the wider Pacific Islands. From his work, he demonstrates convincingly how Information Technology (IT) and access to the internet can



significantly improve tourists' experiences by exposing to them hitherto unknown authentic attraction sites in a given locality. In addition, through web-raising, it is possible for local communities and service providers to be more engaged in the tourism industry and therefore stand a chance to benefit from direct revenues that flow into these communities. To help the COAST Project execute this training workshop, Prof. Simon Milne was invited to provide his technical expertise to help the project review the web presence of the two sites and recommend strategies for building their web presence in ensuing months (see detailed interview with Prof. Milne in the Q&A section on page 24).

#### HOW DOES WEB-RAISING APPLY TO MARKETING A TOURIST DESTINATION?

The concept of web-raising integrates Information Technology (IT) and access to the web to ensure improved branding and marketing of tourist destinations. The NZTRI view's web-raising as a process that can enable communities and related stakeholders to use the internet to maximize the potential of tourism to be a tool for sustainable economic development. A key focus is on how to use the internet to enhance the economic linkages between tourism and the surrounding economy while also lessening negative impacts on community quality of life and the broader ecosystem. According to Prof. Milne, web-raising is not an end in itself, but rather a

process that evolves over a number of stages and can be customized to meet different cultural, environmental and economic realities.

This concept has been successfully implemented in some parts of the globe, and particularly in New Zealand, Tonga and Eua Islands (Islands in South Pacific) to significantly improve both, the visitor experience as well local business and service provision opportunities for these local communities. Resulting from such web-raising examples, local businesses and local community have combined resources to provide deeper insights into the experiences that await the visitor. In the end, communities that had been previously poorly linked into the domestic and international tourism market, and have been perpetually 'bypassed' in terms of tourism spend and visitor engagement opportunities, find real niches to work and support touristic practices that also benefits them. It also provides a good opportunity to integrate environmental sustainability principles within the tourism industry.

#### The COAST Project: Results from the Web Audit for the Watamu and the Kribi Demo Site

It is important to realize that most tourists' first point of call for information on any given tourist destination they plan to visit is through the internet. The search engines that are mostly used include Google, Yahoo, Bing, Ask and AOL. For tourists, a number of traveler rating sites, with interactive feedback mechanisms that allow travelers to post their reviews are rising in popularity. They include TripAdvisor; Lonely Planet and Wiki pages. Hence, during this internet search, a tourist would wish to see a positive branding and more information on attraction sites to visit even before leaving their home countries. In a way, the tourists would wish to experience the real visit, even before setting off for the journey. In realization of this fact, a team of researchers from the NZTRI conducted a web audit of the Watamu and the Kribi Demo Sites before the training. The audit comprised of a comprehensive review of all the key on-line resources that a prospective visitor would check for the Kribi and Watamu Demo Sites.



A group of tourists enjoying a 'sea-through-the-glass-bottom' boat experience in Watamu (Photo: COAST Project)



A local fisherman in Watamu using artisanal methods (Photo: COAST Project)



Local Ocean Trust specialises in saving Turtles captured in fishermen nets in Watamu (Photo: COAST Project)



Participants of the web-raising training pose for a photo during the field visit (Photo: COAST Project)

THE QUESTION IS, WHAT DO TOURISTS WHO WANT TO VISIT WATAMU AND KRIBI SEE ON THE INTERNET, BEFORE SETTING OFF FOR THEIR HOLIDAYS? BELOW IS A SUMMARY OF THE KEY FINDINGS:

#### WEB AUDIT FOR THE WATAMU DEMO SITE

On searching for the word 'Kenya' no search engine had the word Watamu popping up. However, various links showed other areas which are more popular tourist destination areas, including Diani in South Coast of Kenya. Various other searches of the words 'Tourism Kenya'; 'Kenya Tourism'; 'Kenya Eco-tourism' and such did not yield a result with Watamu on the 3 main pages. It is only after searching 'Kenya Marine Eco-tourism' that Watamu showed up in the main search area through the website of the Watamu Marine Association (WMA), Magical Kenya site, Kenya Wildlife Service (KWS), Ministry of Tourism Kenya, Eco-tourism Kenya and the Turtle Bay Hotel;

It is important to note that a few of the pages found offer much detailed information on Watamu, especially describing local communities, infrastructure, culture, and local economic development or conservation efforts. The information presented is mostly concerned with the aesthetic aspects and attractions of the destination;

On searching for 'Watamu Kenya', the websites that had a lot more information on the Demo Site include; TripAdvisor, Lonely Planet, Wikipedia, Turtle Bay Hotel, Hemingways Watamu, and a host of other hotels in the area. This information was more detailed, and contained some specific attractions that would attract visitors to the area, but with little community and environmental linkages. Watamu hotels however received very good reviews from the visitors on the travel rating website, TripAdvisor (with a total of 5866 reviews);

Social media presence for Watamu was found to be impressive, with various Face book and Twitter pages dedicating themselves to marketing the Watamu area, including WMA, Hemingways, Watamu Association, Local Ocean Trust etc. On searching for 'Watamu images' on the search engines, very attractive beaches and enticing marine life activities are observed, but with local population, culture and authenticity components totally missing.

#### WEB AUDIT FOR THE KRIBI DEMO SITE

On searching for 'Cameroon' on the five main search engines, the word Kribi never popped up in the results. Even tourism links for Cameroon appeared on one of the search engines (Bing), but with no specific link to the national tourism board;

On searching for the words 'Cameroon Tourism'; 'Cameroon Eco-tourism'; and 'Cameroon Marine Eco-tourism' all results from the main search engines fail to mention the Kribi Demo Site. Even government websites, which show up in these searches fail to make specific reference to Kribi. Even on broadening the search to 'Coastal Marine Tourism in Cameroon', the results did not change;

On searching the word 'Kribi', the Google search engine directs the reader to three main Tourism Organizations on information pertaining to Kribi area, and they are; Ministry of Tourism Cameroon; Cameroon Association for Responsible Tourism (CAMAST); and Camtours.org (a tour operator website) but still, not much information on the Kribi Demo Site;

Only sites that have information on Kribi are Wikipedia with some YouTube video link. There is need to begin applying the web-raising concept by first influencing the key government websites to at least have a specific reference to the Kribi Demo Site;

Most of the news stories on Kribi from the web are about industrial development. The Kribi destination area is not available on TripAdvisor. Creation of this profile is the easiest way to get the site more visibility in successive web audits. Some of the hotels in Kribi are however well rated on TripAdvisor and they include Hotel Ilomba, Hotel Coasta Blanca, Les Gites de Kribi and Hotel du Phare among others;

On social media, one community page has been created on Kribi, but is mainly used as a promotional page for a local hotel. The pages are not updated regularly. The image search of the Kribi Demo Site however presents a good balance of natural resources, local population, culture (food) and authenticity.

#### CONCLUSION

From this training, a number of key issues were agreed upon, with an action plan being adopted to support the efforts by the DMSC's in Watamu to enhance the web presence of the COAST Project Demo Site. For Kribi, an action plan that involves further trainings has been developed to support the local stakeholders become familiar with the opportunities presented by the Internet for promotion of their tourism products, to build the loyalty of regular tourists and to conceive new destination marketing tools. By and large, it is important to note that if fully integrated within the tourism industry, web-raising can

contribute to building new tourism brands in areas that are not necessarily known as tourism destinations, and promote a positive perception by potential tourists and investors. It can also enhance the searchability and marketability of a tourist area that doesn't fit the conventional definition, as many other destinations in Sub Saharan Africa, that remain off-the-beaten-paths of mainstream tourism.

Websites such as AirBnB (stays at local houses), Trip Advisor (information about tourism sites and hotels), and Google Places (geo-location of small business) serve as a new direct channels for community based

tourism and Eco-tourism. Web-raising therefore has the potential of ensuring that more tourism income is directly being infused within the local communities, hence accruing more direct benefits to a given society. Since the subject of green consumerism and responsible tourism is on the rise in recent years, this concept can be effectively used to market destinations that pay particular emphasis on sustainability issues. Therefore, lessons and experiences that will emerge from the COAST Project's application of the web-raising concept in Kenya and Cameroon will be shared to ensure broader uptake in the next course of project implementation.





# UNIDO SUPPORTS THE WATER PROJECT

## IN THE CHIPANDE COMMUNITY WATAMU DEMO SITE AREA

*“Water is central to the well-being of people and the planet,”*

*United Nations Secretary-General Ban Ki-moon in a video message for the International Year of Water Cooperation 2013*

### INTRODUCTION

At the dawn of the new millennium in the year 2000, the global community committed to a raft of noble goals, the Millennium Development Goals (MDGs). These were broad policy statements ranging from halving extreme poverty rates to halting the spread of HIV/AIDS and achieving universal primary education, all by the target date of 2015. As the clock ticks towards the year 2015, many are closely watching whether delivery on these goals was achieved or not. As development practitioners churn out numbers and statistics to evaluate whether the goals of halving the poverty levels; enhancing education access; improving maternal health; reducing the infant mortality rates at birth; and others have been met, there is a sobering realization that at the centre of all these efforts, is the MDG goal on ensuring environmental sustainability, with a specific target of halving by the year 2015, the proportion of people without sustainable access to safe drinking water. All these MDG's will however rely heavily on MDG number 8 on developing a global partnership for development. ([www.un.org/millenniumgoals](http://www.un.org/millenniumgoals)).

Indeed, this is the central message in the year 2013, which is the year of world cooperation for ‘water as an ingredient for

global cooperation for peace, prosperity and sustainable development’. During the World Water Day celebration on 22nd March this year, the global community leaders made it inherently clear that the fulfillment of basic human needs, the environment, socio-economic development and poverty reduction are all dependent on water. In this regard, cooperating around this precious resource is key for security, poverty eradication, social equity and gender equality.

### THE MDG'S GOALS ON WATER ACCESS: FROM POLICY TO ACTION

In an effort to transform these goals into tangible actions, UNIDO through a partnership with the Government of Slovenia is working to support a water treatment project in Kilifi County, Kenya

for the local community around the Chipande Primary School. The water project was designed in 2010 with the principal objective of contributing to an increase in the proportion of the population of the Watamu-Mida community with a clean and reliable supply of drinking water. UNIDO attracted support from the Slovenia Government, which donated water treatment equipment for water purification. This equipment comprises of a standalone mobile unit for water filtration, which uses reverse osmosis. The equipment is expected to produce 130 litres per hour of pure potable water, and hence lead to the purification of the saline water that has been a permanent feature of the Chipande area for decades now.

This equipment is expected to reduce the water borne diseases associated with



A picture of the water treatment equipment. The equipment utilizes reverse osmosis technology (Photo: COAST Project)



The water project will benefit the Chipande Primary School by providing them with clean water. Currently, the school relies on this saline water for household use (Photo: COAST Project)



The construction of the platform for the water plant is now complete. The water equipment installation is expected to commence at the earliest opportunity (Photo: COAST Project)

the use of unhygienic water by the local communities. In this regard, the water project is an example of a tangible way that UNIDO is partnering with the Government of Slovenia, as part of the efforts by the global community, towards the eventual realization of the MDG goal number seven of ensuring environmental sustainability that includes addressing the issue of access to safe drinking water. The COAST Project is providing technical support and working to mainstream some of the key results that will emerge from this project through the National Environmental Management Authority (NEMA) a Government of Kenya agency), for the benefit of the local communities and the residents of the Watamu Demo Site. This project also builds upon the current activities being executed by the COAST Project in the Watamu Demo Site.

#### COMMUNITY ORGANIZATION IN SUPPORT OF THE WATER PROJECT

According to Mr. Haroon Papu, the Chair of the Chipande Water Project Community, the water problems in the area arising from the high deposits of salt in the water are a major cause of concern. The entire Chipande community comprising of close to 6000 members with a vibrant mix of community schools, churches and private hotels suffer from a lack of potable water resulting in high incidence of water borne diseases. This background came in handy when in the year 2010, the Regional Technical Coordinator of the COAST Project, Dr. Hugh Gibbon, visited the area, interacted with the local communities and noted the water stress problems affecting the area. This then served to provide the impetus for the identification and eventual selection of the site for the construction of the water purification plant.

The Water Project's connection with the COAST Project is through the thematic area of Environmental Management Systems (EMS). The water project uses a Best Available Technology (BAT) which is reverse osmosis equipment powered by solar and wind power source. This technology is environmentally, socially and economically sustainable and the knowledge and expertise for its management is transferred to the community through on-site training.

The water project formally began on 25th May 2011 with the formal agreement between UNIDO and the local communities on the details of the water project at the Chipande Primary School site, in Kilifi County. In the wake of these discussions, the local community then came together and formed a local community group comprising of the local chief, the school headmaster, elders and women representatives, to spearhead the local efforts required for the success of this project. This committee of 15 members handles issues ranging from identifying the site, obtaining requisite approvals from local leadership, provision of community support, and enhancing community buy in and ownership. It also expects to continue providing an oversight role for the sustainable use of the water from this project. This includes ensuring that the sustainability plans for this project are firmly in place.

*"It has been a long and hard road, people expected results overnight. Community members had different expectations, but these all bordered on availability of good, healthy water in the area", Mr. Haroon Papu, Chair of the community group emphasizes.*

During this preparatory phase, the Chipande Water Project Committee has kept going, with a dedicated sense of unity and determination, and has managed to cultivate

broad support and ownership among the entire community. The committee keeps encouraging the community by providing as much information as possible to the wider membership, and with the docking of the water equipment at the Port of Mombasa on 6th March, 2013, there is a general feeling that their efforts are on the verge of being realized. The Deputy Head master of the Chipande School, Mr. Wyxtone Lewa notes that the school community is waiting for the finalization of the water project with immense anticipation. It is hoped that the water project will deal with the water problems afflicting the community and ameliorate the problems associated with the continual use of the saline impure water by the students and the teachers.

#### CHALLENGES AFFECTING THE COMMUNITY ORGANIZATION AND PROPOSED SOLUTIONS

In the period preceding the shipment, eventual construction and installation of the water treatment equipment at Chipande Primary School, the local committee has had to surmount a number of challenges to keep the project on course.

These include the following:

1. *Managing expectations from the entire community* – The Chipande community expects this water project to provide a permanent solution to their pervasive water problems. In a way, they see this project as the silver bullet, and a magic wand to solve all their water problems. To ensure increased understanding by the local community of the technical elements of the project, the committee strives to continuously provide reliable information, while encouraging the locals to be cautiously optimistic and be ready to support the project.



**2. Managing hygienic problems that may still arise from the project** - It is important to note that, even with the eventual installation and operation of the water purification project, problems related to water hygiene are likely to continue. These hygienic challenges may arise from the use and re-use of contaminated water buckets by the community, leading to even more contamination of the purified water. While the technical specifications of the water equipment expect the purified water to be of high hygienic standards, the continual use of these contaminated buckets by the local community may end up negating the very principle of the water project. It may also lead to a loss of confidence and ownership by the local community, especially if these hygienic problems result in health problems. In anticipation of these, the local committee is planning to undertake aggressive awareness campaigns, and encourage the locals to buy new and cleaner water buckets, which will need to be occasionally cleaned to ensure the expected gains from this project are sustained in the long run.

**3. Managing the capacity problems of the purified water** - In the discussion with the members of the Chipande community, one can sense a palpable air of expectation that finally, after decades of water stress in the area, this UNIDO supported project is on the verge of offering a long term sustainable water solution to the community. However, in discussions with Mr. Imran Jalalkhan, the National Coordinator working on the water project, it is clear that the expected clean water may not be sufficient for every household in the area. He explains that the 130 liter per hour only translates to close to 1300 litres of water per day, and with the reliance on renewable energy sources (wind and solar) this may not be enough for the community. A number of storage tanks have been installed within the school compound, but there is need for an investment in more tanks to ensure the water is stored to avoid unnecessary wastages and contamination if not properly stored.

#### THINKING AHEAD: PROPOSED SUSTAINABILITY PLANS

In the short and long run, the importance of such projects can only be realized if the issues of sustainability are firmly integrated in the implementation process. This is why the community is now already reflecting on some of the ways to enhance the sustainability of the water project. Issues such as maintenance, replacement of equipment parts arising from general wear and tear, provision of security for the water treatment facility and revenue generation require innovative responses from the community leadership.



Mr. Imran Jalalkhan, the Water Project Coordinator (right) discussing with the COAST Project Demo Project Coordinator, Mr. Samuel Nganga during a site visit to the Chipande Water Project site (Photo: COAST Project)

According to Mr. Imran Jalalkhan, the local community leadership is already thinking up of ways and means to enhance the sustainability and widespread awareness and education of the project. Various ideas have been floated by the members and if well executed, these may result in optimal benefits to the community, and long term solutions to the water deficit in the area.

- *Alternative sources of energy to complement the renewable energy sources:* Some of the issues that the local community is pursuing to enhance productivity of the water plant include, sourcing for electricity to complement the renewable energy components of the project. The equipment is to run on wind and solar energy, but discussions have been held between the community and the local leaders on how to receive power under the Government of Kenya's Rural Electrification Plan. This would result in more power to sustain production even at night, and in this regard enhance the capacity of the plant.

- *Designing a sound economic plan for the purified water:* If the capacity of the permeate water fails to satisfy all the households in the area, the Chipande Community Committee will propose a roadmap where the water will be availed to the public utilities in the area such as the school free of charge, and source for partnerships to support the bottling and selling of this water in the local community at an affordable rate. In this way, the project may generate some revenue that would be injected back into the project, and support local ownership and growth of this project.

#### CONCLUSION

It is important to realize that the ongoing global efforts at enhancing access of potable water for water stressed communities' needs to be actually felt at the community level. If the communities in the coastal area of the Watamu Demo Site benefit from this water project, then such success stories have to be documented and disseminated widely to encourage other such efforts in the world.

The local community in Chipande understands that by benefitting from this project, they have a responsibility to design further strategies that will enhance its sustainability. UNIDO, the Government of Kenya and the Government of Slovenia may only have injected some resources in the area, but the challenge of ensuring sustainability rests with the locals, and in the days and months to come, the local leadership will be required to give this project the wings it requires to soar and to continue providing clean water for the community, in the long run.

While the local community continues to await the flow of the pure water, the implementation of this project has had to surmount a number of logistical challenges associated with the shipment and eventual installation of this water plant. However, most of these hurdles have since been cleared, and the people of Chipande community now expectantly wait for clean water, the end product this global partnership supported by UNIDO.

## 1. CAMEROON

### NEWS FROM THE KRIBI DEMO SITE

During the January to May 2013 period, the COAST Project continued implementing activities aimed at demonstrating and supporting adoption of best practice approaches for sustainable tourism in three coastal villages in Kribi (Lobé Falls, Grand Batanga and Londji) with the involvement of local administrations and communities.

#### Eco-tourism News:

- The Demo Site area in Kribi hosted a conference on Green Tourism organized by the association GO AFRICA from 15th to 17th March, 2013. During this conference, Mr. Christopher Feka, the COAST Project Demo Project Coordinator, shared the progress in project implementation and provided the COAST Project perspectives on the opportunities of the development of green industries, in an environment that would support sustainable tourism practices. The COAST Project also organized an exhibition stand on the sidelines of this conference which showcased the Eco-tourism products that are being developed in Kribi. These included some local food specialties from the project sites such as Escargot brochettes, bread tree fries, and spicy fish;

- Between March and April 2013, the COAST Project conducted a Web-raising training program that involved members of local associations and Eco-tourism practitioners. The seminar aimed at providing basic computer skills and internet literacy to community leaders and informal workers. The seminar resulted in the development of Face book Pages for small community based tourism businesses ("La Crevette" of the Lobé Falls) and the "Halles Deco Beach" in Grand Batanga. Further trainings will be held in June;

- In March 2013, the Women group "Dynamic Women from Bongahélé" (Grand Batanga Site) received a practical training from expert cooks from the Regional Tourism Delegation about Cooking and Presentation of "escargot" dishes. The goal of this training was to present escargot dishes which could be appealing for hotels

and restaurants and to create a brochure for the local women association, as escargots are a rare delicacy in Cameroonian and French cuisine, and not many hotels and restaurants offer them.

#### Environmental Management Systems (EMS) News:

- In February 2013, the Ministry of Environment organized a three day training workshop on Environmental Management Systems for tourism industries, hotels and hospitals in the Kribi area. The training aimed at educating environmental managers about practical techniques to implement an Environmental Management system, utilizing EMS principles of waste management, energy consumption, and certification processes.

#### Activities planned for the next few months include:

1. A training workshop for local tourism establishment stakeholders on how they can utilize web-raising tools to enhance the marketing of their tourist facilities;
2. Printing and distribution of Eco-tourism Map of Kribi.



Local food specialties in Kribi are a delicacy to tourists  
(Photo: COAST Project)



UNIDO Cameroon Representative, Mr. Koffi Edme, visits the COAST Project stand at the Green Tourism conference (Photo: COAST Project)



Training for local communities in Kribi on computer and internet use  
(Photo: COAST Project)





Signage on the beach at the Ada Demo Site to guide tourists (Photo: COAST Project)



Tourists cruising on the new inboard boat in Ada  
(Photo: COAST Project)



White mangroves seen at the site  
(Photo: COAST Project)

## 2. GHANA

### NEWS FROM THE ADA DEMO SITE

Ghana is one of the COAST Project participating countries executing activities in the Eco-tourism thematic area through collaboration with UNWTO at the Ada Demo Site. The COAST team in Ada has delivered on a number of capacity building initiatives that have greatly empowered the local stakeholders to benefit from the tourism industry.

#### Eco-tourism News:

- In January 2013, over 20 gin producers and sellers underwent a training to improve their capacity, skill and knowledge to enhance the quality and output of their day to day production. The training was done to help the gin producers understand the tourism resources in Ada and its environs; and how to effectively respond to the dynamic market driven by tourism;

- Efforts were intensified at the site to educate the local communities living and working along the beach to protect nesting turtles. Supported by a dedicated team of staff from the Wildlife Division of the Forestry Commission, night patrols to apprehend poachers and protect nesting turtle species continue to be undertaken;

- The conservation education in schools has also been very useful in teaching the students on the importance of the protection of migratory birds that roost, feed and nest at the Demo Site;

- The delivery of a new inboard boat for cruise tourists on the long demarcated tourist along Songor RAMSAR site area route has attracted increased tours of individual tourists and organized groups.

#### Activities planned for the next few months include:

- Organizing a beach cleanup exercise through a Private Public Partnership involving Zoomlion, a local private sector managed waste collection and management company, and the local beach community;
- Undertaking awareness meetings in schools and local communities including churches and entertainment programs;
- Media publicity through panel discussions on radio Ada and some outreach activities to mark the World Environment Day.



Dabaso boardwalk in Watamu  
(Photo: COAST Project)



Photo imagery from the Coral reef assessment in  
Watamu (Photo: COAST Project)



Beautiful flowers prepared from recycled solid wastes  
in Watamu Demo Site (Photo: COAST Project)

### 3. KENYA

#### NEWS FROM THE WATAMU DEMO SITE

**K**enya is executing COAST Project activities under the three thematic areas Eco-tourism, EMS and Reef and Marine Recreation Management (RMRM). The COAST Project activities at this Demo Site are well on track.

##### Eco-tourism News:

- A shed (banda) was constructed for the cultural dances tourist attraction activities. These activities provide some community group members a part time income on Kirepwe Island in Mida Creek Reserve;

- A web-raising training was conducted for select members from the Watamu Demo Site Management Committee. The training provided the DSMC members with practical skills and know-how to enhance the web presence of the Watamu Demo Site.

##### Reef and Marine Recreation Management (RMRM) News:

- A preliminary assessment of reefs within the Demo Site was conducted by EcoAfrica. The team undertook a preliminary survey of two reefs (Coral Gardens and Bennett's Reef also known as Turtle Reef) during the January 2013 mission at the Demo Site. Additional preliminary surveys were also conducted at two popular Scuba diving locations (Brain Coral and Drummer reefs).

##### Environmental Management Systems (EMS/TEST) News:

- On the implementation of the UNIDO TEST Methodology, a Memorandum of Understanding (MOU) was signed between the National Environmental Management Authority (NEMA) and the Kenya National Cleaner Production Center (KNCPC) on 21st March 2013. The KNCPC has been subcontracted to implement three of the 5 TEST tools, namely Cleaner Production Assessment (CPA), Environmental Management Systems (EMS) and Corporate Social Responsibility (CSR);

- For the Environmentally Sound Technology (EST) tool, the committed hotels (Hemingways Resort and Turtle Bay Beach Club) and local stakeholders are tasked with devising a sustainable usage and financial plan for relevant ESTs. This proposal has to ensure that all stakeholders involved have clear roles and responsibilities and that these and the financial

management of the equipment go beyond the life span of the COAST Project. The purpose is not for individual hotels to reap benefits of the use of the technologies but rather that there is a collective gain for the entire community and the environment. The current EST proposal envisages that the Hemingway's Resort and Local Ocean Trust in Watamu will receive a Biogas Collector, with Turtle Bay Beach Club receiving a Rocket Composter. A local partner, the Watamu Marine Association will receive a Biogas Collector, a Plastic Crusher and some waste bins;

- The hotels are working individually with the UNIDO Environmental Management Accounting (EMA) expert under the EMA TEST tool.

##### Activities planned for the next few months include:

1. The construction of an art and curios recycling and visitor attraction centre is planned to start in the next few months. The centre is part of a larger plastic and glass recycling facility that will be operated by the Watamu Marine Association (WMA);

2. The Kenya National Cleaner Production Centre (KNCPC) will conduct a mission to Watamu in due course to undertake cleaner production assessments at the hotels that committed to the application of the 5 TEST tools;

3. The 1st Sustainable Tourism Governance and Management (STGM) workshop spearheaded by UNWTO has been held in Nairobi, Kenya for four countries (Mozambique, Tanzania, Seychelles and Kenya). Two more such STG&M workshops will follow in 2013 for the other COAST Project partner countries. These workshops are aimed at finalizing the action plans for the STGM policies under the COAST Project;

4. Trainings will be held for the 'see through the looking glass bottom' boats targeting the tour guides and the boat operators at the Watamu Demo Site.



## 4. MOZAMBIQUE

### NEWS FROM THE INHAMBANE DEMO SITE

Mozambique, like Kenya and Tanzania, is implementing COAST Project activities under all the three thematic areas i.e. Eco-tourism, Environmental Management Systems (EMS) and Reef and Marine Recreation Management (RMRM). During the period under review, a number of useful activities were conducted by the COAST Project at the Inhambane Demo Site:

#### Reef and Marine Recreation Management (RMRM) News:

- The EcoAfrica team undertook a working mission to the Demo Site from 18th to 28th March 2013 which yielded useful insights into the issues and opportunities for the Demo Site. The COAST Project seeks to deliver comprehensive maps of the reefs in the Demo Site, demarcated to show the vulnerabilities envisaged from unsustainable human activities including tourism;
- The RMRM team verified with the DSMC that the Demo Site should include the coastal strip extending from Praia Das Rochas and Barra and that it should extend 5km inland to cover affected communities;
- The RMRM team identified and verified

some of the existing sensitive sites in the Demo Site with the assistance of stakeholder input. These included the popular reef areas for diving and fishing and also the lagoon area;

- A preliminary assessment of the reefs in the Demo Site was conducted with the involvement of a local group, the Bitonga Divers, to help build the local reef assessment capacity within the Demo Site.

#### Environmental Management Systems (EMS/TEST) News:

- The tourism enterprises that have committed to implement the UNIDO TEST Methodology in the Inhambane Demo Site include, Bayview Lodge, Vista do Mar and Dino's Bar. A proposal for the Environmentally Sound Technology (EST) tool is currently being finalized by the committed tourism enterprises and other local stakeholders;
- The MOU between the Ministry of Coordination of Environmental Affairs (MICOA) and the Mozambique National Cleaner Production Center (MNCPC) was signed on 15th April, 2013;
- The first mission by the MNCPC to

Inhambane was held between 17th and 21st May and results of the cleaner production assessment of the committed tourism establishments are expected shortly;

- The committed tourism establishments are working individually with the UNIDO Environmental Management Accounting (EMA) expert.

#### Activities planned for the next few months include:

1. Monthly clean up and awareness events in Inhambane Site in partnership with ALMA, a local NGO, and the Municipality on Inhambane;
2. Environmental sensitization campaigns in nine schools for both students and teachers. This will be done through a cleaning competition between schools and environmental sensitization sports tournaments;
3. Production of communication and advocacy materials for environmental sensitization within the demo site area that include brochures for teachers and schools, as well as a video documentary and several sign boards.



The DPC, Mr. Luzio Inhavene (right), with the MNCPC officials who were conducting a CPA on one of the committed tourist enterprises for the UNIDO TEST Methodology (Photo: COAST Project)



A dhow used for tourist excursions around the Inhambane Bay (Photo: COAST Project)



An EcoAfrica team member filming net fishing (Photo: COAST Project)

## 5. NIGERIA

### NEWS FROM THE BADAGRY DEMO SITE

Nigeria is one of the COAST Project participating countries executing activities in the Eco-tourism thematic area through collaboration with UNWTO. During the period between January and May 2013, the COAST team at the Badagry Demo Site undertook a number of activities.

#### Eco-tourism News:

- A Training programme on the production of curio and souvenirs was organized in April 2013 at the Badagry Demo Site. Some of the practical skills that were imparted to the local participants included making crafts out of coconut and other materials to produce various crafts (necklaces, drink covers, key holders, pendants, bracelets, earrings, bangles, hand rings, purses, hand bags, colored brooms, mats, etc.);
- Other skills included bead making to produce items such as belts, hand bags, hats, shoes and necklaces. The trainings on craft making from bamboo covered the preparation of Sato drums, stools, special occasion tables, drums and xylophones. With regard to the textile training, the key skills imparted covered the production of tie & dye materials, handkerchiefs, T-shirts, shirts, tops & pants among others.

#### As a result, the training achieved the following for the local communities:

1. Maximized local economic benefits by increasing linkages and reducing leakages, by ensuring that communities are involved in, and benefit from, tourism;
2. Created employment through the production of souvenirs;
3. Created additional and alternative sources of income through the production of souvenir;
4. Established a souvenir market in the Demo Site.

#### Activities planned for the next few months include:

1. A public lecture on the impacts of tourism on the environment;
2. A sensitization lecture on the need for linkages among stakeholders in tourism;
3. A training on service delivery for stakeholders in tourism.



Participants displaying the handmade coconut crafts in Badagry (Photo: COAST Project)



Craft making using bamboo in Badagry (Photo: COAST Project)



Textile training in Badagry (Photo: COAST Project)



Textile batik training in Badagry (Photo: COAST Project)



## 6. SENEGAL

### NEWS FROM THE SALY DEMO SITE

Senegal is executing COAST Project activities under the Environmental Management Systems (EMS) thematic area. This particular thematic area, similar to the other three EMS thematic countries, utilizes UNIDO's Transfer of Environmentally Sound Technology (TEST) Methodology through working with five hotels at the Saly Demo Site (Les Filaos Hotels, Lamentin Hotels, Bougainvillees Hotels, Palm Beach Hotels and Teranga Hotels) to implement the 5 TEST tools.

#### Environmental Management Systems (EMS/TEST) News:

- All the five hotels under this collaboration have signed commitment letters to work with UNIDO to apply the 5 tools of the TEST Methodology;
- The first phase of the audit missions of the energy efficiency at the participating hotels has since been conducted;

- The local COAST Project team of experts continues to provide support to the institutions in planning the other relevant implementation options, on monitoring and evaluation tools and archiving documents to help them track the progress.

#### Below are some of the best practices that the hotels in Saly are working to upscale:

1. With regard to office administration, clear instructions have been issued by senior hotel management discouraging staff from making unnecessary printouts. The hotels are encouraging the recycling of printed paper;
2. Collection of all the used 1.5 litre water bottles by the hotel staff. These bottles are then sold to recycling companies to generate some revenue and keep the environment clean from plastics;

3. Use of low energy light bulbs 7 Watts and 15 Watts in Les Filaos and Palm Beach hotels;

4. Collection of the leftover toilet rolls from the guest rooms and using them in the general public utility areas;

5. Replacement of disposable plastic sandals by washable and reusable sandals.

#### Activities planned for the next few months include:

1. Providing support to the local community on strategies to improve the management of coastal erosion and municipal waste;
2. Supporting the arts village to work on eco-labeling.



Mr. Martin Schmitz, Technical staff of the Lamantin Hotel, with the solar panels located on the roof of the hotel that are used to heat water for the hotel (Photo: COAST Project)



Mr. Martin Schmitz, showcasing the hotel solar water boilers that are used to heat the water in the kitchen and for the laundry services (Photo: COAST Project)

## 7. SEYCHELLES

### NEWS FROM SEYCHELLES

The Seychelles is a group of very small islands where all parts of all islands are categorized as being a coastal zone. In this regard, the country relies heavily on coastal tourism, with a contribution of over 26% to the GDP. Unlike the other eight COAST Project countries, Seychelles is one of the COAST Project countries without any specific project activities. Its role within the current project structure is in sharing best practices and lessons to the other COAST countries, especially the lessons and experiences emerging from the Seychelles Sustainable Tourism Label (SSTL). This eco-labeling tool within the tourism industry is envisaged to provide results, lessons and experiences that will be of immense value to the other countries.

The main sustainability challenges that the Seychelles face in their tourism sector are:

- Balancing the demands of the tourism industry and the needs of the local population (food, water, electricity, leisure places);
- The increase in tourism development puts additional pressure on human resources increasing the need for foreign labor;
- The growth in tourism arrivals also poses a public health risk due to the threat of introduction of diseases into the country.

The Seychelles has two demonstration sites under the UNDP Biodiversity Project, the Constance Ephelia Hotel and the Denis Private Island Resort. Constance Ephelia is the largest resort and spa in the Seychelles with 247 guest rooms, 5 restaurants and over 700 staff. The Constance Ephelia Hotel site area is found close to a Ramsar designated mangrove swamp in the area, the Port Launay Marine Park, found on the west coast of Mahe. (A Ramsar site results from the Convention on Wetlands of International Importance, where each member country is allowed to designate at least one wetland site for inclusion in the List of Wetlands of International Importance). The other Demo Site, Denis Island, is a coralline island located 95km north of Mahe. This island is privately owned and houses a small hotel of 25 rooms. It has 1 restaurant and offers boat charters, diving and fishing facilities.

The main aims of the Demo Sites are to provide a learning platform for all key environmental enthusiasts on the main conservation programmes in the island; and to showcase key aspects of small island biodiversity management through visual aids. In addition, the sites are expected to assist in furthering the implementation of the islands management plan as part of the national conservation programme.



An aerial view showing part of The Seychelles Islands (Photo: COAST Project)



Seychelles is famed for its white sandy beaches (Photo: COAST Project)



Interior and exterior views of some hotel establishments in the Seychelles (Photo: COAST Project)



## 8. TANZANIA

### NEWS FROM THE BAGAMOYO DEMO SITE

Tanzania is one of the three countries that are implementing COAST Project activities under all the three thematic areas i.e. Eco-tourism, Environmental Management Systems (EMS), and Reef and Marine Recreation Management (RMRM). In the period between January and May 2013, the COAST Project executed a number of activities.

#### Eco-tourism News:

- The project is implementing activities under the Eco-tourism thematic area in Dunda, Kaole and Mlingotini villages in Bagamoyo District. These activities are aimed at increasing community awareness on the potential of tourism and biodiversity conservation, increasing income generation from activities and enhanced local entrepreneurship, improving services delivery, and improving beach and marine environment;

- Education and awareness campaigns at schools in the project area. The trainings targeted 20 teachers and 6 pupils from the project area, including the ward coordinators and education officials from the District Council and the Local Authority;

- Training for 25 representatives of handicraft groups from the three villages. The training was aimed at enhancing the quality of their crafts and broadening the markets. Other elements of the training included kitchen and hygiene, customer care & hospitality, food safety, and accommodation;

- Training 40 representatives of fisheries and seaweed farming groups from Kaole, Mlingotini and Dunda in marine product improvement, hygiene and seaweed farming.

#### Reef and Marine Recreation Management (RMRM) News:

- EcoAfrica, the team executing RMRM conducted a field mission to the Demo Site where they collected additional stakeholder information and global positioning systems (GPS) points for the reefs in the area;

- The team then verified the existence of some of the reefs (Mshingwe Reef and the reef in Lazy Lagoon) and conducted a preliminary reef assessment to inform the process of mapping out the hotspot areas affected by human interventions.



An Eco-tourism meeting in Bagamoyo (Photo: COAST Project)

#### Environmental Management Systems (EMS/TEST) News:

- The Hotels that have committed to implement the UNIDO TEST Methodology include the Millennium Hotels (Millennium Old Post Office and Millennium Sea Breeze), Oceanic Hotel and Resort, Bomani Beach Bungalows and the Bagamoyo Beach and Country Club;

- The MOU between the Tanzania Vice-Presidents Office (Environment Division) and the Cleaner Production Center of Tanzania (CPC-T) is at present being finalized and will be signed shortly.

#### Activities planned for the next few months include:

1. Tanzania will host the 5th Steering Committee Meeting scheduled for September 2013 in Bagamoyo.

2. The first Cleaner Production Assessment (CPA) mission will be conducted by the CPC-T once the MOU between the main institutions has been signed.

3. Management and business skills training for tourism enterprise coordinators, cultural tours coordinators, food and home stay providers, curio sellers, fishermen groups etc.

4. Development of tourism promotional materials such as brochures, flyers and posters.



Local group displaying their arts and crafts products (Photo: COAST Project)



Reef assessment in Bagamoyo (Photo: COAST Project)



# GALLERY



Crafts made beads from recycled waste Badagry, Nigeria



Crafts made from coconuts Badagry, Nigeria



Textile training using batik in Badagry, Nigeria



Tofo signboard Inhambane, Mozambique



Reptile park Kartong, The Gambia



Tourists Ada, Ghana



Folonko cultural site Kartong, The Gambia



Bio diversity training Banjul, The Gambia



Ms Violet Njambi, EcoAfrica, makes a presentation at the STG & M workshop Nairobi, Kenya



Waste management Ada, Ghana



Participants at the first Sustainable Tourism Governance and Management workshop Nairobi, Kenya





# GALLERY



Training for teachers in Eco-tourism  
Bagamoyo, Tanzania



Crafts made from recycled wastes  
Inhambane, Mozambique



Hotel in Seychelles



Beachline wastes Bagamoyo, Tanzania



Coral Reefs Inhambane, Mozambique



Some Eco-tourism products Inhambane,  
Mozambique



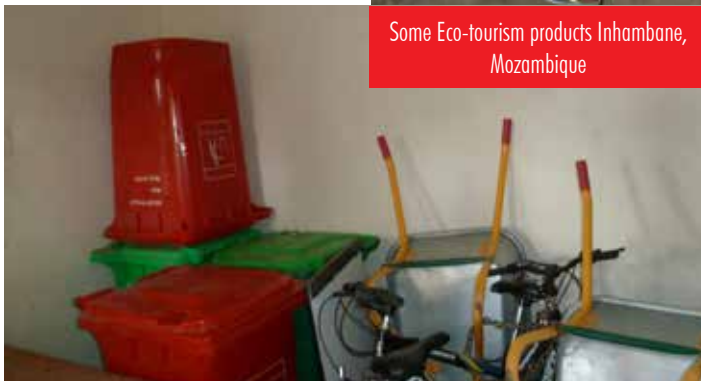
Eco-tourism product Watamu, Kenya



COAST Project partners at Lamantin  
Beach Hotel Saly, Senegal



Coral reefs Seychelles



COAST Project sponsored materials for environmental conservation activities  
(waste bins, bicycles and wheelbarrows) Kartong, The Gambia



Ox cart is a tourist attraction in the Seychelles



Participants of a handcraft training in Bagamoyo, Tanzania



Eco-tourism products Bagamoyo, Tanzania





# WEB-RAISING AND SUSTAINABLE COASTAL TOURISM

**P**rof. Simon Milne is a Professor of Tourism and the Associate Head of School (Research and Development), School of Hospitality and Tourism of the New Zealand Tourism Research Institute. Prof. Milne conducted a training on the application of web-raising to the Coastal tourism destinations of Watamu, Kenya and Kribi, Cameroon. This training was held from 20th – 23rd March, 2013 and targeted select members of the Watamu Demo Site Management Committee and a Project Officer from the Kribi Demo Site. In this section, Prof. Milne shares with us some principles of web-raising and how they can be applied in these two Demo Sites.

**1 . The main impetus of the COAST Project is identifying local Best Available Practices/Technologies in managing the impacts of land based pollution from tourism activities. From your general understanding and expertise in the field of tourism, what are your perspectives on this subject?**

This is a vital area within the tourism industry for both research and policy development. Mitigating the negative environmental and societal costs of tourism is a problem for communities and tourist destinations around the world, and it is therefore essential that such best practices and technologies are shared to inform further developments in this industry. It is encouraging to see the COAST Project focusing on a series of case study areas in the nine countries in Africa that reveal the importance of 'place' in determining tourism development outcomes. In each case, it is also gratifying to see an awareness of the broader context within which pollution and other socio-environmental impacts are occurring. Indeed, it is important to look beyond the impacts themselves towards the broader societal and political contexts within which development occurs. It is also essential to understand the impact that information and communication technologies can have on local tourism development outcomes and this is where concepts such as web-raising come in.

**2 . Please explain to our readers what the term 'web-raising' means and some of the tools and principles used in applying this concept.**

Web-raising is a concept that has been adapted and used in many different situations and contexts. The New Zealand Tourism Research Institute (NZTRI) view's web-raising as a process that can enable communities and related stakeholders to use the internet to maximize the potential of tourism to be a tool for sustainable economic development. Our key focus in much of our work is on how we can use the internet to enhance the economic linkages between tourism and the surrounding economy while also lessening negative impacts on community quality of life and the broader ecosystem.

Web-raising is a process that evolves over a number of stages and can be customized to meet different cultural, environmental and economic realities. Web audits can be used to highlight existing levels of 'visibility' on the internet and to understand the extent of the linkages and networks that have been formed. It is also worthwhile examining the degree to which local community and people are portrayed in online resources. A number of techniques are then used to encourage collaboration between the various stakeholders in the destination and to 'web-raise' content that will be of value to both the visitor and the local community. The resource includes locally 'grown' content that builds a 'sense of place' for both resident and visitor alike.



The overarching goal is to create a website (or enhance existing sites) in a way that increases visitor yield, enhances community understanding of, and support for, tourism and benefits and reduces broader socio-environmental costs. More information on this is available at our website at [www.nztri.org](http://www.nztri.org)

### **3 . Kindly highlight to our readers a few Best Available Practices/ Technologies of some tourist destinations that have effectively integrated the web-raising concept in marketing their areas.**

There are a number of best-case examples that the reader can look at. The case of Western Southland, New Zealand (see [www.westernsouthland.co.nz](http://www.westernsouthland.co.nz)), is a good example of a regional site that has developed through multiple stakeholder input. The site also includes locally developed and produced podcasts – an example of tourism being a trigger to the development of individual ICT skills. The case of Eua Island, Tonga is an interesting example of how businesses and local community have combined resources to provide deeper insights into the experiences that await the visitor. The focus is on enhancing visitor-host interaction and understanding and maximizing the economic linkages of the industry ([www.eua-island-tonga.com](http://www.eua-island-tonga.com)).

### **4 . On the subject of sustainable tourism, what are some of principles that are required to ensure harmonious synergy and seamless co-existence between the tourists and the local communities, and how do these relate to web-raising.**

I am not sure that we can ever ‘ensure harmonious synergy and seamless co-existence between the tourists and the local communities’, but we can strive to reduce levels of conflict where they exist or to prevent their occurrence in places where tensions do not currently exist. The core principles that underlie our ability to enhance the sustainability of tourism include:

- The need for robust research upon which to base strategy/policy development. Such research includes - visitor demand, community perceptions, economic and environmental impact assessment etc.
- The need for access to communication channels for all stakeholders – it is important that everyone who is a stakeholder has some chance to make their voice heard in tourism development.
- ‘Communities will work for tourism if tourism, in turn, works for communities’. It is vital that the tourism industry provides benefits to those groups who face the greatest negative externalities from tourism development, usually host communities.
- Information is vital to both visitors and hosts. Ensure that you use ICT as effectively as possible to link tourism to sustainable development outcomes. It is vital to educate both visitor and tourist alike before arrival.
- As a host community do not try to ‘reinvent yourself’ as you try to reach the potential tourist, remember that very often it is your everyday life that visitors are most interested in seeing, this is what makes you unique (in conjunction to the broader environment around you).

### **5 . From your interactions with some of the stakeholders at the Watamu Demo Site during this training, what are your experiences and how do you envisage this process being taken forward.**

The web-raising workshop was a great experience for me. It was fantastic to see a range of local, national and global stakeholders in one room, learning, sharing knowledge and discussing experiences. The process of web-raising is every bit as important as the final on-line resources that are created – I think we made a great start to this process. From this point on NZTRI is looking forward to continuing to provide input and assistance to the Watamu Marine Association (WMA) and other key groups as they move towards optimizing their on-line resources and creating a clearer set of linkages between tourism, local economic development and environmental protection.

### **6 . What are some of the challenges of web-raising and how can they be addressed effectively to enhance optimal results in the Watamu and Kribi Demo Sites.**

The challenges of web-raising tend to be locally specific and can be numerous. Are there champions or groups of individuals that have the passion and foresight to implement a web-raising strategy? Can different stakeholder groups work effectively together? Can a sustainable source of funding or support be found for the website? The answers to these questions vary from place to place because every local context is so different.

What makes me feel hopeful in the case of Watamu is that there is a clear will on the part of business, NGOs, community groups and public sector representatives to develop a tourism industry that is more sustainable and will generate greater benefits for local communities. As they say, where there is a will there is a way.

### **7 . Sustainability Plan: From your experience, how would you like the web-raising activities to continue beyond the scope of the COAST Project life?**

Web-raising is only one means to achieving more sustainable tourism development outcomes in Watamu. My hope would be that the web-raising will not only achieve improved on-line visibility for Watamu and create a broader ‘sense of place’, but that we will also see a broader collaborative ethos emerging from the work. It is vital that a strategy be developed for tourism in the destination – I believe the web-raising process that has now commenced in Watamu (see [www.nztri.org](http://www.nztri.org) for details) will aid and underpin the collaborative development and implementation of such a strategy. Our hope is that NZTRI can continue to assist in this process and that Watamu will, in time, become a best practice case for others to learn from.

*(To contact Prof. Milne, please send him an email on [simon.milne@aut.ac.nz](mailto:simon.milne@aut.ac.nz))*

## OVERVIEW

SHARING THE COAST PROJECT EXPERIENCES:

TOWARDS EFFECTIVE

# ENVIRONMENTAL MANAGEMENT

**T**he COAST Project is working to showcase some of the emerging best practices and examples that seek to demonstrate the fact that sustainable coastal tourism in Africa can indeed be achieved. In this Edition, we showcase the work of the Chumbe Island Coral Park in Zanzibar, in Tanzania and share how they have managed to manage the park through a number of actions for sustainable coastal tourism.

In subsequent Editions of the Newsletter, we will be looking to showcase further best practice examples from the other COAST Project countries. We therefore encourage the country partners to send us such examples for publication.



# THE CHUMBE ISLAND CORAL PARK IN ZANZIBAR:

## A MODEL OF FINANCIALLY, ECOLOGICALLY AND SOCIALLY SUSTAINABLE MARINE PARK MANAGEMENT

By Ulrike Kloiber and Sibylle Riedmiller, Chumbe Island Coral Park

*".....A notable example of payments for ecosystem services within the context of coral-reefs habitat is provided by the private and non-profit Chumbe Island Coral Park in the United Republic of Tanzania... local fishermen benefit from the Reef Sanctuary, as research findings confirmed that fish inside the protected no-take zone travel out and increase their yields in the vicinity"..*

UN Secretary General's report to the General Assembly on Protection of Coral Reefs for Sustainable Livelihoods and Development (2011)

### I. BACKGROUND

From aid project manager to social entrepreneur, founder and director of Chumbe Island Coral Park (CHICOP), Ms. Sibylle Riedmiller, followed her passion for the underwater world when she began efforts in 1992 to create the world's first privately-managed marine protected area at Chumbe Island in Zanzibar, United Republic of Tanzania. This hitherto uninhabited small coral island 12 kilometers southwest of Zanzibar town is now a fully managed nature reserve that protects a 30-hectare no-take coral reef sanctuary, where fish and corals thrive, and a coral-rag forest reserve covering most of the island's 22 hectares that harbors rare and endangered animals.

Over the last two decades, CHICOP has created a model of financially, ecologically and socially sustainable Marine Park management, where a collaboration of actions for sustainable coastal tourism supports employment, conservation, research and environmental education for local people. Currently top ranking on TripAdvisor.com (a traveler information and feedback website portal) gives evidence that Chumbe Park has also become a successful sustainable tourism destination, where income from visitors is channeled back into preserving this little stretch of paradise for future generations.

Maintaining the integrity of the island's pristine ecosystems for posterity is CHICOP's mission. In this regard, not a single tree was cut and only empty clearings left by nature were used when the visitors' centre and seven eco-bungalows were built. Combining traditional building styles and materials with modern eco-architecture, the technologies for water and energy provision and waste avoidance and recycling of the eco-lodge took full advantage of sunlight, natural ventilation and rainwater, with rainwater catchment, vegetative gray water filtration, composting toilets, solar water heating and photovoltaic power generation.

The Chumbe model of sustainable tourism that develops and funds a marine park and provides benefits to local people has generated major interest among international conservation organizations and has won CHICOP numerous prestigious awards and global recognition.

#### Joining the ZEITZ Long Run Initiative

In the year 2008, CHICOP became a founding member of the flagship program of the Jochen Zeitz Foundation, the "Long Run Initiative". This initiative promotes and certifies tourism enterprises, which directly manage, or significantly contribute to the management of a natural area of conservation value and demonstrate their commitment to sustainability through

the 4Cs: Conservation, Community, Culture and Commerce. Performance and processes across the 4Cs are assessed through a certification scheme that awards destinations with the Global Ecosphere Retreat (GER) distinction for the highest level of sustainability.

In working towards this certification, CHICOP shared and discussed achievements in a challenging environment and lessons learned in the two decades of Chumbe history. After going through a rigorous assessment process by external experts, CHICOP became the first GER certified Long Run Destination in 2011, in recognition of promoting marine conservation in Tanzania and setting an example for genuine sustainable tourism and environmental education and awareness creation.

### II. SUSTAINABLE TOURISM AT CHICOP AND HOW IT BENEFITS LOCAL COMMUNITIES

Chumbe Island Coral Park is a private investment into marine and forest conservation with a commercial component, the eco-lodge, which generates the income needed to run the park. Therefore, revenue generated from tourism is reinvested in supporting park management and environmental education programs. This includes various economic incentives for local communities since the lodge opened in 1998.

### Benefits to local communities include:

**Employment and career opportunities:** The successful integration of environment and community is an important benchmark for sustainable tourism. In order to realize this as a fully managed nature reserve, and also due to the particular eco-technologies installed, CHICOP's operations are very labor-intensive. With only seven rooms, CHICOP has probably the highest employee/room ratio of any tourism business in Tanzania, and three times the international average for eco-lodges. Wherever possible, CHICOP employs people from nearby village communities, though they have limited formal education and thus need much on-the-job-training. Of the 43 employees, 95% are Tanzanians, over two thirds from local communities, and 5% expatriates. In particular, former fishermen were recruited and trained as park rangers and stationed on the island. Gender considerations are also key, with women being given preference and currently forming 40% of the entire Chumbe workforce. It is important to note here that a third of the staff are directly involved in conservation management and education.

**Market for local services, produce and handicraft:** Since guests are offered typical Zanzibarian cuisine, which is a delicious blend of Asian, Arabic, African and European traditions, CHICOP creates a ready market for local produce, rather than imported foods. This not only reduces waste and pollution by minimizing packaging materials of industrially processed food, but also raises awareness and pride for the local culture. Other income opportunities for local people include building materials for the eco-lodge, handicrafts sold in the boutique, the outsourcing of road and boat transport and craftsmen services during maintenance.

**Sustainable financing for conservation:** The sustainable management and promotion of key ecosystem services (sustainable fisheries and biodiversity conservation) for the Chumbe region has been widely recognized, including mention in the recent UN Secretary General's report to the General Assembly on protection of coral reefs for sustainable livelihoods and development for Rio+20, which states: "A noted example for PES (Payment for Ecosystem Services) within the context of coral reefs habitat is the private, non-profit Chumbe Island Coral Park Ltd (CHICOP) in Tanzania.... Especially local fishermen benefit from the Reef Sanctuary, as research findings confirmed that fish inside the protected no-take zone travel out and increase their yields in the vicinity".

### Minimizing environmental impacts water, energy and waste management

One of CHICOP's main objectives is to manage the eco-lodge as a model for sustainable tourism development, providing high-quality services to visitors while promoting environmental awareness through education programs for the local community and all island visitors. Like many developing countries, Zanzibar does not have an effective/efficient solid waste management system in place. Due to lack of infrastructure and public services, waste is burned in the streets or dumped in illegal sites, creating major public health concerns and environmental hazards. To minimize environmental impacts, CHICOP restricts the number of visitors to the island and avoids the purchase of non-biodegradable products. Where possible, goods are sourced locally and transported in locally made, biodegradable baskets. Non-cooked fruit and vegetable waste is collected, composted and used for the composting toilets on the island, while non-biodegradable waste is removed from the island and, where possible, recycled. Only biodegradable detergents and soaps are used and laundry is washed off the island.

During the year 2012, CHICOP also conducted waste recycling workshops with the help of volunteers, who for example taught local staff how to turn candle stubs

from guest dinners into recycled coconut candles. Workshops were held to create hands-on learning tools for visiting students using only recycled materials to illustrate how trash can have a 'second life'. Such activities illustrate CHICOP's commitment to environmental sustainability and the commitment to share knowledge and the importance of waste management through practical learning experiences.

### III. COMMUNICATION & ENVIRONMENTAL AWARENESS ACTIVITIES & ENGAGEMENT OF PARTNERS

While coastal communities depend on fishing for their survival in mainland Tanzania and Zanzibar, there is little evidence of traditional reef management or sensitization about the limitations of this fragile resource. By and large, Government policies, legislation and management capacity fall short in meeting the challenges of rapid environmental degradation and tend to favor investments into unsustainable development and environmentally destructive products and practices.

Therefore, public communication, education and awareness-raising on the vulnerability of the marine and forest ecosystems and the importance of sustainable tourism are key pillars of CHICOP's Environmental Education (EE) programs, which are regularly conducted on Chumbe Island and

in Zanzibar. The programs offer free island excursions, training workshops and peer education sessions for students, teachers and community members. Based on the approach of 'Education for Sustainable Development', these programs help to close the gap between theoretical knowledge and practice, involve different level of learners and seek solutions to environmental concerns that build on indigenous knowledge, culture and traditions. By the year 2012, over 6000 school children and 900 teachers had visited the island to experience the natural environment with its diverse ecosystems.

The experiential hands-on activities for schoolchildren and all visitors include guided snorkeling in the reef and walking along the forest trails using all senses such as sight, touch, hearing, taste and smell while ensuring that the teaching contents link up with the national school curricula. CHICOP also supports schools through environmental talks/seminars and helps organize environmental clubs, which are much encouraged by a popular competition for a sustainable future for schools, i.e. the Chumbe Challenge Environmental Award.

*The role of research and education:* CHICOP started operations in 1991 by conducting baseline surveys of the ecosystems and marine and forest flora and fauna of the island. This was meant to establish the





CHICOP's environmental Educator demonstrates snorkeling techniques to a group of Zanzibar girls on an education tour (Photo: CHICOP)

conservation value of the Chumbe reef and coral-rag forest and to convince the Government of Zanzibar that the island should indeed be protected. However, it was clear that the park could not be developed without co-operation of local communities as well. Research and training on marine and forest conservation and sustainable tourism development for income generation was therefore at the center of project implementation. Enforcement of no-take marine parks is challenging around the world, especially when local communities rely on fishing for their livelihood. On the other hand, after a few years of effective closure, the local fishermen benefit from marine parks, as these create breeding sanctuaries for fish and other marine

organisms, which restock adjacent and upstream overfished areas, the famous 'spill-over effect'. This was discussed by the CHICOP management in village meetings in the early nineties to win co-operation, and it was agreed that fishermen should be employed and trained as Park Rangers to educate their fellow fishermen about the purpose and benefits of the closure. This approach worked very well. As soon as the spill-over effect became noticeable in the mid nineties, enforcement was no problem anymore, and local fishermen now respected the park boundaries and reported that the catch outside of the boundaries had increased since the establishment of the park.

Some of the fishermen were trained in data collection for research, park management and monitoring techniques for the reef and the forest to become park rangers. They also learnt the English language and guidance skills required for island visitors, including environmental education for local schoolchildren. All other island staff, such as cooks, cleaners & waiters are also trained periodically to acquire the basics of reef ecology, forest ecology, English language skills, Eco-tourism and eco-technology.

Capacity building of government staff: CHICOP has also helped to raise conservation awareness and understanding of the legal and institutional requirements among government officials. The very innovative and unusual investment proposal of a privately established and managed Marine and Forest reserve required the involvement and approval of altogether seven Government departments. This took over four years to negotiate, followed by intense discussions on the Management Plans 1995 - 2016, which were developed by CHICOP consultants with wide stakeholder participation. This lengthy process has gained CHICOP political support and prepared the ground for improvements in the legal framework for marine conservation, environmental protection and management. Furthermore, an Advisory Committee that was established in the year 1995 includes village leaders, government officials, local academics and the CHICOP management, and meets at least twice per year for discussions about achievements and challenges.



Chumbe Coral Reefs (Photo: CHICOP)



A bird's eye view of the eco-lodges on Chumbe Island (Photo courtesy CHICOP)



CHICOP employs the exclusive use of renewable energy with these solar panels powering the facility (Photo courtesy CHICOP)

#### IV. CONCLUSION ON RESULTS, EXPERIENCES FROM CHUMBE ISLAND

From our work in Chumbe, through lessons accumulated over a period of 2 decades, we have established that private management of marine protected areas can be effective and economically viable, even in a challenging political environment. Investment in conservation and in environmentally sound technologies, as well as the employment of additional staff for park management


and environmental education programs, raises costs considerably, making it difficult to compete with other tourism enterprises. Favorable conservation and investment policies and taxation would encourage such initiatives, but are not currently available in Tanzania. Close cooperation with government agencies in establishing and protecting this reserve has enhanced the understanding of environmental issues among local and national authorities. In addition, the establishment of the

Chumbe nature reserve has benefited local communities by generating income, employment, market for local produce, developing new work skills, and restocking commercial fish species in adjacent marine areas (spill-over). To avoid user conflicts, it is easier to preserve an area that is not used intensively for subsistence or other economic endeavors by local communities. With the threats of climate change, marine conservation needs more political support from governments and the international conservation community, as well as recognition of the contributions that the private sector can make to both, effective conservation area management and livelihoods of local people on the ground. Long-term security of tenure and contracts, together with a favorable political, legal and institutional environment are needed to attract more private and community investment in marine conservation particularly in the developing world. The Chumbe Island Coral Park project looks forward to sustain these in the months and years to come.

*(The views in this article are the personal opinions of the authors and do not in any way represent the COAST Project)*





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